DEMAND-SIDE IMMERSION ACADEMY

Alignment through Intelligence

LMIS EXERCISE NOTES

September 24, 2013

General Observations

- Overall positive trend
- Clear seasonality (lows generally in winter)
- Correspondence of online hire data to actual (lagged) hiring is generally good

Workforce Program Implications

- Scope: Are there enough openings to justify our training? How many people should we be serving?
- Program Timing: Are we graduating students at a time of year when demand is sufficiently high?
- Recruitment: Use information that you uniquely know about demand to recruit students
- Relationship Building: Time first contacts at least several months before peak demand

Other Things We Need to Know

- Why does demand fluctuate?
- How well does past demand predict future demand?
- How big might the pool of candidates be?
- What is the overall employment (not hiring) trend?
- How much turnover (or retention) is there in the industry (or for the occupation)?

Bonus Million-Dollar Question

The data on the chart shows the average monthly online ad volume for employers in ambulatory health care *other than* home health services. This includes community clinics, diagnostic laboratories and offices of physicians, dentists, and other health care practitioners.

Possible Hint: Demand peaked in March 2010 and May 2012. The peaks coincided with the passage of the Affordable Care Act in Congress and the Supreme Court decision to uphold the Act, respectively.