

Labor Market Information 101 with El Camino College

LA Center of Excellence (COE) for Labor Market Research

Luke Meyer, Director

Juan Madrigal, Assistant Director

March 18, 2022



C·O·E

**CENTERS OF EXCELLENCE
FOR LABOR MARKET RESEARCH**

About the Centers of Excellence (COE)

California Community Colleges need to ensure that CTE curriculum produces workers with the skills relevant to the regional and statewide economies.

The COE provide **quality labor market data and information** to help colleges respond to workforce needs.

Colleges use the data for:



Investing in new and relevant programs



Assessing labor market needs



Reviewing existing programs



Pursuing grants

COE Team

<https://coeccc.net/regions/>



Today's Conversation

- What is Labor Market Information (Traditional LMI)?
- Why is LMI important and why do we use it?
- Code Definitions (TOP, CIP & SOC)
- Perkins V (high-wage & in-demand)
- Jobs outlook (LA & CA)
- Priority industry sectors
- Job Postings (Real-Time LMI)
- Resources
- Q&A



What is Labor Market Information (LMI)

...data about employment

- Location
- Occupations (what people do) and Industries (what businesses do)
- Earnings
- Unemployment
- Demographics of the Labor Force
- Supply and Demand



Why is LMI important and why do we use it?

- Data used for decision making
- Guides colleges to create new programs
- PCAH: Program and Course Approval Handbook requires it for CE programs
- Equilibrium of supply and demand in the middle-skill job market
- Most importantly – to guide our students towards in-demand jobs that pay above a living wage

INFORM



Inform through real-time regional and local labor market research and data validated by industry partners

CONNECT



Connect business and industry with community colleges, and workforce and economic development professionals who are committed to developing an outstanding workforce

ADVANCE



Advance the economic and workforce development mission of California's community colleges in partnering with employers and preparing the workforce to succeed in the future

What are TOP-SOC-CIP codes?

TOP: Taxonomy of Programs

- Used by California Community Colleges

SOC: Standard Occupational Classification

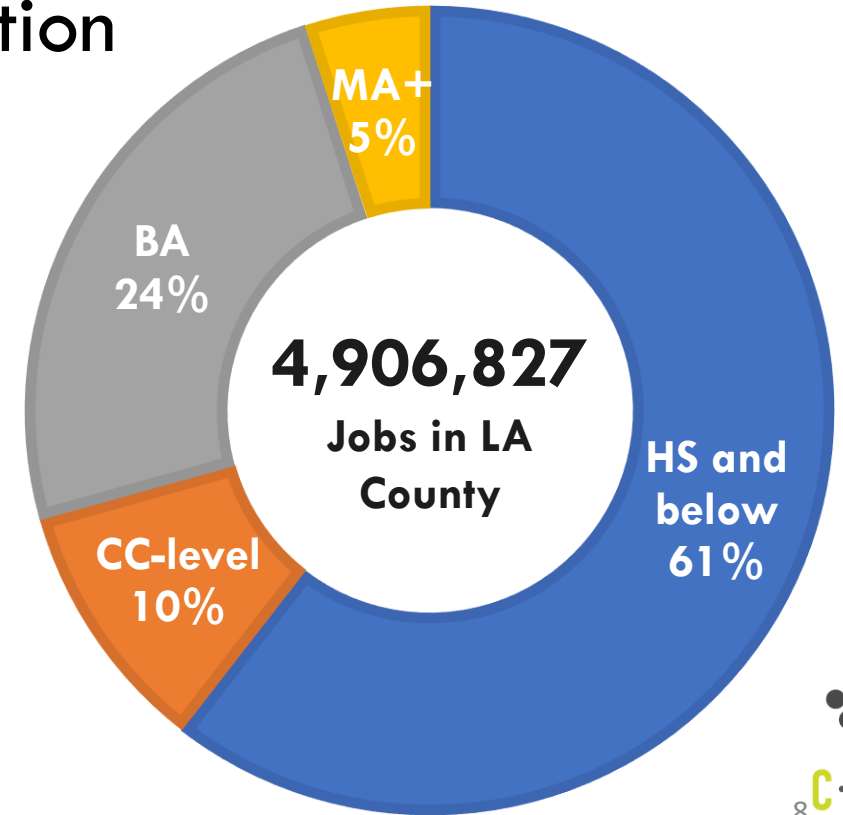
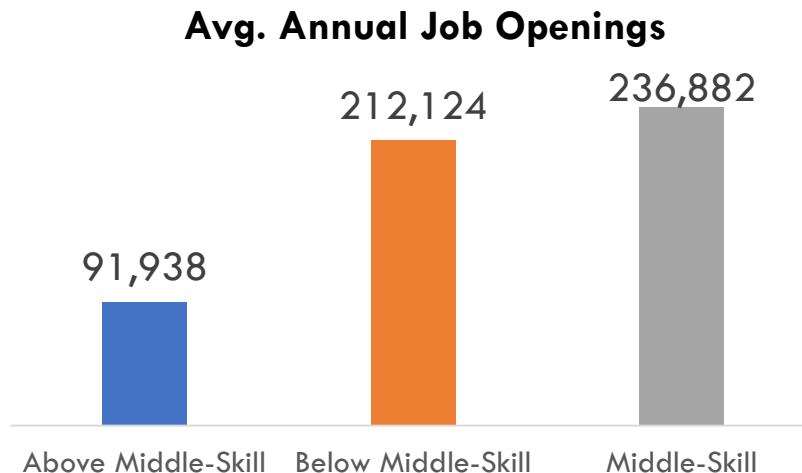
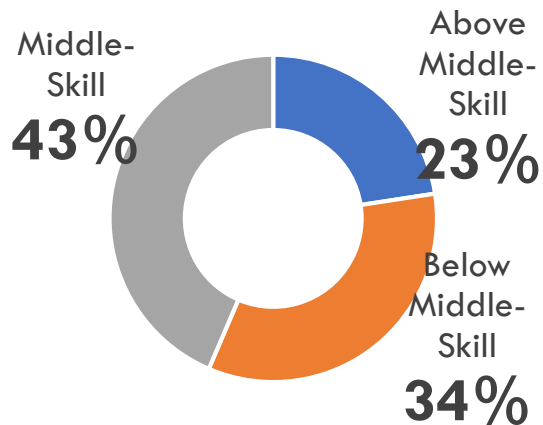
- Federal codes assigned to occupations

CIP: Classification of Instructional Programs

- Federal codes assigned to programs

NAICS and SOC

- [NAICS: North American Industry Classification System \(NAICS\)](#)
- SOC: Standard Occupational Classification
 - below middle-skill
 - **middle-skill****
 - above middle-skill



Perkins V

- High-wage & In-demand occupations (live demo)

Total # of Occupations		773
	# of Occupations that qualify ("Both," "High-wage" and "In-demand")	683
	# of Occupations that did not qualify ("Neither")	71
Perkins V Quality Criteria - Spring 2022		683
"Both"	# of Occupations that qualify as High-wage and In-demand	303
"High-wage"	# of Occupations that only qualify as High-wage	142
"In-demand"	# of Occupations that only qualify as In-demand	238
Community College Skill Assessment - Spring 2022		299
"Both"	# of Middle-Skill Occupations that qualify as High-wage and In-demand	137
"High-wage"	# of Middle-Skill Occupations that only qualify as High-wage	50
"In-demand"	# of Middle-Skill Occupations that only qualify as In-demand	95
"Neither"	# of Middle-Skill Occupations that did not qualify ("Neither")	17

LMI Questions

- Which occupations are most in **demand** in Los Angeles County?
- Is demand for relevant **occupations** increasing or decreasing?
- What is the **education requirement** for the occupations students are interested in?
- What are **expected** earnings for an occupation?
- What **skills** should students be learning to be qualified on the labor market?

