



Labor market rationale in curriculum

Session Learning Outcomes

- Describe the requirements for labor market analysis for new CTE programs
- Compare sources of labor market information
- Discuss limitations and challenges of LMI

Requirements for LMI

- **Education Code 78015 (a) (1)** The governing board of a community college district, prior to establishing a vocational or occupational training program, shall conduct a job market study of the labor market area, as those terms are defined in Section 52301.5, in which it proposes to establish the program.
- **Title 5, Section 55130(a)** Before offering any credit course as part of an educational program at a college, the governing board of a district shall obtain approval of the educational program from the Chancellor in accordance with the provisions of this article.
Approval shall be requested on forms provided by the Chancellor.
(b) The application for approval shall contain at least the following:
(C) Relation of the proposed program to job market analysis, where applicable;
- **PCAH, 5th Edition**, pp. 85-88

Perspectives on Labor Market Information (LMI)

- Student
- College
- Labor economist
 - Demand
 - Supply
- Economic developer
 - Workforce that supports sectors

DOING What Matters™ for Jobs & the Economy

- **1A.** Consider labor market needs when making local decisions: budgets, programs, course offerings.
- **1B.** Decide on program capacity as a region.

GIVE PRIORITY
to what
matters to jobs
& the economy

MAKE ROOM
for what
matters to jobs
& the economy

- **2.** Retool programs that are not working or not meeting a labor market need so that students can study what matters.

- **4.** Solve a complex workforce training need so that our system can better deliver for employers and sectors

INNOVATE
what matters
to jobs & the
economy

**STUDENT
SUCCESS**
matters to jobs
& the economy

- **3A.** Adopt common metrics and skills panels in CCCC RFA's.
- **3B.** Strengthen regions with four skillsets: data mining, convening, technology, and curriculum approval.

Evaluating Demand Side

- Bureau of Labor Statistics (National)

<http://www.onetonline.org>

- EDD Labor Market Data (State)

www.labormarketinfo.edd.ca.gov

- LMI by customer, LMI by geography, LMI by industries and occupations
- Labor Market Consultants – by region – monthly reports, some custom work possible

- Proprietary LMI providers

- Economic Modeling Specialists (EMSI) www.economicmodeling.com
- Burning Glass <http://www.burning-glass.com/>

- Doing What Matters

<http://doingwhatmatters.cccco.edu/ResourceMap.aspx>

<http://doingwhatmatters.cccco.edu/LaunchBoard.aspx>

<http://www.coecc.net/>

Evaluating Supply Side

- Curriculum Inventory
 - <http://curriculum.cccco.edu/>
- Datamart
 - <http://datamart.cccco.edu/>
- Regional Consortium
- Proprietary and online training

Economic Modeling Specialists, Inc. (EMSI)

- Proprietary resource/ traditional LMI
- Combines multiple sources of data; requires subscription to access online
- Provides data for a custom region (ZIP code or county level)
- Outputs Include:
 - **Industry & Occupational Employment Reports**
 - **Various Economic Indicators** (unemployment, export, import, etc.)
 - **Economic Impact Analysis**
 - **Basic Demographic Reports**
 - **Program Completion Reports** (uses IPEDS data)
 - **GIS Mapping**
 - **New Gainful Employment feature for colleges**

Economic Modeling Specialists, Inc. (EMSI)

