Labor Market Analysis Series:
Guided Tour of LMI Resources - Module 4

JOHN WALSH: Welcome to module 4, which is a guided tour of labor market information resources. My name is John Walsh, and I'm joined by Nichole Tichy and Christine Johnson to provide an overview of resources that were discussed in modules 1, 2, and 3 of the series. This training was developed with the support by a grant from the US Department of Education, the Rehabilitation Services Administration, and any opinions expressed herein do not necessarily reflect the position or policy of the US Department of Education, and no official endorsement should be inferred.

So if you're starting the series at this module, I just want to remind you, this is module 4, and it's part of a four part series. In module 2, Nichole Tichy explored how we can effectively use LMI in the rehabilitation counseling process. In module 3, Christine Johnson explored in more depth LMI and the counseling process, especially in relation to informed choice and also providing insights on cultural considerations.

In this module, module 4, we're going to provide you a guided tour of all the resources that we identified throughout this series. So we're going to be looking at the online sources of labor market information, resources to increase your knowledge and skills of using LMI and the rehabilitation counseling relationship, and those resources connected with application of LMI to the counseling process. So let's begin our review of these online sources of labor market information, starting with the career index plus.

So the website can be accessed at the URL, thecareerindex.com. There are no spaces between the words and the career index, and I'm going to take you there so that we can actually take a look at the website. So the URL in order to access the career index plus, as I had mentioned, is thecareerindex.com, no spaces between the words.

When you arrive at the landing page of the career index plus, it's a very clean interface. It actually says everything you need in one place. You're given the option to sign in if you already have an account, and if you don't, there's a one time registration. It's a pretty simple process to register. Once you register, all you need is really your email address to gain access to go back and be able to do searches within the career index.

So I'm going to put in my email address, and now, we're going to sign in. So the next screen you come to has a keyword search, where we can put-- we're going to put in an actual keyword to search and you could actually put a location in like a zip code. So for this particular, I am going to put in the term cybersecurity. We know that cybersecurity now is one of those STEM occupations, that's pretty popular.

And let's see what we come up with when we search for cybersecurity. So I put in the key word, I have the location, and I click on the link that says Search. The information that comes up, there are actually 212 different titles that are linked with the keyword cybersecurity. So there are 22 pages of information for this listing.

So let me see if I can drill down a little deeper within this list and I'm going to scroll down the list and go to computer network support specialists. When I click on that particular occupation, I am then taken to another screen that provides me multiple tabs. It will provide an overview of the occupation that I'm looking at there's actually a career video that someone can watch that provides an overview. There's information about the work environment, the growth trends. This is a faster than average growth occupation.

It talks about work schedules and job opportunities within my state. I happen to live in Pennsylvania, and it also has salaries, especially for the Philadelphia metro area. We also have other tabs that will take us to related jobs, and there are links to all of these related jobs. There is a tab for jobs that are currently available.

67 jobs for computer network support specialists were found within 25 miles of my zip code. There is a tab for viability, talking about the different salaries that are associated with this. So median salaries for computer network support specialists in the Philadelphia metro area. We also have a link for suitability.

Now, this is really interesting because this is tied to the Holland interest profile, and it will link this particular career occupation based on the different degrees within the Holland system. It also provides us a link to where I can find training that's close to where I am. So there is a number of links. There is a community college, there are some online colleges, there's a technical institute. So there are some opportunities that are close to me that if I want to seek training in that area, I can certainly do that.

It also gives me an opportunity to career index plus to save this information. So I'm able to email as a PDF report. I can download it, I can print it. So it's a great way to be able to save those searches and save it to my computer. Now, another way to search this save it is if I go back to the tab, clicked Overview, and I scroll to the bottom of the screen, there is actually a box that says save this occupation, which I've already done.

I've saved this occupation, and so now, I'm going to go up to the top right-hand part of the screen on the landing page, and there are three tabs. There's My Stuff, Help Documents, Account, which is related to my account information, and a Logout button. Because I save this in a previous search, I can select My Stuff. Now, at this point, the system does require you to

create a password, because as you would imagine, you would want your particular searches in a protected environment.

So I'm going to put in my password, and now, I'll be able to find my stuff. And actually, I can create my own profile recommended for me based on my searches. And what we just searched was John's occupations, and I had performed two searches, one on computer network support specialist and the other on rehabilitation counselors. As some of you are probably already picking up, the career index plus is a great place, not only for counselors but for job seekers, because they can create their own individual profiles, and they can get some recommendations that will link with your profile.