Jobs Outlook: Los Angeles County vs. California

- 26% of ALL jobs in the state are in Los Angeles County

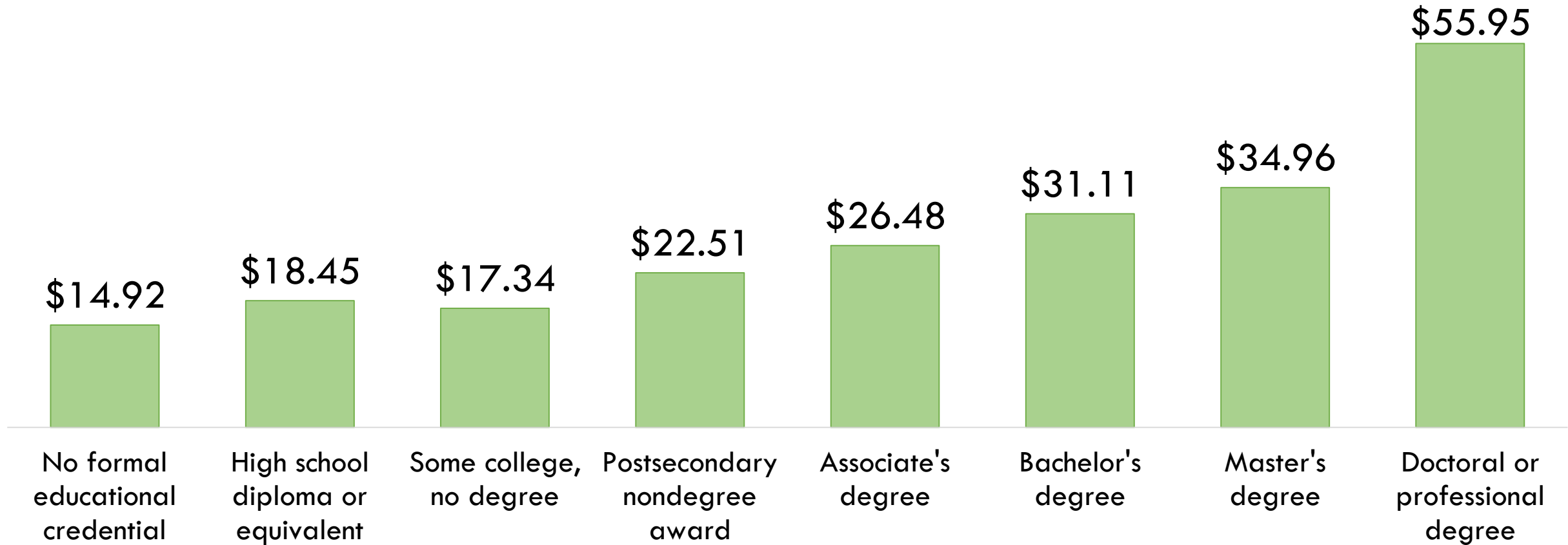
Region	2020 Jobs	2025 Jobs	5-Year Change	5-Year % Change	Annual Openings*
Los Angeles County	4,906,827	4,991,074	84,247	2%	585,292
California	19,042,262	19,756,200	713,938	4%	2,338,109

*Annual openings= new jobs + replacements (retirements)

Source: Emsi, Q4 2021

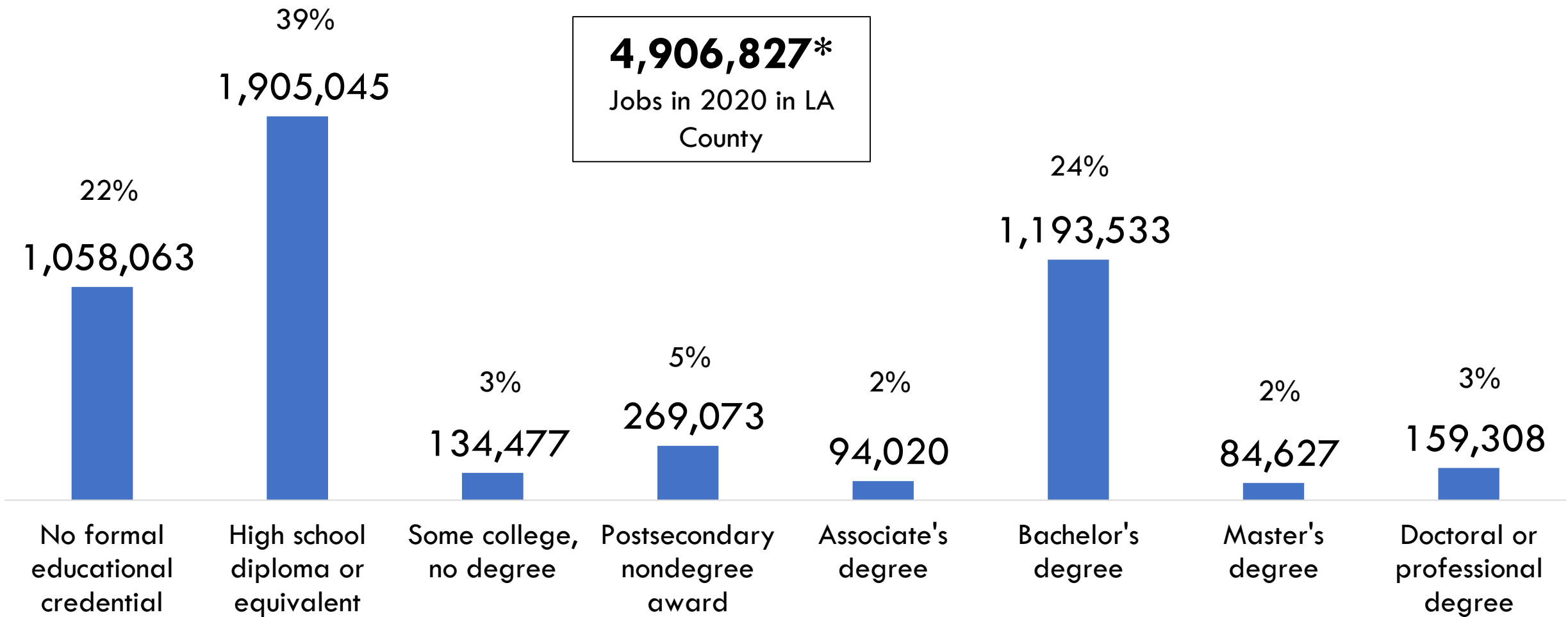


Entry-Level Hourly Wages by Educational Requirements



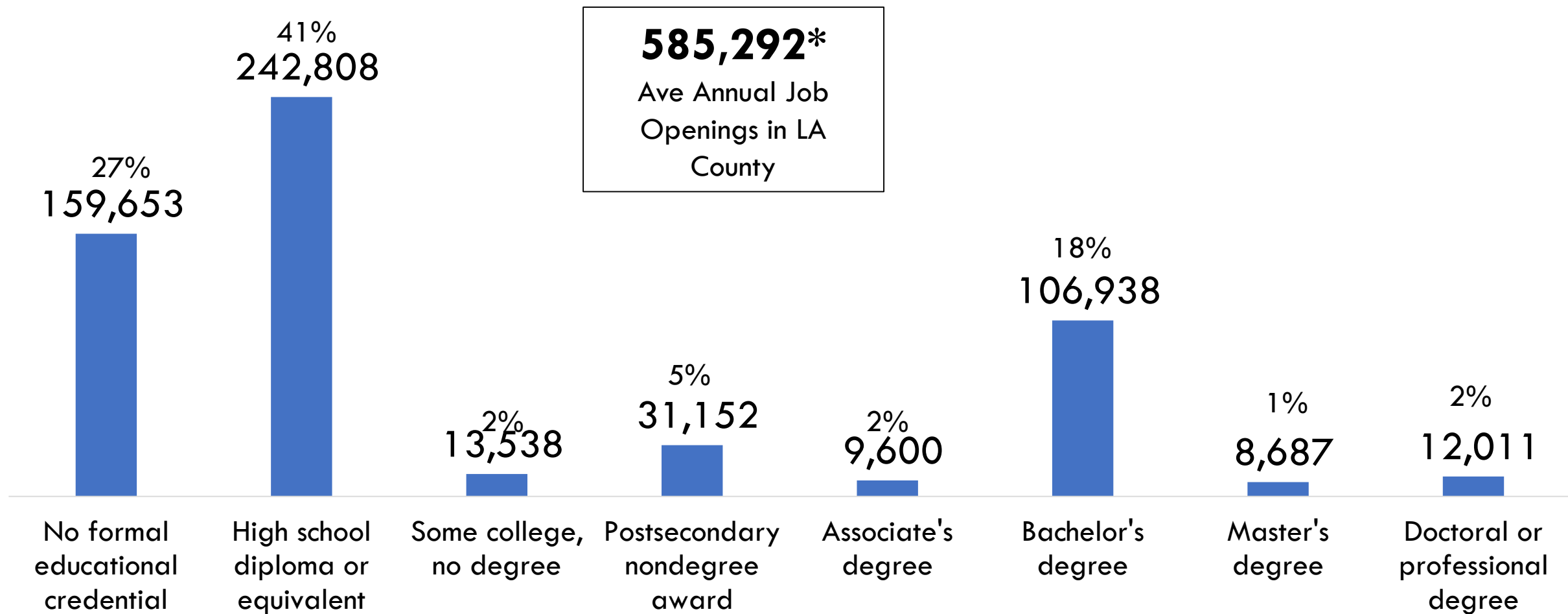
Note: Entry-Level Hourly Wage is defined as the 25th percentile