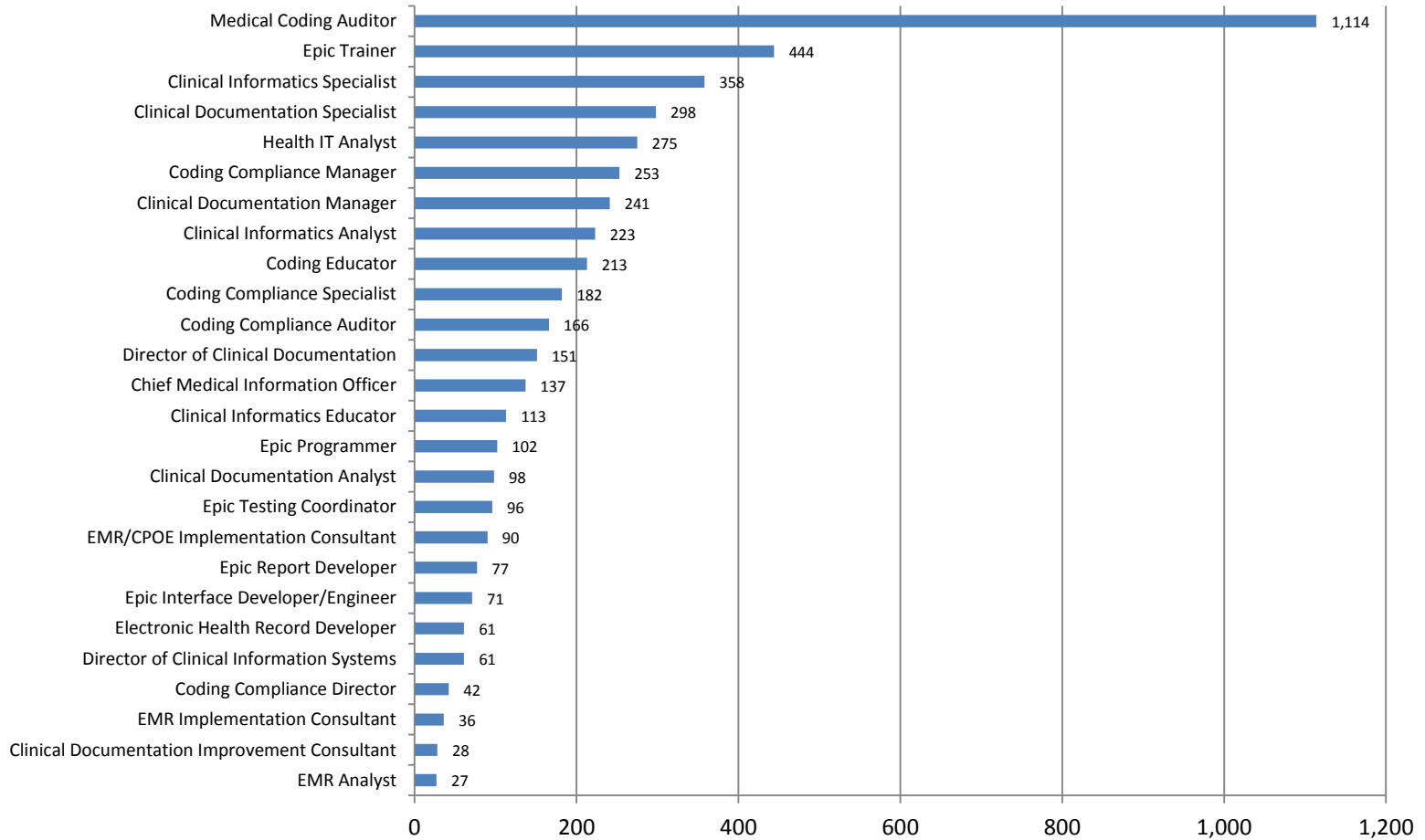
Benefits

- Occupational reports (customized projections)
- Staffing patterns reports (what occupations are employed in an industry)
- IPEDS data conveniently packaged
- Provides multiple data elements in one place
- Easy to use and quick to share

Limitations

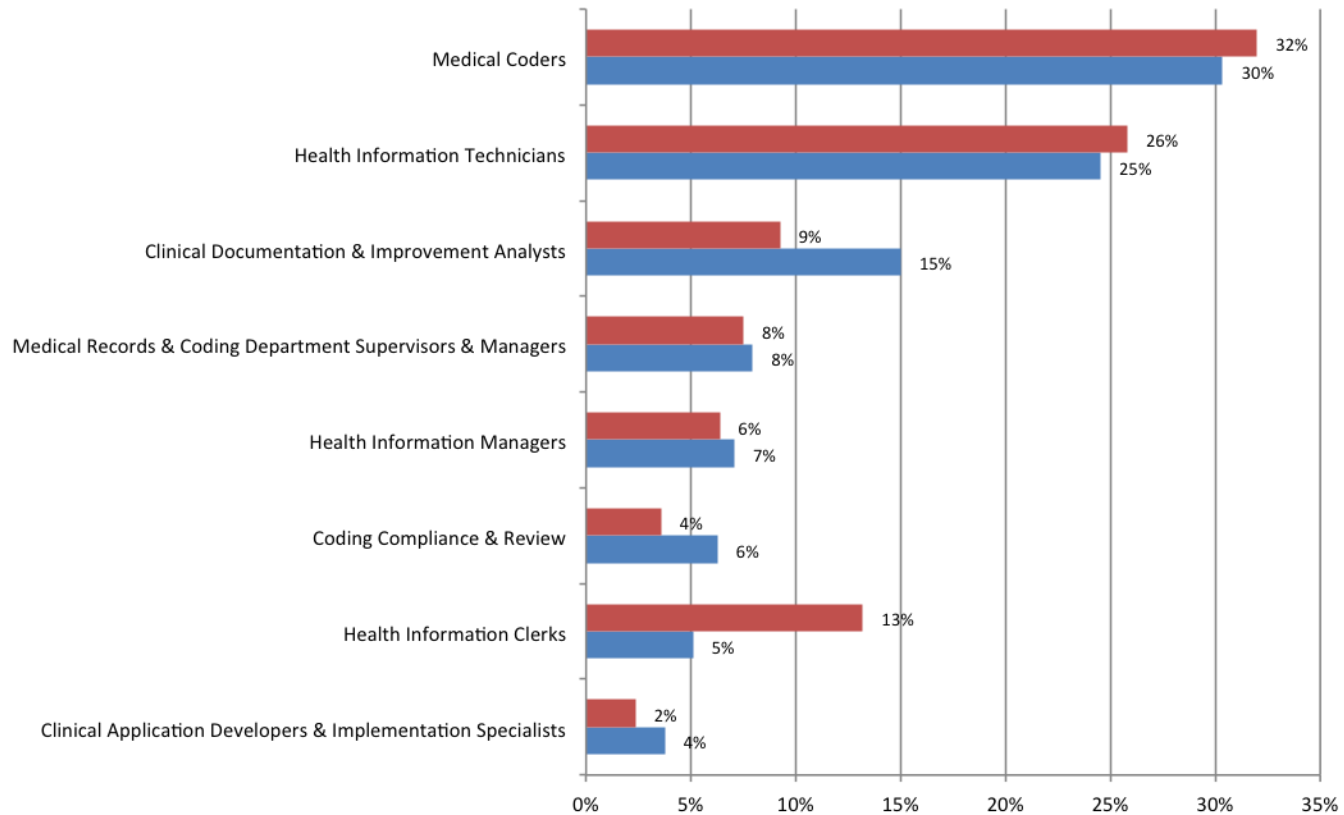
- Cost – but can access through TAP
- Data limitations (e.g. reports data for 2-digit “catch-all” Government NAICS code; no breakdown for public education and other public services)
- No data for emerging industry or occupation
- Projections are based on historic data

