**LABOR MARKET INFORMATION PLANNING TOOL**



**INTRODUCTION**

**Using the Labor Market Information Planning Tool**

**The objectives of using labor market information in program design and application development are to:**

* Identify and document occupations that are in-demand (there are more vacancies than there is a supply of qualified applicants),
* Analyze the existing workforce development capacity in your region to meet the demand for the target occupation,
* Identify employers with vacancies in the target occupation, and
* Understand hiring requirements as they are described in job postings and interviews with employers.

**This tool is designed to help you find and analyze labor market information to support proposal/application development for WCTF funding and to design a program that effectively prepares individuals to meet the hiring requirements for jobs that are in-demand. Please note, in each step we have identified tools to explore as well as topics to discuss with the MassHire Workforce Board and Career Center in your region.**

**Step 1** → Identify occupations that are in demand and (with training and support) are accessible for your target population

**Step 2** → Conduct a landscape analysis of existing programming in your region to train workers for the target occupation

**Step 3** → Identify employers in your region that are hiring workers for the target occupation

**Step 4** → Familiarize yourself with the hiring requirements for the occupation

**STEP 1**

**Identify Occupations that are in Demand**

**Use labor market information tools to identify the most in-demand occupations in your region to narrow the potential occupations that your program might target and to document the demand for the targeted occupation/s.**

**Free tools include:**

* [MassHire Region’s Workforce Blueprint](https://www.mass.gov/lists/regional-workforce-blueprints)

Each of the seven MassHire Blueprint regions develops a Blueprint. The Blueprint will indicate priority occupations and industries in the region. The WCTF seeks applications for training that are aligned with the region’s Blueprint.

* [Massachusetts Labor Market Information](https://lmi.dua.eol.mass.gov/lmi)

The Massachusetts Labor Market Information site has multiple tools to understand occupational demand, including:

* [Occupational Employment and Wages](https://lmi.dua.eol.mass.gov/lmi/OccupationalEmploymentAndWageAllIndustries) which provides employment and wage estimates for 830 occupations (data are updated annually)
* [Short Term Occupational Projections](https://lmi.dua.eol.mass.gov/lmi/ShortTermOccupationalProjections) which provides projections of occupational growth or decline over a 2-year period (can be searched by region and occupation)
* [Long Term Occupational Projections](https://lmi.dua.eol.mass.gov/lmi/LongTermOccupationProjections) which provides projections of occupational growth or decline over a 10-year period (can be searched by region and occupation)
* [Occupation/SOC Search](https://lmi.dua.eol.mass.gov/lmi/OccupationSearch) which provides a database to research occupations for wages, employment, projections, hiring requirements, credentials, and job descriptions
* For all of these tools, the site has an [Interactive Data Visual Index](https://www.mass.gov/lists/department-of-economic-research-interactive-data-visual-index#employment-and-jobs-)
* The [MASStalent](https://www.mass.gov/masstalent?gad_source=1&gbraid=0AAAAA-cCeLZgVkzrl1oKpanfbzv1BcbQC&gclid=Cj0KCQiAx9q6BhCDARIsACwUxu4IDu3S5d74k1VLLYy7Lx_vQ7xIIE-BrgrA1npBde6BpxOuyuU6MysaArOsEALw_wcB) website is a resource to find job postings which can be searched by type of job and location. The site focuses on five industries: Health and Human Services, Advanced Manufacturing, Clean Energy, Technology, and Life Sciences
* [MassHire JobQuest](https://jobquest.dcs.eol.mass.gov/jobquest/LandingPage.aspx) is a job search website for open positions in Massachusetts. You can search by keyword which will take you to a page with all openings for that position; this can be sorted by location and job title
* [Indeed](https://www.google.com/search?q=indeed+jobs&sca_esv=d89830226a4af884&sxsrf=ADLYWII1lBaofLMNoA3QCPPrKczu2v2qRg%3A1733839929099&source=hp&ei=OUxYZ7TpArKGptQP16S0uAI&iflsig=AL9hbdgAAAAAZ1haSWFjxT0CVKWmwHm_r6grdfqoej47&oq=Indeed&gs_lp=Egdnd3Mtd2l6IgZJbmRlZWQqAggAMgoQIxiABBgnGIoFMgsQABiABBixAxiDATILEAAYgAQYkgMYigUyCxAAGIAEGJIDGIoFMgUQABiABDIFEAAYgAQyBRAAGIAEMgsQABiABBixAxiDATILEAAYgAQYsQMYyQMyCxAAGIAEGLEDGIMBSP4aUABYtghwAHgAkAEAmAFYoAGSA6oBATa4AQHIAQD4AQGYAgagArsDwgIEECMYJ8ICCxAAGIAEGJECGIoFwgIOEC4YgAQYsQMYgwEY1ALCAg4QLhiABBixAxjRAxjHAcICCBAuGIAEGOUEwgIOEC4YgAQYsQMYgwEYigXCAgsQLhiABBixAxiDAcICERAuGIAEGLEDGNEDGIMBGMcBwgIFEC4YgATCAggQLhiABBixA8ICCBAAGIAEGLEDmAMAkgcBNqAHxz4&sclient=gws-wiz) is a job posting site with the highest volume of postings. Using this site will help to identify vacancies in the target occupation, employers listing those vacancies and job descriptions
* Labor Market Information Tools that require a license or subscription include:
  + [Jobs EQ](https://www.chmura.com/product/jobseq) (requires license)
  + [Lightcast](https://lightcast.io/products/data/overview) (requires license)

