



**Demand-side Immersion Academy Worksheet**  
*Reflecting on our organization's use of labor market intelligence*  
 Cohort Learning Session #1 – October 21, 2013

Program Area	Relevant Intelligence	Notes	Rating 1 -10
Specifying the Sector	Specific occupations accessible to your target population		
	Sector(s) that employ these occupations		
	Industry and occupational growth prospects		
	Employer location		
	Industry and occupational demographics (e.g., age, ethnicity, borough)		
Selecting the Candidates	Shortcuts used by employers to sort (narrow down) candidates		
	Absolute barriers to employment (e.g., credit, criminal history, drug or alcohol use)		

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	Amount and type of experience employers prefer/require		
	Traits employers look for (or avoid)		
	Level of reading or math aptitude required for the job		
	Most common reasons why people don't "get the job"		
	Potential turnoffs to the candidate (e.g., difficult conditions, culture, hours)		
	Where you are likely to find suitable candidates		
	Messages that would appeal to suitable candidates		
Preparing the Customers for Employment	How many openings there are at any given time		

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	KSAs needed		
	Other social or emotional competencies required, preferred		
	Important higher level soft-skills, e.g., critical thinking, team playing, self-discipline, etc.		
	Whether employers would recognize internships, transitional employment as experience		
	Peaks and valleys in hiring		
Making and maintaining connections to jobs	What drives business growth		
	Major players in the sector(s), e.g., associations, unions		
	How current employees got their foot in the door		

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	How employers measure success		
	Employers' recruitment and hiring challenges		
	Employers' retention challenges		
	Messages that would appeal to employers		
	Mix of small and large employers (and other meaningful differentiations such as union v. non-union, customer base, supply chain)		
	Largest employers		
	Chances of and opportunities for advancement		
	Requirements for advancement		

Program Area	Relevant Intelligence	Notes	Rating 1 -10
Staff and organizational development	Respected and/or knowledgeable industry representatives		
	Opportunities for ongoing professional development in the industry		