And all of that is stored individually for each user. So when I'm done with my stuff, things that are in my account, I can go back and select the Home button, and that will take me to the first screen that will allow me to search for other positions. OK, so that was a really quick tour of the career index plus.

So what are some of the reminders? Easy to register. You really just need an email address. If you want to save information, it's going to ask you for a password. You can not only use this as a counselor or a business relations specialist, but you could share it with your job seekers and they can access this information as well to begin to learn about the different careers and vocational options that are out there.

Now, we also want to make you aware that if you feel you need additional training on the career index plus, that the WINTAC team, when that grant was funded in the last funding cycle, developed a series of trainings to dive deeper on how you can use the career index plus and labor market information in the VR process. The resource page was developed through a collaboration between WINTAC and the folks that bring us the career index plus and really provides a comprehensive approach to training. OK, so we've now linked over to the WINTAC page.

And this page is being maintained, so this information is still accessible. And there is a whole landing page that provides you a plethora of information on, not only the career index plus, but also related to labor market information. When we look at the trainings, there is links for short training videos. Many of them are under 10 minutes in length. They provide VR professionals with short relevant trainings on how they can use TCI plus in the VR process.

There are live webinars that provide more in-depth comprehensive information. There's also a tab that will take you to a variety of resources on adopting this as one of your primary tools that you use within your toolkit as a counselor or a business relations specialist, and there's also a link for additional labor market information. So the links in order to get there are embedded within, not only this module, module 4, but also module 1 and also within a resource document that we provide on the landing page.

Another resource that I want to provide an overview to is the talent acquisition portal and the website. As we mentioned in module 1, the talent acquisition portal, or the TAP, is a project led

by the Council of State Administrators in Vocational Rehabilitation and the National Employment Team in Partnership with Disabled Persons Inc. It is an online system, which includes both a national talent pool of VR candidates looking for employment and a job posting system for businesses that are looking to hire talented individuals.

The TAP is the largest talent pool of individuals with disabilities in the country. So let's go take a look at the website. OK, so in order to get to the talent acquisition portal, we're going to-- the URL for this site is tapability.org. T-A-Pability.org, and it will take us right to the talent acquisition portal.

There are three main links that you will find. One that is for job seekers, so it asks the question, are you currently working with vocational rehabilitation or an approved agency and want to connect with employers for great opportunities? So we could select that link if we're a job seeker. If you're a counselor or an agency and you want to be able to assist your job seeker, you can get an overview for counselors.

This is also a site for employers, so if you're-- and in particular if you're a federal contractor and you're looking to meet compliance standards or if you're an employer in the private or public sector, this would be a place to go and also be able to post your jobs. I also wanted to make you aware, as we scroll down on the landing page of tapability, that there is also a training link. So if you're unfamiliar about how to use this, I'd really suggest that you select the link to access training.

There's also an opportunity to request more information. There's actually a link that says requests for information and email addresses in order to get assistance if you're having any difficulties with going through this other resource of great information related to-- for job seekers counselors and employers.

NICHOLE TICHY: So now, we're going to switch gears a little bit and talk about the O*Net. And so the O*Net was first introduced in module 2, giving an overview of different career exploration tools and methods to be able to engage the job seeker in part of the process. John just went through the career index plus, which is also very similar to the O*Net, but they present with different options, and so on this slide, there is a graphic with six different boxes.

And these boxes present information that is provided within the O*Net. So first is worker characteristics, so looking at abilities, occupational interests, work values, work styles. The next box is worker requirements. So overview of skills, knowledge, or educational. The third box, experience requirements.

So what experience and training skills are needed? What are entry requirement licensing? Next, down from that third box, going from right to left, we have occupation-specific information, so looking at titles, descriptions, alternate titles, different tasks that are required, tools, and technology.

The next box is workforce characteristics. So additional labor market information and looking at the occupational outlook. And finally, occupational requirements. So what are the work activities? Are they considered general, intermediate, or detailed, and then looking at an organizational context or work-related context.

And so now what we're going to do is we're going to do a brief walkthrough and see what the O*Net looks like. So here, we have the O*Net online, and in order to get to this site, the website page is onetonline.org. So O-N-E-T-O-N-L-I-N-E.O-R-G, no spaces.

When you type in that website, it'll bring you to the home page, and on the homepage, there are a variety of options. And so we're first greeted with an introduction that provides information about what the O*Net is. So it has detailed descriptions of the world of work for use by job seekers, workforce development, and HR professionals, students, developers, researchers, and more.