2020 Jobs by Educational Requirements



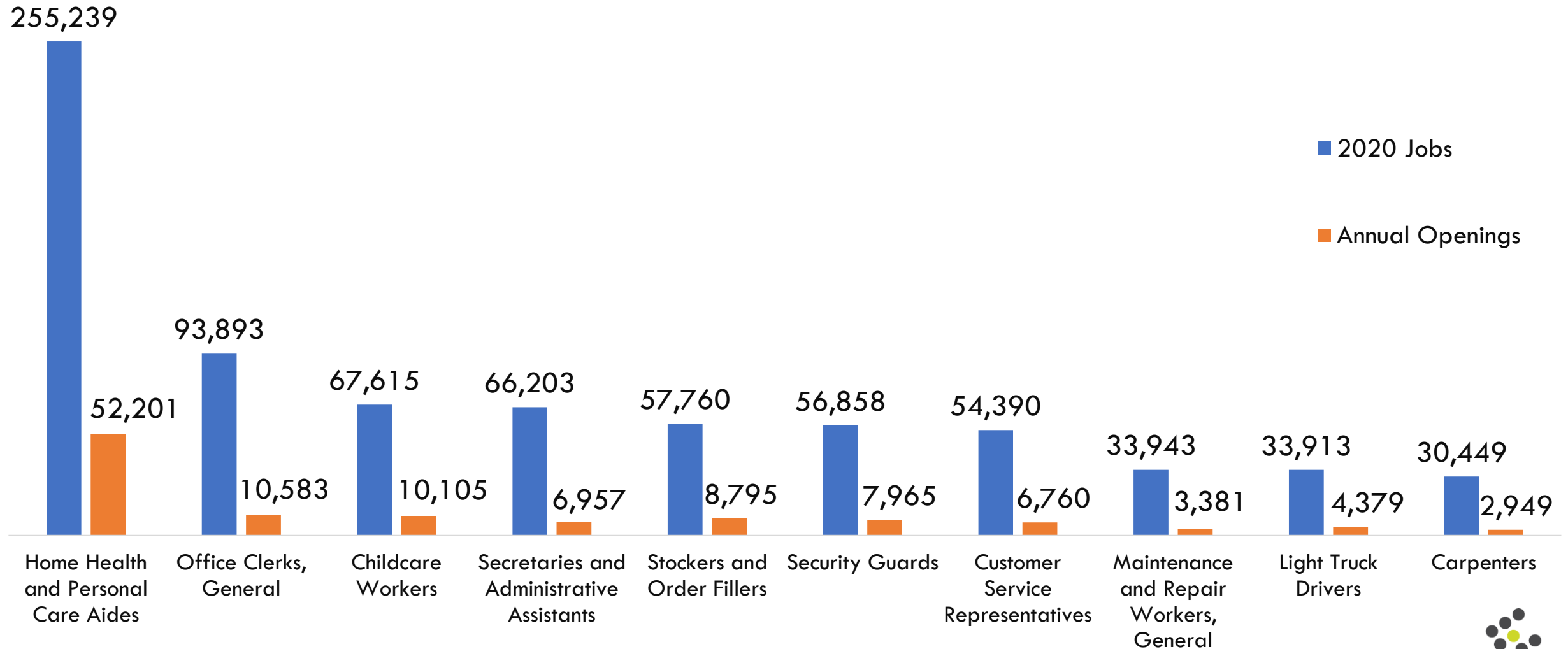
*Includes 8,679 Military-specific jobs not included above

Annual Job Openings by Educational Requirements



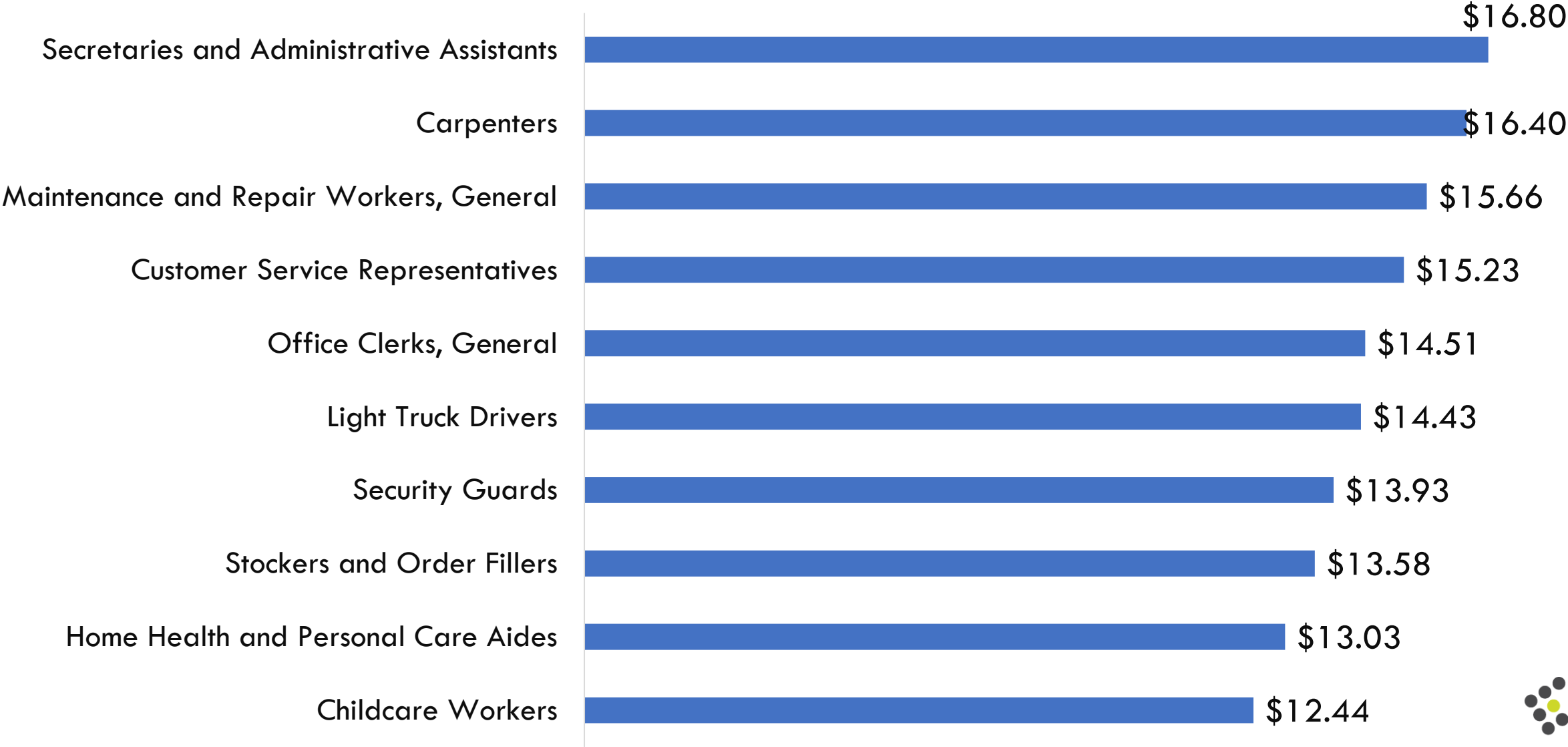
**Includes 919 Military-specific job openings not included above*

Current Jobs and Future Need (High School)

