Premise of DSIA

- Labor market intelligence (LMiT) can:
  - Be used to better align your organization and its practices to market demand and improve your customers’ outcomes
  - Improve proposals, reporting, and marketing
  - Help you to “work smarter, not harder” *(Greg Holley, WPTI)*
Program Areas

- Program areas are components of program planning, implementation, and assessment.
  - Specifying the sector
  - Selecting the candidates
  - Preparing the customer for employment
  - Connecting to and keeping employment
  - Staff and organizational development
Program Elements

SELECTING THE CANDIDATE
- Outreach
- Recruitment
- Orientation
- Assessment

PREPARING THE CUSTOMER FOR EMPLOYMENT
- Scope
- Content
- Format

CONNECTING TO AND KEEPING EMPLOYMENT
- Prospecting
- Job development
- Career coaching and planning
- Placement
- Retention

STAFF & ORGANIZATIONAL DEVELOPMENT
- Board development
- Identity
- Staff selection and supports
LMiT

- Numbers: “lies, damn lies” *(Twain or Disraeli)*
  - Official data from BLS, NYSDOL or Census
  - Real-time data from online ads

- Words: “the more you read” *(Seuss)*
  - Trade periodicals
  - Think tank reports
  - Business sections

- People: “two ears and one mouth” *(Epictetus)*
  - Industry experts
  - Employers
  - Employees
DSIA Questions

• What program area (or element)?
• What do I need to know?
• Where do I get the information?
• What does it mean?
• So, what now?
Putting it all Together

• Specifying the target sector
• Selecting the candidates
• Preparing the customers for employment
• Making and maintaining connections to jobs
• Staff and organizational development
Specifying the Sector
What do I need to know? Where do I get the information?

• What industry(ies) employ the selected occupations?
  – NYSDOL staffing patterns online
  – Industries identified in customized NYCLMIS real-time reports

• What are the educational requirements for entry and mid-level occupations?
  – BLS “typical” and “minimal” educational requirements
  – Census characteristics of the current workforce
  – Job ad language
  – Ask employers what they want
Specifying the Sector
What do I need to know? Where do I get the information?

- Is employment in the industry(ies) and occupation(s) expected to grow, stay the same or shrink?
  - Business section forecasts
  - NYSDOL occupational and industrial projections
  - Trade association journals’ and websites’ forecasts

- Does the selected occupation offer an attractive alternative to your population’s current employment status?
  - NYSDOL occupational wages
  - Employer or employee conversations about benefits
Specifying the Sector
What does it mean? So, what now?

- Green light your selection if there are:
  - Jobs attainable by people requiring no more than (or not much more than) the educational attainment levels of your organization’s typical population
  - An adequate number of jobs at present (openings and employment)
  - At least stable prospects for future employment
  - Jobs within a reasonable commuting area
  - Jobs offer: well above minimum wage, benefits, and/or opportunities for advancement

- You probably want to rethink the selection if any of these isn’t true
Selecting the Right Candidate
What does it mean? So, what now?

- Are there other potential barriers to employment for large segments of your organization’s population?
  - Think tank reports on hiring and employment practices
  - Employer conversations
  - Requirements commonly stated in ads
- Are there any working conditions that could turn off some candidates?
  - O*NET online
  - Employee conversations
  - Job site observations
- What traits do employers look for in job candidates?
  - Employer conversations
Selecting the Right Candidate
What does it mean? So, what now?

- Job requires standing hours at a time, exposure to needles, working outdoors in the cold, etc.
- Employer requires drug-test* or credit checks
  - Inform candidates in marketing materials and/or orientation
- Employers generally prefer to employ people who who like working with their hands
  - Ask relevant interview questions (e.g., what do you like to do in your spare time?)
  - Target marketing efforts where you are likely to find handy people (e.g., Home Depot, crafts stores, etc.)

*Drug testing at job training sites generally is not legal in New York State, although procedures may differ according to funding source. For example, WIA Title I allows for drug-testing when a customer is admitted to the training phase. First and second positive tests result in sanctions.
**LMiT for Performance Improvement**

**INDICATOR**
- Placement Rate

**PROGRAM AREA**
- Making Employment Connections

**QUESTIONS**
- Are any employers hiring multiple candidates?
- Have we exhausted the pool of employers?
- Are some candidates going through multiple interviews?

**LMiT**
- Identify larger employers
- Explore other promising sectors
- What traits do employers prefer?

**NEXT STEPS**
- Cultivate new relationships
- Revise marketing and assessment
Intelligence-Mining Exercise #1

• Name two forces that affect how many people are employed in the hotel industry.

• In general, what traits do hotel employers look for in their candidates?

• Which jobs in the industry are the easiest and hardest to fill?

• Describe a possible career path in the industry including the education or experience to move up.

• Your thoughts?
Intelligence-Mining Exercise #2

• Name three relatively entry-level job titles that employers used in their ads
• Name the top three industries advertising for industrial designers (or design assistants)
• Over the last two quarters, who were the largest volume advertisers?
• What were the two top software applications employers were seeking in the last quarter?
• Your thoughts?
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