And so additional information about the O*Net is that there are over 900 different occupations based on goals and needs. Underneath the introduction, we have an occupation keyword search. And in order to show how to use this website, we'll do that a little bit later. And then underneath the keyword search, we have different ways of finding occupations.

So if you want something that has what's called a bright outlook, something that has higher than average growth opportunities. You can find specific job titles within this link. If you want to look for a jobs based on a career cluster, so going back to that Holland code and looking if somebody needs something that is realistic, investigative, and enterprising, and being able to find job titles based on an individual's interests. Next, we have hot technology.

So one of the things that's really rapidly growing right now are technology-related jobs, whether it's cybersecurity or web developers, things like that. Those are growing. Industry, job family, job zone, and STEM are other options to be able to explore different occupations. And then if we go down a little bit further on the site on the left-hand side, we have additional advanced searches.

So if you want to look for a specific job related to technology skills or specific job duties, that provides you a focused way to search to support individuals. Initially, we can browse by O*Net data. So looking at different abilities, an individual's interests. So maybe the job title is not known, but we know what the interests are. We can look for different jobs that way.

Knowledge. What knowledge does an individual have and how can that be applied to different places of employment? Looking at basic skills, cross-functional skills, work activities, work context, work styles, and work values. These are all options to be able to explore and learn more information about the different job titles that are available, and then if we go back to the top, we have more information and more career sites and resources.

So on the right-hand side, we have I want to be a dot dot dot. And this is an opportunity to start the career you've dreamed about or find one that you've never imagined. The nice thing about

the O*Net is that it provides the interest profiler. And so the interest profile is what explores an individual's interests and provides a Holland code at the end of the assessment.

Once you get the Holland code, it also provides you with different opportunities and job titles that are worth exploring. It then breaks these down into different job zones, and these job zones are based on level of experience and educational requirements. There's a section here for veterans. A lot of times, military veterans and the skills that they learn while in the military are difficult to transfer or determine how they transfer to civilian work, and so this is an opportunity for individuals who are supporting military veterans to search based on different branches.

So here, we have the Navy, the Air Force, the Army, Coast Guard, and Marine Corps, and by selecting on one of those branches, you can then search the individual's title within that branch and find, what do I do next. And then additionally, there's an O*Net Resource Center. So looking at different data files, again, here's a link for the interest profiler, and then additional training videos and web services.

So in module 2, we looked at a case study, and this case study was for an individual who wanted to be a video game designer. So in the occupational keyword search, we're going to type in video game designer. And what that tells you, it brings you to a page. It gives you video game designers at the very top and the occupational code.

It also says that this is a bright outlook type of job, and this information has been recently updated in 2022. So in looking at this main page, we also are given a brief description of what this job entails. So design core features of video games, specify innovative game and role play mechanics, storylines, and character biographies, create and maintain design documentation, guide and collaborate with production staff to produce games as designed.

And it provides sample of reported job titles, so design director, designer, game designer to provide options when searching based on what a company might refer to this specific occupation. So here are various tabs. We have summary, details, custom, easy read, veterans, and in Spanish. So keeping into the summary of the contents, this provides occupation-specific information.

So here, we have tasks, and we see in this little box, it says five of 24 displayed. So these are only five of the total tasks that are likely to be required of a video game designer. Next, we have technology skills. What skills are needed? And here, we have shown five of 21.

So looking at different environment software. Looking at graphics or photo imaging software, and here, we have something that looks like a little flame that's considered hot technology. And so something like Adobe Systems Adobe Illustrator is a specific platform that potentially a lot of employers are looking for people to have knowledge in this area.

Next, we have occupational requirements, so looking at the different work activities that are likely to be required. And this can be a combination of hard and soft skills. So working with

computers, potentially a hard skill, while thinking creatively, this might be more of a soft skill. And then we have detailed work activities that goes more in-depth in describing what kind of day-to-day operations or day-to-day tasks are being completed by individuals who might be in video game design.

And then this provides more information of how often these certain tasks are being performed. So for example, face-to-face discussions. 90% of people who are in this type of job responded that they have face-to-face conversations just about every day. And so being able to get more information, if you're working with an individual who doesn't do well in face-to-face conversations or face-to-face discussions, maybe some considerations or potential accommodations for this type of work environment.

And then finally, we have experience requirements. So this is where we get into that job zone. And so job zone 4 is considerable preparation needed. So there are four total job zones. Most of these occupations require a four year bachelor's degree but some do not, and so that but some do not is very important to consider and to pay attention to.