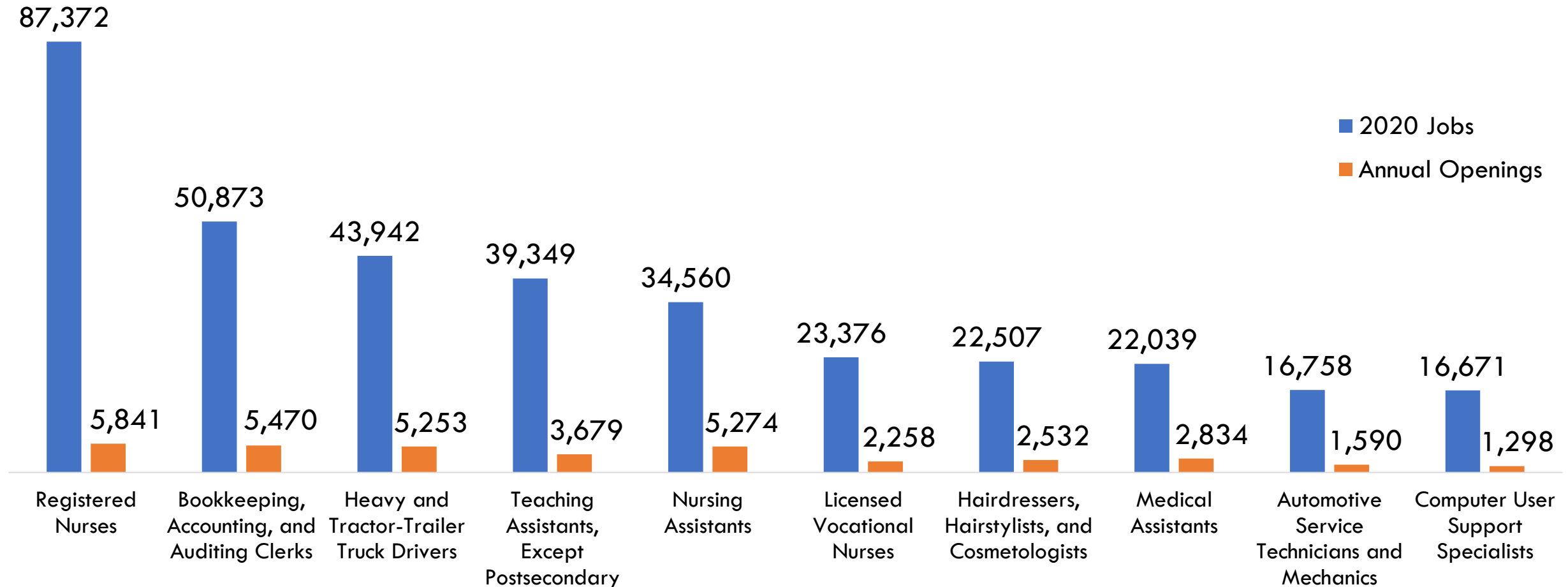


Entry-Level Earnings (High School)

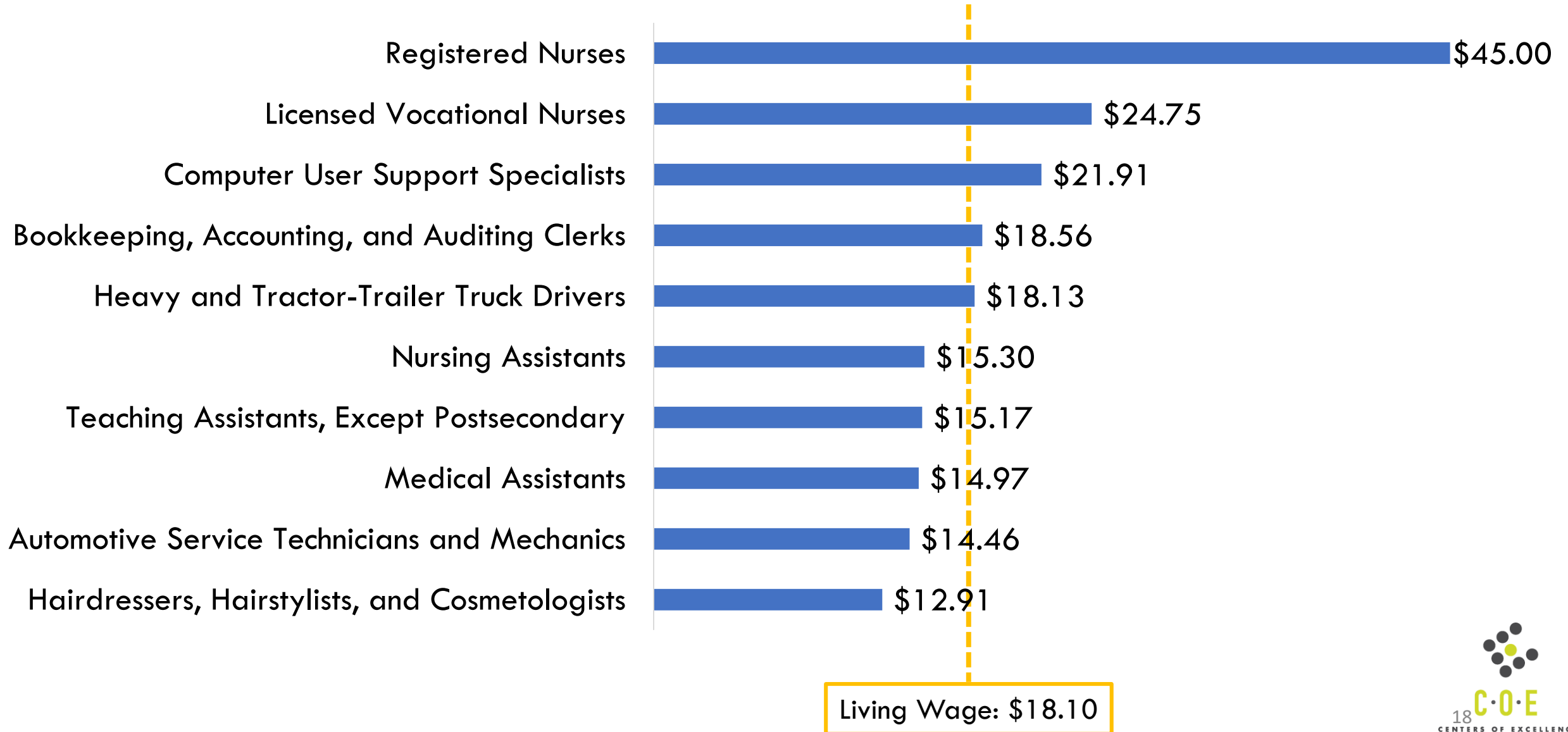
Living Wage: \$18.10



Current Jobs and Future Need (Community College)



Entry-Level Earnings (Community College)