**Review the tools to understand:**

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| **QUESTIONS** | **ANSWER HERE** |
| Which occupations are most in demand in your region? |  |
| How many vacancies are there for this occupation? |  |
| How many individuals are hired annually in this occupation in your region? |  |
| Which industries hire workers for this occupation? |  |
| Which employers hire workers for this occupation? |  |
| What is the wage range for the occupation? |  |
| What are the entry-level educational requirements for the occupation? |  |

**STEP 2**

**Conduct a Landscape Analysis of Programming in Your Region for the Occupation**

**Search for existing programs in your region that are training workers for the in-demand occupation(s) to understand whether your program is filling a gap or entering a crowded field.**

* [JobQuest](https://jobquest.dcs.eol.mass.gov/jobquest/TRaining.aspx)  - The Training page of JobQuest allows you to search by keyword, provider name, course name, targeted occupation, approved course type and training location. This site shows all the training programs in the region that are approved for Workforce Investment and Opportunity Act (WIOA) Individual Training Accounts and other targeted sources of public funding.
* [Local Community Colleges](https://www.mass.edu/gohigher/campuses/directory.asp) – search for the workforce development programming at the community college(s) in your region or credit-granting programs for the target occupation(s).
* [MassHire Career Center](https://www.mass.gov/how-to/find-a-masshire-career-center) and [Workforce Board](https://www.mass.gov/info-details/connect-with-your-local-masshire-workforce-board) websites will often feature training programs in the region.
* Interview [MassHire Workforce Board](https://www.mass.gov/info-details/connect-with-your-local-masshire-workforce-board) staff to identify training programs in the region for the target occupation and gaps in the training landscape.
* Use Google or another search engine to identify training in your region that may not be on one of the other training websites.

Using the training program websites, research the scale, target population, and scope of programs that are training workers for the target occupation to determine unmet need for training for the target occupation and assess access to programming for your target population.

Interview the region’s [MassHire Workforce Board](https://www.mass.gov/info-details/connect-with-your-local-masshire-workforce-board) staff to understand any gaps in training for the target occupation or to identify other in-demand occupations for which there is no training or insufficient training capacity.