Because while some may not, it depends on the level of experience as well. And then at the very-- as we're getting to the very bottom, similar to the career index plus, training and credentials. So if you wanted to select a state or go more local and search for zip code, you can then find areas of training. So what locations have training opportunities and what are some options nationwide?

So maybe there is a place in California that has something that somebody in Massachusetts can access. And finally, we have worker requirements. So these are the general requirements, whether it's skills, such as programming, knowledge based on computers and electronics, and then here is education. How much education does a new hire need to perform a job in this occupation?

57% of respondents stated that a bachelor's degree is required, while 19% said associate's degree, and 10% said that some college or no degree is required. And so going back to that job zone and considering some require a bachelor's degree but some do not. And then finally, going into interests and abilities and work values.

So in looking at the Holland code, this takes into consideration only two of the codes. A lot of times when you have a Holland Code, it's three. But this is artistic and enterprising. And so an individual who might have scored in this area on the interest profile might explore this option. And again, work values, work styles.

Here's information about wages and employment trends. Again, the O*Net is able to provide this information based on location and information about the current employment. So in 202020, there were 199,400 employees in this field. And projected job openings from 2020 to 2030, 17,900, and so that's how we get that projected growth rate of faster than average, because that's a lot of people.

And then searching for job openings and different sources of additional information. So looking at Higher Education Video Game Alliance or the National Center for Women and Information Technology. So being able to provide more information to the job seeker to help them make an informed decision. So as we just finished talking about the O*Net, we're going to talk about career pathways.

And on this page, there is a link that will take you to the US Department of Labor that describes career pathways as an evidence-based practice. And so a study was done to determine the impact of career pathways and how this influenced or change an individual's ability to pursue their employment. So looking at this graphic we have here, it's a graph.

So on the left hand side, we have prospects for good paying stable employment going up, and then on the bottom, occupational academic and life skills going from left to right. In the middle, it's a diagonal line with different boxes, and each of the boxes-- the first one says basic bridge programs or unskilled jobs. The next step up, sectoral bridge programs or semi-skilled jobs. Moving up again, short term certificate programs or entry level skilled jobs.

So these are different options to be able to support individuals and getting to their ultimate employment goal, and if you want to learn more information about the career pathways model, the George Washington University Center for Rehabilitation Counseling Research and Education has several trainings specific to career pathways, and there's information about the study specific to career pathways on the Department of Labor's website. In order to provide additional information, because it's nearly impossible to go over everything there is to know about labor market information and how to use it within the VR process, we've included links to the National Clearinghouse of Rehabilitation Training Materials.

And so this will serve as a go to resource for vocational rehabilitation information technical assistance and training. We have included several resources from that specific resource. So the first, we have a webinar. Labor market information and VR counseling. This is an introductory webinar, and it discusses potential sources of LMI, how to identify trends within labor market, and how understanding LMI may help we our counselors increase successful employment outcomes.

Next is a link to the introduction to labor market information in a job driven economy. So this is another webinar that examines the value of LMI as it applies to national workforce. Job driven initiatives around preparing youth and adults with disabilities for work. We have here continued information from the National Clearinghouse. And as I said before, it can be nearly impossible to learn all there is to know about how to use labor market information.

So again, these are just some basic resources from various collaborating partners or other organizations that are exploring the use of labor market information and how to apply it to the VR process. In addition to various webinars and other supports, the National Clearinghouse also provides toolkits, guides, and connections to different websites. So first is the labor market information toolkit. This comprehensive toolkit contains briefs, videos, archive, webinars, and

other tools that illustrate the value of LMI and its uses for VR leadership, management, counselors, and clients.

And as John already mentioned, we also have a link to the career index plus from the WINTAC and the information provided from that partner to be able to access and understand labor market information via the career index plus. Finally, we have what are called some practices that other organizations have done, so hidden gems using agency business relations LMI as part of your labor market survey.

We also have counseling ethics. So adding ethics into the conversation about labor market information. Turning labor market facts until labor market information. This is a particular brief that highlights common practices from state agencies that participated in the community of practice turning labor market facts until labor market information.

And then these are specific stories or agency videos on how LMI can transform job training and development practices. So Dream It. Do It. Virginia is a manufacturing Academy at the Wilson Workforce and Rehabilitation Center, also referred to as WWRC, and this video shows participation in a five day manufacturing academy in order for individuals to obtain knowledge and skills that are required for the manufacturing industry. There are other state agencies who are doing things that are very similar and have very similar training academies, and so being able to use those as that kind of bridge to be able to help individuals reach that next step within their career pathway.