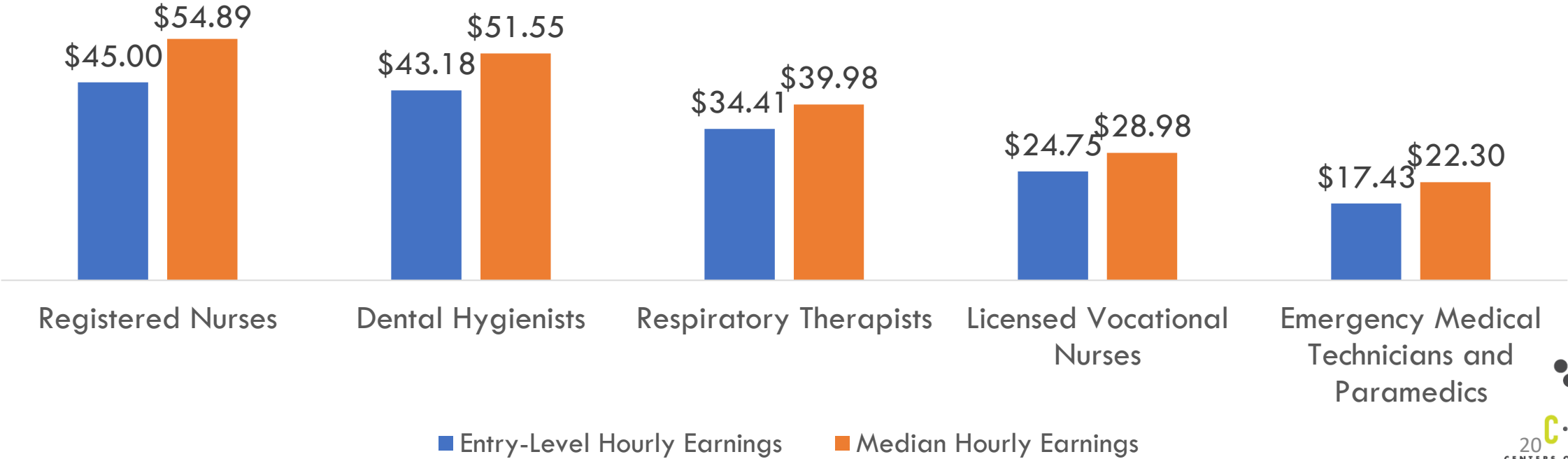
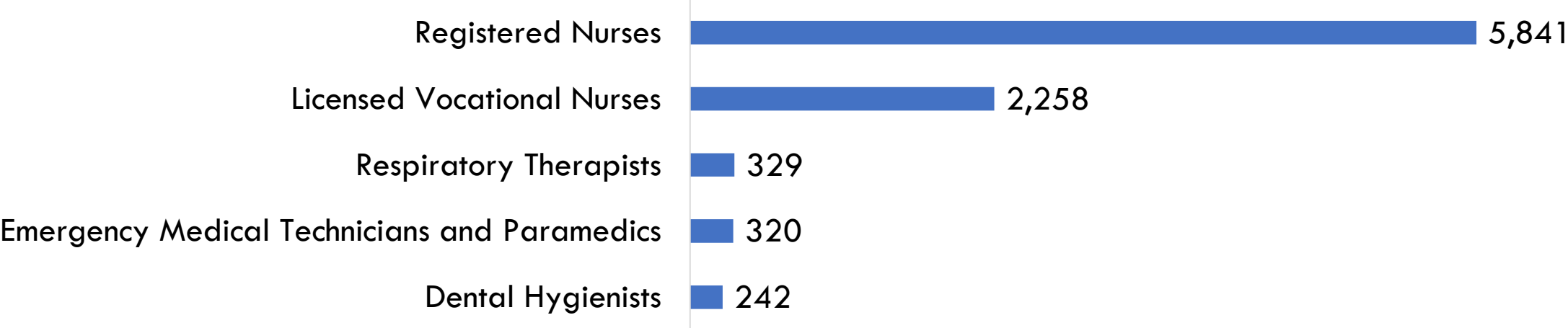
Statewide Priority & Emerging Sectors

- **Health**
 - **Information & Communication Technologies/Digital Media**
 - **Energy, Construction & Utilities**
 - **Advanced Transportation & Logistics**
 - **Global Trade**
 - **Business & Entrepreneurship**
 - **Advanced Manufacturing**
 - **Life Sciences & Biotechnology**
 - *Retail, Hospitality & Tourism*
 - Agriculture, Water & Environmental Technologies
- Priority Clusters:
- Education & Human Development
 - Public Safety

