

Labour Market Information for LBS Service Providers

A joint project of the Learning Networks of Ontario –
Western Region

Funded by MTCU, Employment Ontario

Training Session

October 2, 2013



Agenda

- Background of Project
- Learning Objectives
- All about Labour Market Information
- National Occupational Classification
- North American Industry Classification System
- Skills
- Case Studies



Background of Project

Project of the Learning Networks of Ontario - Coordinating to Bring Low-Literacy and Marginalized Clients Employment

Led by Literacy Link South Central

Strategy 8 Consider and report on how to effectively use Labour Market Information to bridge LBS with Employment Services and, ultimately, employment.



Learning Objectives

At the end of this session, you will have

1. a better understanding of labour markets and what affects them
2. greater knowledge of how to use LMI in the classroom to better assist your learners (such as job searching tips, extrapolating information and interpreting it for the benefit of your learners)
3. enhanced ability to bridge LBS learners to employment



All about Labour Market Information

What is Labour Market Information?

- Knowledge, facts and statistics about industries, occupations, skills
- Trends
- Labour market activities and indicators



What can LMI tell us?

- Occupational or career information
- Availability of workers
- Current employment trends
- Future demand outlook



The Labour Market

- Labour Supply (workforce)
- Labour Demand (employers)

LMI can improve both the short-term and long-term matches of supply and demand.

Supply

- People who are currently working or looking for work
- Influenced by a variety of factors including
 - demographics
 - education and training systems
 - wage rates
 - social norms
 - level of economic activity

Demand

- Number of jobs available in the economy
- Driven by the level of economic activity

The labour market is where supply and demand interact.

Labour Market Matches

- Matching employment requirements with job seekers
- Skills matching
- Making the connection



Labour Market Mismatches

- Disconnection between what employers are looking for and what workers have to offer
- Employers need specific skills and knowledge but the local labour supply available cannot always fill those needs

Activity - Labour Market Mismatches

What strategies can learners use to overcome labour market mismatches?

Have you had learners that have experienced this?

What did they do to succeed?

What affects LMI?

- Technology
- Demographics
- Education and training
- Occupation/industry structure
- Social factors
- Political-economic factors

Examples

How can each of the following events impact the labour market?

- a) the number of teams in the NHL increases
- b) local hospital closes
- c) cost of a mortgage rises
- d) population grows older

Interrelated Labour Markets

- Global
- National
- Provincial
- Local
- Internal



How is LMI Beneficial?

- Educators
- Individuals/job seekers
- Employers
- Governments and community

Sources of LMI

- Casual conversations
- Print materials
- Television, radio
- Internet articles
- Organizations downsizing or growing

Sources of LMI

Working in Canada www.workingincanada.gc.ca

Human Resources and Skills Development Canada
www.hrdsc.gc.ca

Ontario Job Futures www.tcu.gov.on.ca/eng/labourmarket

Reviewing LMI

When you read an article about labour market trends, ask

- How will these trends impact your region?
- What opportunities will it create?
- What year is the data taken from?
- Who are the sources?

Activity - Interrelated Labour Markets

Step 1 Read Article

Step 2 In pairs, discuss this question

How might the information in your article have an impact on your learner's job searching or career decision making?

National Occupational Classification (NOC)

NOC

- A nationally accepted system describing different occupations
- NOC is used for
 - defining and collecting statistics
 - managing information databases
 - analyzing labour market trends
 - extracting practical career planning information

NOC

- Organizes over 40,000 job titles into 500 occupational groups
- NOC system uses 4 digit codes that are updated by HRSDC and Statistics Canada according to 5 year Census cycles
 - 1 = skill type
 - 2 = skill level
 - 3= separates major groups into minor groups
 - 4= separates minor groups into unit groups

When the first digit is	The skill type category is
0	Management occupations
1	Business, finance and administration occupations
2	Natural and applied sciences and related occupations
3	Health occupations
4	Occupations in education, law, social, community and government services
5	Occupations in art, culture, recreation and sport
6	Sales and service occupations
7	Trades, transport and equipment operators, and related occupations
8	Natural resources, agriculture and related production occupations
9	Occupations in manufacturing and utilities

When the second digit is*	The skill level category is
0 or 1	Level A – University education is usually required
2 or 3	Level B – College or apprenticeship training is usually required
4 or 5	Level C – Secondary schooling or occupation-specific training is usually required
6 or 7	On-the-job training is usually provided

*Except when the first digit is 0, which indicates a management occupation, then the skill is always level A

Example

3 – Health occupations

32 – Technical occupations in health (Skill Level B)

322 – Technical occupations in dental health care

3222 – Dental hygienists and dental therapists



Why is it important to learn about NOC?

The NOC can help you determine

- average wages
- industries of employment
- required education



NOC Search

- Cashier
- Plumber
- Office Clerk



North American Industry Classification System (NAICS)

NAICS

- Designed and maintained by Service Canada
- Joint effort between Canada, US and Mexico
- Based on economic activity such as agriculture, health, manufacturing, etc.

Example

62 – Health Care and Social Assistance

621 – Ambulatory Health Care Services

6213 – Offices of Other Health Practitioners

62131 – Offices of Chiropractors

Why know about NAICS?

- Provides information on sectors of the economy
- Helps you understand the range of sectors that exist and the number of companies within a particular sector

Search the NAICS

What sectors could be searched for

- Cashier
- Plumber
- Office clerk



Skills

Literacy and Essential Skills

- Needed for work, learning and everyday life
- Foundation for learning all other skills
- Help people evolve with their jobs and adapt to workplace change



Literacy and Essential Skills

Essential Skills

Reading	Thinking
Writing	Oral Communication
Document Use	Working with Others
Numeracy	Continuous Learning
Computer Use	

Levels of Complexity

- Measure the skills needed to perform a task
- Example tasks are assigned levels ranging from 1 (basic) to 4 or 5 (advanced)
- Developed to address the differences in skill needs between occupations

Transferable Skills

- Skills you can apply and make use of in a variety of situations

A worker may obtain a skill in 1 job and be able to use the same skill in their next job.

Tour Essential Skills Profiles
Working in Canada – Skills and Knowledge
Questionnaire



Activity - Bringing it all Together

Case Studies

What kinds of LMI may help individuals make the most informed decisions about their future career paths?

Step 1 Read the case study and the activity.



Step 2 In pairs, answer the questions using the resources you have been given.



Revisiting Our Objectives

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LMI Tools

- Labour Market Information for LBS Service Providers
 - use this tool for detailed LMI information
- Why use Labour Market Information?
 - use this tool for quick reference and to share information with learners
- Additional Resources
 - useful websites and glossary of terms
- LMI Case Studies
 - use this tool as a refresher and with your colleagues



Questions and Answers



Thank you!

Please complete the Evaluation Survey



For More Information

Learning Networks of Ontario

www.learningnetworks.ca