And as I close out, some of the resources that I'd like to provide. I also have explore VR models and structures, acquiring and using labor market information and VR agencies, the who, what, and how. I also include the vocational rehabilitation counselor handbook. And so being able to have that information and linking it to the US Department of Labor and what are the requirements in terms of a rehabilitation counselor using and engaging with LMI and a literature article that is job matching and interdisciplinary scoping study with implications for vocational rehabilitation counseling. So this is supporting that evidence-based practice of using LMI or engaging in career pathways with individuals.

JOHN WALSH: All right, so in module 1, we discussed one of the resources for labor market information could be found that LMI central, which was developed by workforce GPS. So I'm going to give you a quick tour of the website so that you can get some of the key features. All right, so in order to get to the LMI central, the URL is lmi.workforcegps.org.

It brings you to a landing page that has a fairly prominent search bar that is right on the very top of the screen that you're able to put in a variety of search topics in order to look for what you're trying to gather in relation to labor market information. You can join a community. That is the next link down. You do have to log in as a user so you would have to set up a brief registration, but you can log in, and I found that this workforce GPS is really good about sending out notifications when new information is being updated to keep your fingers on the pulse of what's happening what labor market information.

On the landing page, it also has featured content, which are different articles and an updated on a regular basis. And also on this featured content is a link for training. So it's LMI training gateway, learning how to use LMI and how to translate data into decision making. So we're not going to go over that, but I'd highly recommend you check out that website to learn more about the good work that workforce GPS is doing, and that could be related to your work as a vocational counselor.

There are a number of career assessment toolkits and other data on this website that is all searchable and that will provide you relevant information as your work in a VR agency. So now, I'm going to turn it back to Christine.

CHRISTINE JOHNSON: This resource is information that you can listen to and it's also great to share with your job seekers. Workforce GPS playlist, labor market information is about a 30 to 45 minute compilation of a variety of audio and video clips that are focused on a unified theme, topics, or targeted populations. So the clips can range anywhere from 2 up to 10 minutes. One particular one is it's a 5 minute clip on Meet Ben, An Introduction to Take It to Work.

So that is an actual video clip. Very informative and short and sweet. Another is a clip of looking at competency model's clearinghouse and that can be used to assist students and job seekers to identify occupational knowledge, skills, and abilities, and it goes step by step. You'll also find audio clips specific to farm workers, specific to people with disabilities, so I invite you to check this out if you're a fan of being able to listen to information while you may be cooking, driving to work, or whatever.

I mentioned this in module 3, and that is green sector jobs. So at this particular link, workforce GPS, implementing green initiatives at youth build programs, you will find that they give you an overview of jobs that you can find in the green sector. You can also get specific placement strategies for helping your individual job seekers get into green sector jobs. So as I mentioned in module 3, the demand for green sector workforce is so high now and it's only going to increase, so I encourage you to check this one out.

This slide is specific to hiring individuals who are blind and visually impaired. It describes the misconceptions that are facing America's visually impaired workforce. The link on this slide is to the lighthouse in Central Florida. It gives you some great information. You will also find about growing demand for skills that maybe individuals who are blind and visually impaired can use within the workforce. For one of them is Givaudan, which is a company in the fragrance and flavors business, has a special internship program designed to give the blind individuals work experience where they then evaluate fragrances and they have to learn how to detect subtle differences that aid the creative team.

Another occupation is also a growing demand for museums that have tactile exhibits for individuals who are blind and visually impaired. And this is apprenticeship.gov resources. We all know that apprenticeships are a great opportunity to get into a career or a career pathway. So there are several tools and resources that are available at this site, and you'll get the

information on how to recruit, hire, train, and retain individuals with disabilities and the support for sponsors invitations for voluntary disability disclosure.

The diversity and inclusion success story that is highlighted by the link at the bottom of this slide is actually a story about an American Sign Language and commercial truck driving train the trainer program, which is fascinating. So I invite you to take a look at that, but again, apprenticeship.gov, tons of resources to assist individual job seekers.

JOHN WALSH: All right, I want to thank you for completing our series. Be sure to reach out to us if you have any questions or feedback. We have included the email addresses for all of the trainers, which included Christine Johnson, who could be reached at cj1957@gwu.edu, and myself, John Walsh, at jcwalsh@gwu.edu, or Nichole Tichy at nbean2@gwu.edu. I want to thank you again for taking time to complete this four module series. I hope it has been a value to you. Be well.