BOLD = LA Priority Sector
Italics = LA Emerging Sector

Health

Annual Openings



Related Health Community College Programs

Registered Nursing

Licensed Vocational Nursing

Dental Assistant

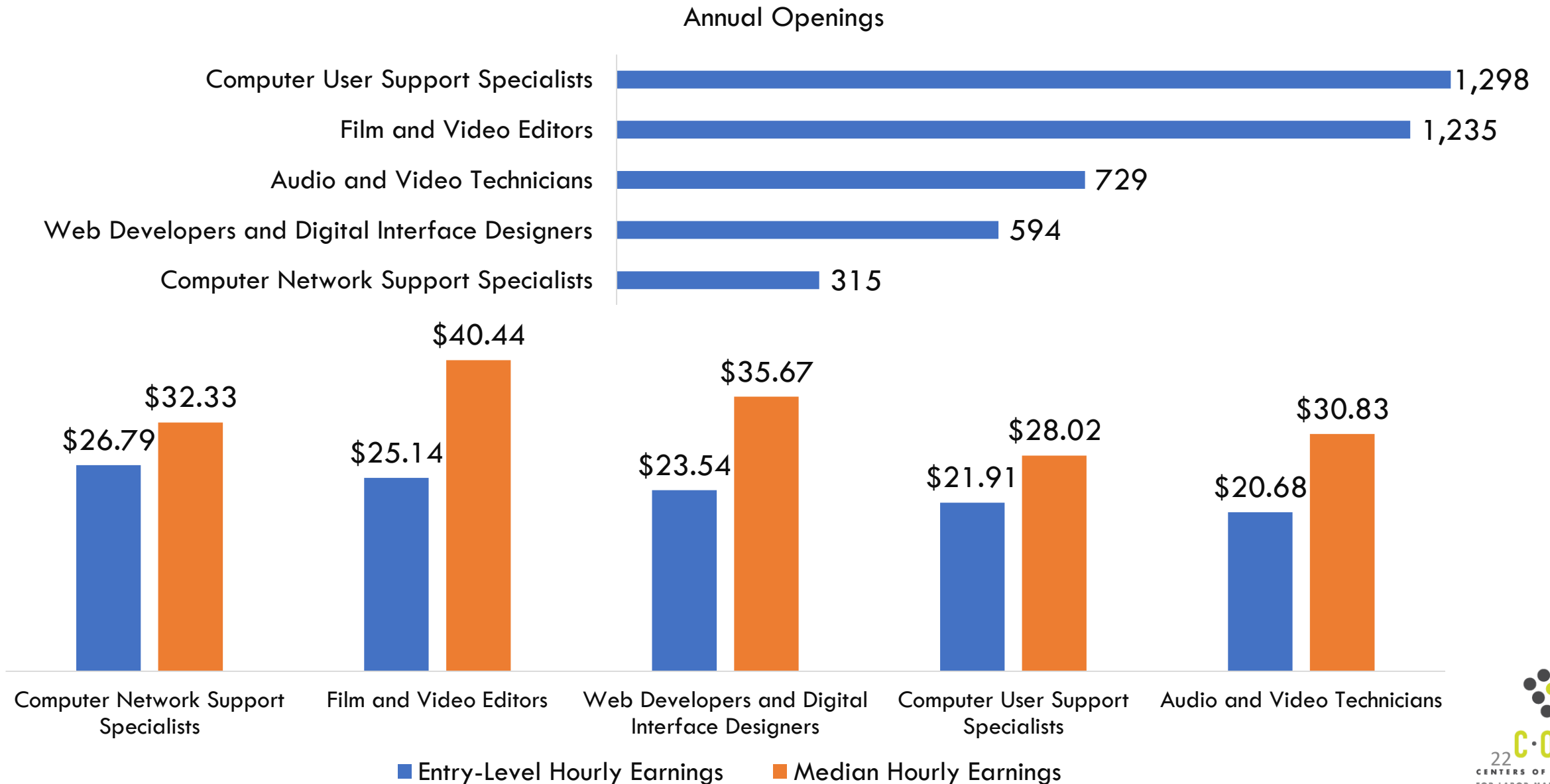
Dental Hygienist

Respiratory Care/Therapy

Emergency Medical Services



Information & Communication Technologies/Digital Media



Related ICT/Digital Media Community College Programs

Computer Graphics and Digital Imagery

Digital Media

Information Technology, General

Computer Information Systems

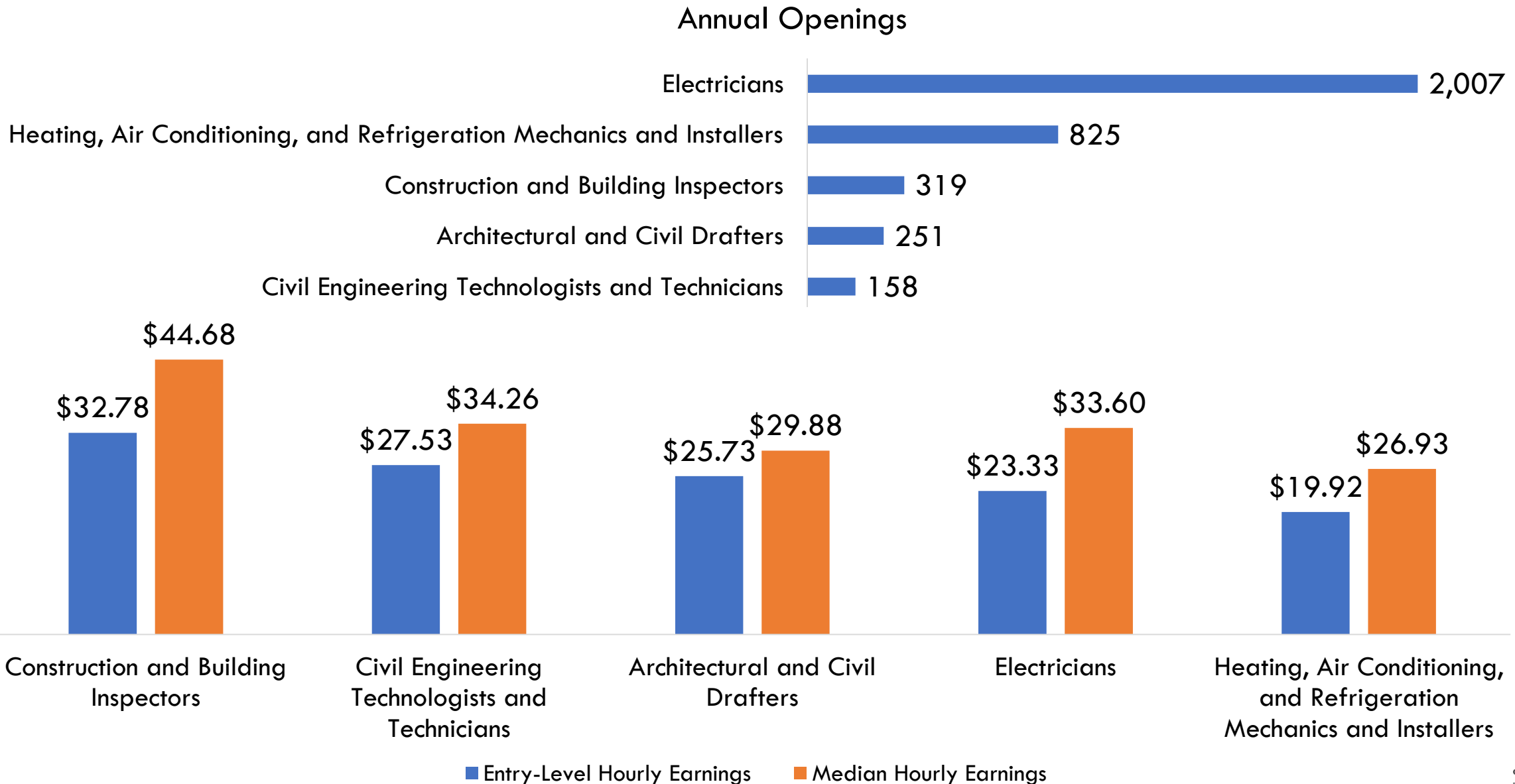
Computer Support

Web Development

Website Design and Development



Energy, Construction & Utilities



Related ECU Community College Programs

Architecture and Architectural Technology

Environmental Control Technology

Energy Systems Technology

Electrical

Plumbing, Pipefitting, and Steamfitting

Architectural Drafting

Construction Inspection



Job Postings (Real-Time LMI)

- Job postings are NOT the same Annual Openings
- Job posting data is supplementary to traditional LMI
- Despite limitations, job postings can provide rich information not available in traditional LMI:

- *Which employers are hiring?*
- *Which skills are in demand?*
- *Which certifications are in demand?*
- *How quickly are specific jobs filled?*
- *Which job titles are most common?*



Traditional LMI

vs.

Real-Time LMI

PROs	CONs
More reliable - Based on actual past trends	Not as Timely – a lagging indicator of what is
Projections revised annually	Sometimes Incomplete
More Accurate - Based on Employer Surveys and Tax Records	Sample sizes for these surveys can sometimes be small
Best for long-term trend analysis and planning	Some sources not updated as regularly as others
Very conservative – BLS and EDD only publish data they have a high degree of confidence in, also publish margins of error	Very conservative – Data is suppressed when only a few establishments exist in a given industry in a region

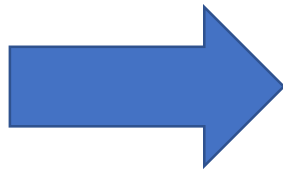
PROs	CONs
Timely – current up to yesterday's postings	Less reliable - A single job posting does not always equal a single job opportunity
Rich data – employers, skills, actual educational requirements, salary info (sometimes), certifications in demand, and much more	Job postings are often a “wish list” from the employer. Actual hiring practices can vary significantly
Best for shorter-term analysis and insights related to emerging fields and occupations	Posting Intensity varies by Industry and Occupation, and not all jobs are posted online
	Prone to seasonal fluctuations – think Ag (summer) and Xmas sales jobs (winter)

Best Analogy (in my mind anyway)

- Job posting data is supplementary/complementary to traditional LMI
- Think of Real-Time LMI as the PB/J to Traditional LMI's bread...



These ingredients are great on their own, but when combined become something truly special. Yummy 😊



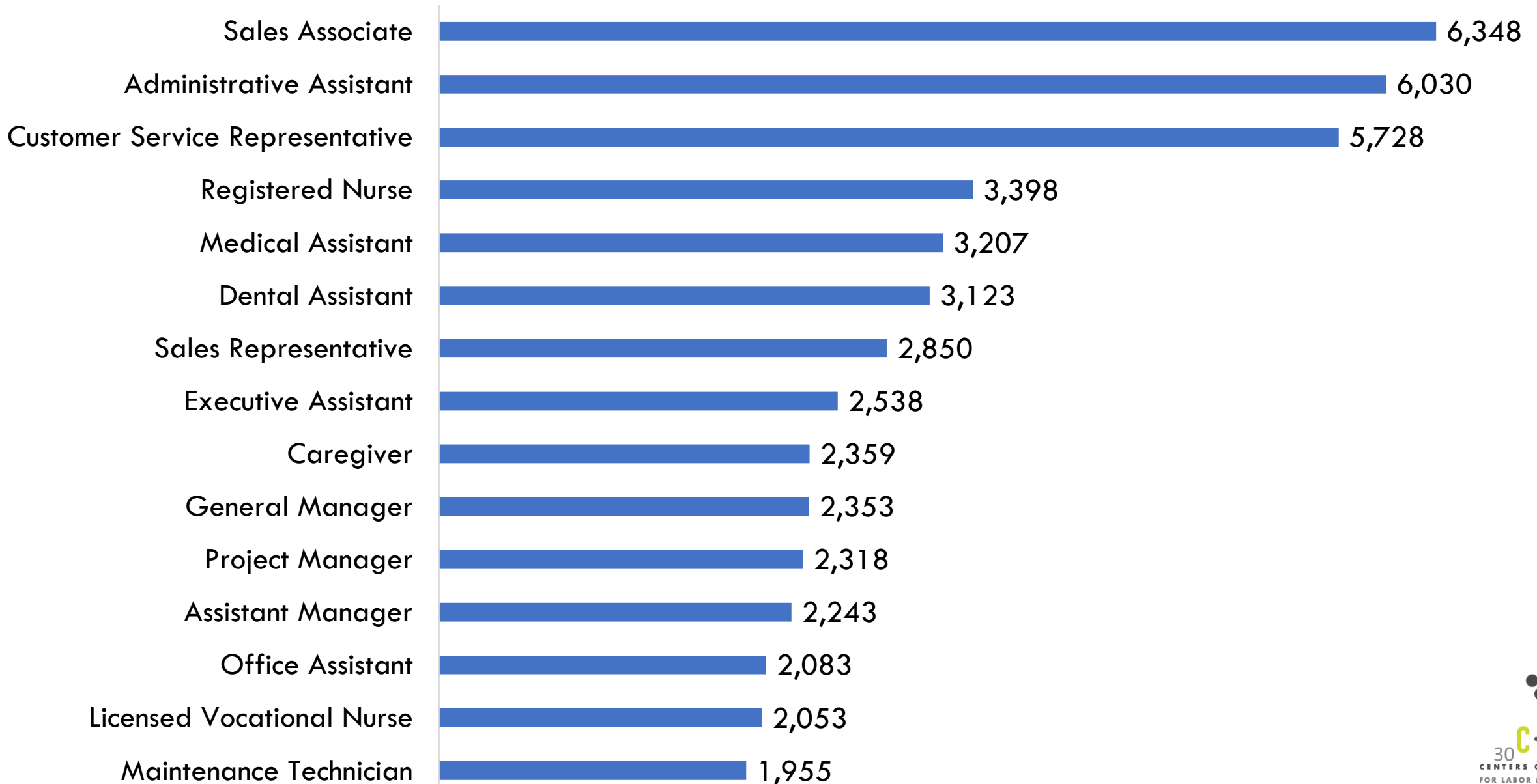
Think about it – does anyone eat plain PB and J on a plate? Nope. Got to have the bread for a foundation