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| Will your program fill a need to train workers for a high demand job? |  |
| Are there other programs that are already filling that need? |  |
| Are there programs serving your target population? |  |
| Are there potential organizations with which to partner or that can serve as feeders into your program or next steps from your program? |  |

**STEP 3**

**Identify Employers in Your Region That are Hiring for the Target Occupation**

**Using the job posting sites, identify which employers in your region are posting jobs for the target occupation.**

* [MassHire JobQuest](https://jobquest.dcs.eol.mass.gov/jobquest/LandingPage.aspx) is the Commonwealth’s job search engine which allows you to search by location and keyword.
* [Indeed](https://www.indeed.com/l-boston,-ma-jobs.html?vjk=6de060b939b3a1ca) allows you to search by job type, company, location, experience level, education and pay.
* Interview the [MassHire Workforce Board](https://www.mass.gov/info-details/connect-with-your-local-masshire-workforce-board) and [Career Center](https://www.mass.gov/how-to/find-a-masshire-career-center) to identify additional employers and those that have expressed a need for a talent pipeline for the targeted occupation.
* Using the [Massachusetts Labor Market Information](https://lmi.dua.eol.mass.gov/lmi)  site, search [Largest Employers by Area](https://lmi.dua.eol.mass.gov/lmi/LargestEmployersArea) to find large employers hiring workers for the targeted occupation and the [Employer Locator](https://lmi.dua.eol.mass.gov/lmi/EmployerLocator) to find businesses by region and industry to identify all employers in the region that are hiring workers for the target occupation.

**After you have identified employers hiring workers for the targeted position, explore each employer’s job postings and website to inform your understanding of hiring requirements and potential fit of the employer as a partner in your program.**

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| **QUESTIONS** | **ANSWER HERE** |
| Are there enough employers with enough vacancies for this position in your region to justify the size of your program? |  |
| Is there a large employer hiring workers for this occupation in your region that can serve as an anchor for your partnership? |  |
| Are the employers’ worksites accessible for your target population? |  |
| Do you or your organization have a relationship with any of these employers? |  |

**STEP 4**

**Familiarize Yourself with the Hiring Requirements for the Target Occupation**

**Explore the** [**O\*NET**](https://www.onetonline.org/) **website to review detailed descriptions of specific occupations to learn more about requirements, characteristics, available opportunities and salary ranges. Using** [**MassHire JobQuest**](https://jobquest.dcs.eol.mass.gov/jobquest/LandingPage.aspx)**,** [**Indeed**](https://www.indeed.com/)**, and** [**MASStalent**](https://www.mass.gov/masstalent?gad_source=1&gbraid=0AAAAA-cCeLZgVkzrl1oKpanfbzv1BcbQC&gclid=Cj0KCQiAx9q6BhCDARIsACwUxu4IDu3S5d74k1VLLYy7Lx_vQ7xIIE-BrgrA1npBde6BpxOuyuU6MysaArOsEALw_wcB) **job posting sites, identify the hiring requirements and preferences for the occupation.**

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| **QUESTIONS** | **ANSWER HERE** |
| What components will you need to build into your program design to prepare your target population to meet the occupation’s hiring requirements? |  |
| What partners will you need to engage to meet employer hiring requirements? |  |
| What more do you need to learn from employers about hiring requirements that you cannot find on the job posting sites or the employer website? |  |

**Building on the information that you have gathered from the job postings, prepare to interview employers to refine your understanding of their hiring requirements and which requirements may be flexible.**

**Tools to prepare for employer interviews:**

[**Commonwealth Corporation’s Sector Program Design Approach**](https://commcorp.org/wp-content/uploads/2017/06/Blog_RL_Sector-Program-Design-Approach-005.pdf) **(see Step 3)**

[**Commonwealth Corporation’s Questions to Ask Employers about Occupational Demand**](https://commcorp.org/wp-content/uploads/2017/06/Blog_RL_Questions-to-Ask-Employers-About-Occupational-Demand-003.pdf) **provides a script and suggested questions to ask employers as part of your learning and engagement strategy.**

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| **QUESTIONS** | **ANSWER HERE** |
| What are the essential skills required to be hired and succeed on the job? |  |
| Does the occupation require certification or credentials? |  |
| What are the negotiable skills? |  |
| Has the employer partnered with other organizations to address its need to hire workers for this position and what did they learn from that experience? |  |
| What is the employer’s existing number of vacancies for the position and what do they project as the number of vacancies they will need to fill during the program grant period? |  |
| Is this occupation a good fit for the target population you are seeking to serve? |  |