



Labor market intelligence (LMI) provides insight into labor market conditions. Among other things, LMI sheds light whether any given industry is growing or shrinking; the types of jobs normally performed within a given industry; the occupations, credentials and skills in demand; typical entrée into the industry; and employer methods for finding, training and promoting their employees. As organizations responsible for helping people find employment or enroll in training that will prepare them for employment, this is precisely the type of information workforce and education providers need. Because of the effort entailed in collecting information, information overload that is endemic to contemporary life, and confusing and conflicting sources of information, few providers use LMI at all and when they do, they often do not understand how to make full use of it to achieve their performance outcomes.

New York City's local labor market is so large, broad and dynamic, it is neither feasible nor desirable for every workforce and training provider to collect and maintain information on all industries and occupations. Indeed, research indicates that providers that focus sharply on a single industry, use multiple sources of LMI, and create open communication channels with employers are more effective at preparing and placing job seekers than those who do not.<sup>1</sup>

Between September 2013 and June 2014, the New York City Labor Market Information Service (NYCLMIS) is working with a cohort of the Robin Hood Foundation's workforce and training grantees to locate assemble and strategically use targeted LMI on a single industry with the goal of improving organizational capacity in the short term and employment outcomes over time. The proposed *Demand-Side Immersion Academy* will consist of one-on-one consultations, cohort learning activities, small group training, ongoing coaching on the strategic use of a range of LMI (including statistics, business literature and employer insights). Early in the project period, participating grantees will select a specific strategy that they will commit to adopting and at the end of the project, report on its implementation and institutionalization.

In addition to NYCLMIS' experienced staff, the project team will be complemented by two seasoned consultants with many years of experience in workforce. Sheila Maguire, formerly Vice President of Labor Market Initiatives at Public/Private Ventures and primary author of its national evaluation of sector strategies, will work with NYCLMIS to develop and facilitate cohort learning and grantee project activities, assist in the development of sector strategies including employer and partner engagement. Amy Landesman, formerly the executive director of the Workforce Professionals Training Institute, will with NYCLMIS, co-facilitate LMI training, develop guidelines for the infusion of LMI into all aspects of program management and operation, and participate in one-on-one consultations as needed.

Outcomes to be measured include organizational capacity, length of time from training to placement, placement rates and wage changes.

**For more information:**

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<sup>1</sup> See for example: Maguire, S., J. Freely, C. Clymer, M. Conway, and D. Schwartz, Tuning in to Local Labor Markets: Findings from the Sectoral Employment Study, Public/Private Ventures, July 2010; Cathryn, L. Best Benefits: Employer Perspectives Research and Evaluation Brief, Commonwealth Corporation, 2004; and Industry Partnerships in Pennsylvania, Pennsylvania Workforce Development booklet, 2009.