Top Employers, Skills & Occupations from Job Postings (past 12 months)

Employers	<i>n</i>	Skills	<i>n</i>	Occupations	<i>n</i>
Anthem Blue Cross	16,654	Customer Service	217,944	Registered Nurses	50,440
Allied Universal	8,591	Scheduling	173,662	Sales Reps., Wholesale & Manufacturing, Except Technical & Scientific Products	35,886
Amazon	7,600	Sales	132,362	Retail Salespersons	34,743
Northrop Grumman	7,183	Budgeting	106,850	Customer Service Representatives	32,438
Disney	6,009	Project Management	86,812	Software Developers, Applications	30,200
Boeing	5,431	Customer Contact	79,637	Laborers and Freight, Stock, and Material Movers, Hand	21,652

Job Postings in LA County – Past 12 months



How to Access...

www.coecccc.net



[Contact Us](#)

[MyCOE](#)



[ABOUT US](#)

[REGIONS](#) ▼

[OUR RESEARCH](#)

[RESOURCES](#)

[PUBLICATION SEARCH](#)

The leading source of labor market research for the California Community Colleges

Our work empowers community colleges to make informed decisions for preparing the workforce of tomorrow



O*NET Online

www.onetonline.org

The screenshot shows the O*NET Online website interface. At the top left is the O*NET logo and the text "O*NET OnLine". To the right is an "Occupation Quick Search" bar. Below the header is a navigation bar with links: "Help", "Find Occupations", "Advanced Search", "Crosswalks", "Share", and "O*NET Sites". The main content area features a large banner with a construction crane image and the text "Build your future with O*NET OnLine." followed by a welcome message and a "What is O*NET?" button. To the right of the banner are three sidebars: "What's New?" with a "Learn More" button, "I want to be a..." with a "Find It Now" button, and "ATTN: VETERANS" with a "Get Started" button. Below the banner is an "Occupation Search" section with a search bar and a "Keyword or O*NET-SOC Code:" label. Below this are three columns: "Find Occupations" with a "Browse" button, "Advanced Search" with a "Focus" button, and "Crosswalks" with a "Connect" button. At the bottom right is a "Hot Technologies" section with a "Learn More" button.

O*NET OnLine

Occupation Quick Search:

[Help](#) [Find Occupations](#) [Advanced Search](#) [Crosswalks](#) [Share](#) [O*NET Sites](#)

Build your future with O*NET OnLine.

Welcome to your tool for career exploration and job analysis!

O*NET OnLine has detailed descriptions of the world of work for use by job seekers, workforce development and HR professionals, students, researchers, and more!

[What is O*NET?](#)

What's New?

Discover your interests while using O*NET OnLine

[Learn More](#)

Get O*NET news by [email](#) or [RSS](#).

I want to be a...

Start the career you've dreamed about, or find one you never imagined.

[Find It Now](#)

at My Next Move

ATTN: VETERANS

Put your military skills and experience to work in civilian life. Learn how at:

[MY NEXT MOVE](#)

[Get Started](#)

Hot Technologies are frequently included in employer job postings.

[Learn More](#)

Occupation Search [Keyword](#) or [O*NET-SOC Code](#):

Find Occupations

[Browse](#) groups of similar occupations to explore careers. Choose from industry, field of work, science area, and more.

[Bright Outlook](#)

Advanced Search

[Focus](#) on occupations that use a specific tool or software. Explore occupations that need your skills.

[Browse by O*NET Data](#)

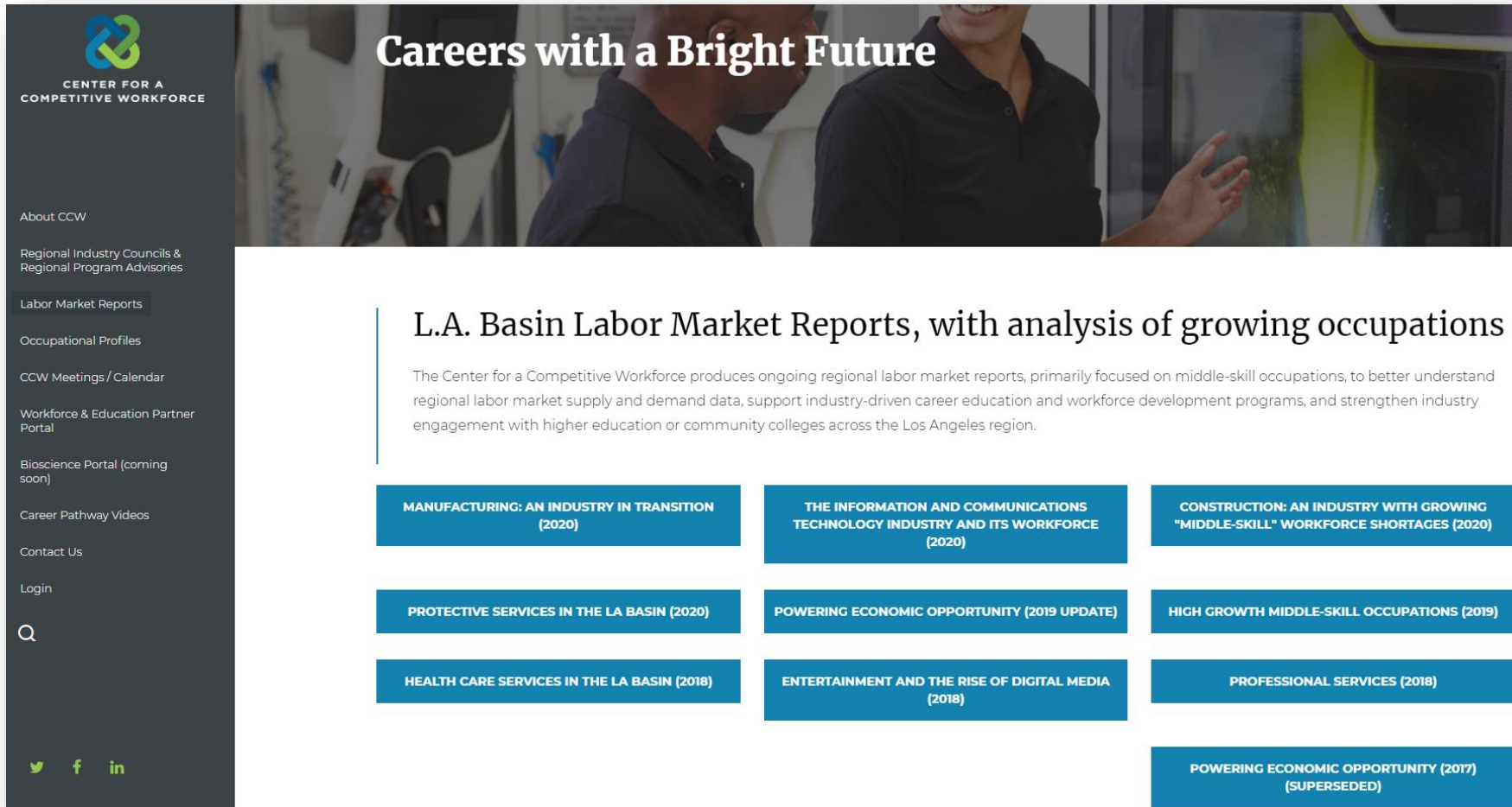
Crosswalks

[Connect](#) to a wealth of O*NET data. Enter a code or title from another classification to find the related O*NET-SOC occupation.

[Apprenticeship](#)

Center for a Competitive Workforce (CCW)

www.competitiveworkforce.la



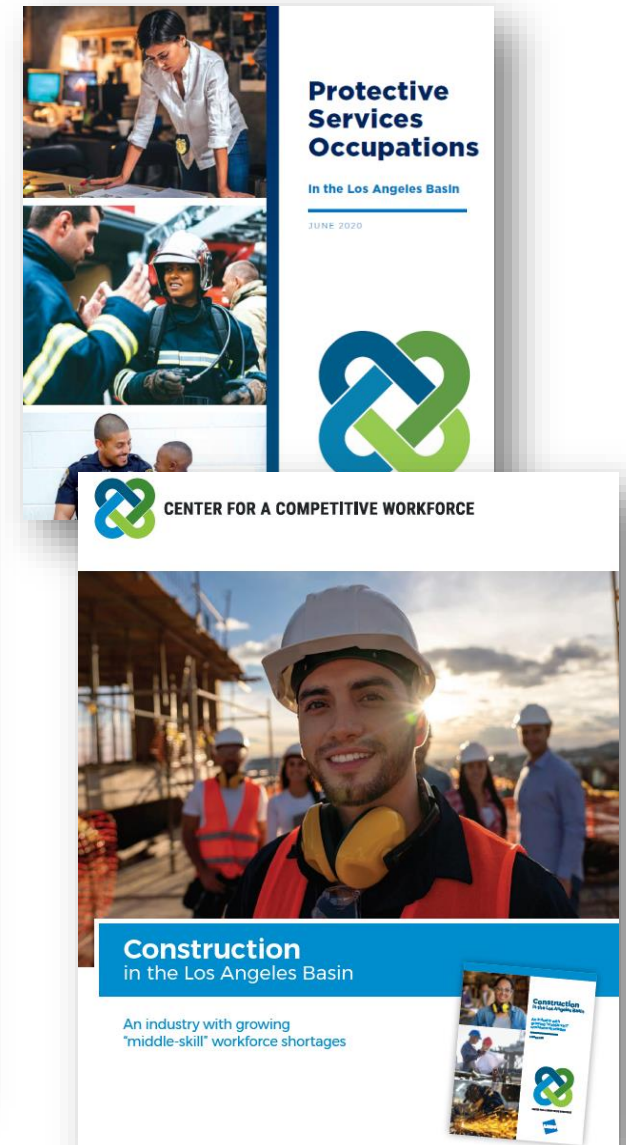
The screenshot shows the homepage of the Center for a Competitive Workforce. The header features the CCW logo and the tagline "Careers with a Bright Future". A left sidebar contains navigation links: "About CCW", "Regional Industry Councils & Regional Program Advisories", "Labor Market Reports", "Occupational Profiles", "CCW Meetings/ Calendar", "Workforce & Education Partner Portal", "Bioscience Portal (coming soon)", "Career Pathway Videos", "Contact Us", and "Login". The main content area is titled "L.A. Basin Labor Market Reports, with analysis of growing occupations" and includes a descriptive paragraph. Below this, a grid of nine report tiles is displayed, each with a title and year in parentheses.

Careers with a Bright Future

L.A. Basin Labor Market Reports, with analysis of growing occupations

The Center for a Competitive Workforce produces ongoing regional labor market reports, primarily focused on middle-skill occupations, to better understand regional labor market supply and demand data, support industry-driven career education and workforce development programs, and strengthen industry engagement with higher education or community colleges across the Los Angeles region.

MANUFACTURING: AN INDUSTRY IN TRANSITION (2020)	THE INFORMATION AND COMMUNICATIONS TECHNOLOGY INDUSTRY AND ITS WORKFORCE (2020)	CONSTRUCTION: AN INDUSTRY WITH GROWING "MIDDLE-SKILL" WORKFORCE SHORTAGES (2020)
PROTECTIVE SERVICES IN THE LA BASIN (2020)	POWERING ECONOMIC OPPORTUNITY (2019 UPDATE)	HIGH GROWTH MIDDLE-SKILL OCCUPATIONS (2019)
HEALTH CARE SERVICES IN THE LA BASIN (2018)	ENTERTAINMENT AND THE RISE OF DIGITAL MEDIA (2018)	PROFESSIONAL SERVICES (2018)
		POWERING ECONOMIC OPPORTUNITY (2017) (SUPERSEDED)



The image displays two report covers. The top cover is for "Protective Services Occupations in the Los Angeles Basin" dated June 2020, featuring a firefighter. The bottom cover is for "Construction in the Los Angeles Basin", described as "An industry with growing 'middle-skill' workforce shortages", featuring a construction worker. Both covers include the CCW logo.

Protective Services Occupations
In the Los Angeles Basin
JUNE 2020

Construction
in the Los Angeles Basin

An industry with growing "middle-skill" workforce shortages

Other LMI Resources

- [CA EDD Occupational Guides](#)
- [LA Sector Profiles](#)
- [LA Regional Plan](#)
- [Datamart](#), [LaunchBoard](#), [COCI](#), [CTEOS](#)
- [LARC Regional Program Recommendation Process](#) – requesting LMI, different request types, timeline, etc.



Thank You!

Luke Meyer, Director

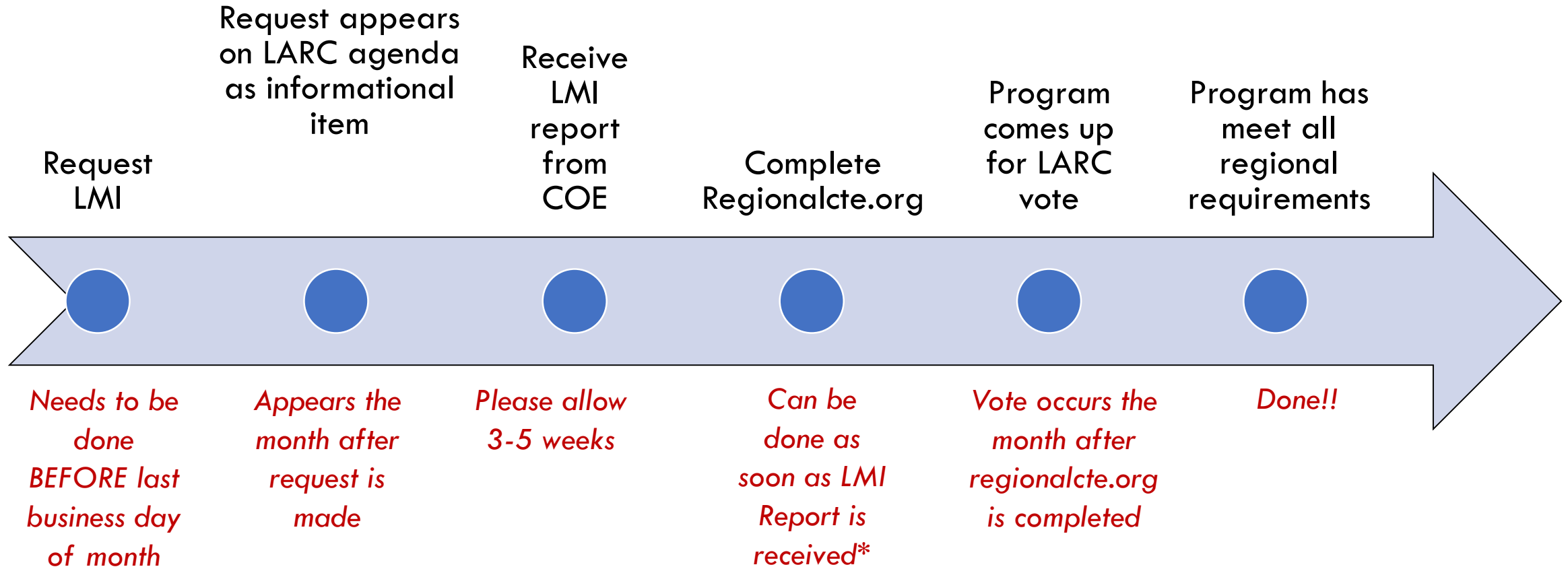
Juan Madrigal, Assistant Director

Los Angeles County Region

Centers of Excellence *for* Labor Market Research

<https://coeccc.net/region/los-angeles/>

Timeline



*LMI has 1-year shelf life

Sample Timeline