New and Emerging Health Informatics Titles in 2011



Emerging Jobs, New Skills and Certifications: The Case of Health Informatics

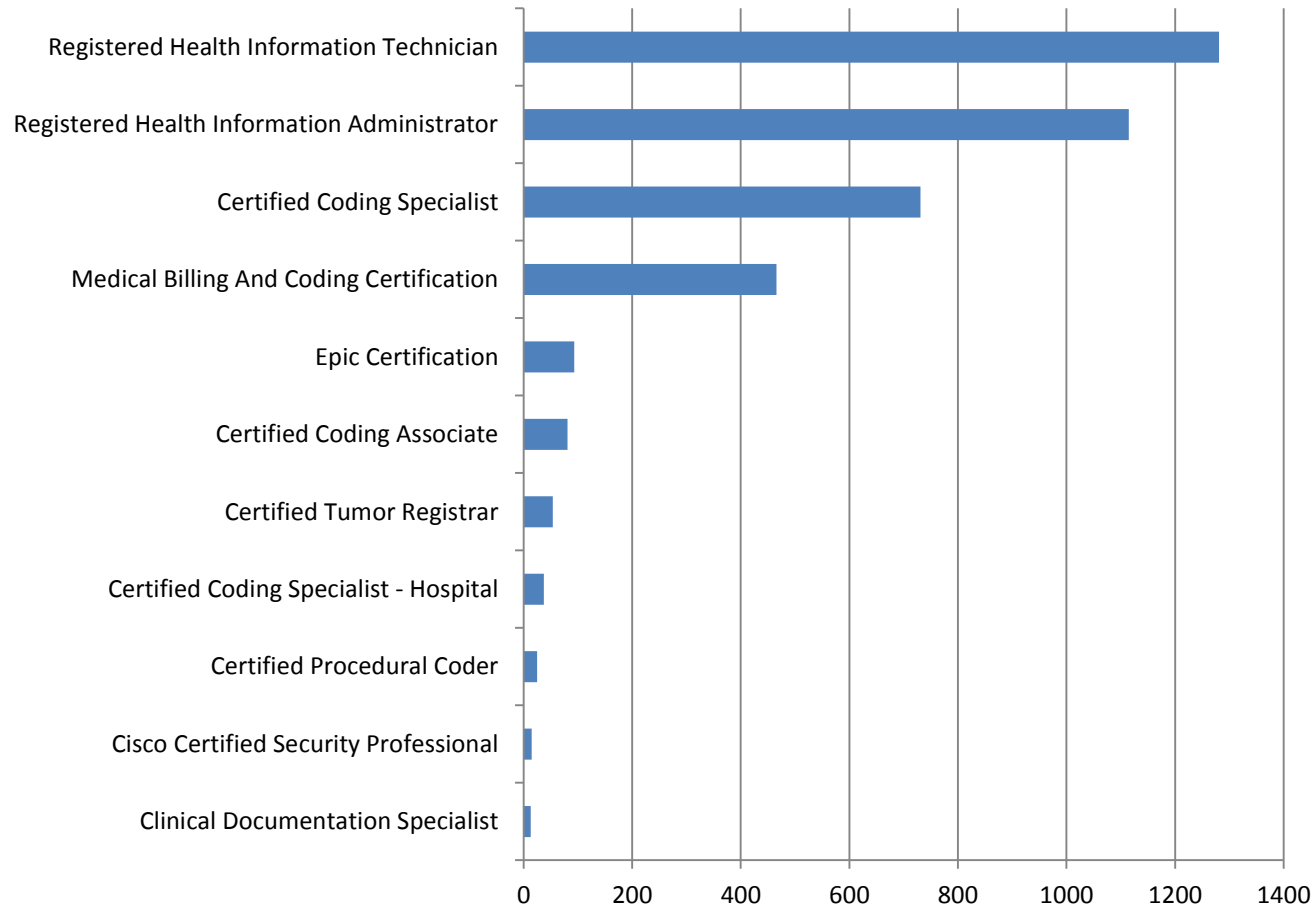
Relative Distribution of Health Informatics Jobs by Type: 2007 vs 2011



relative Distribution (%) ■ 2011 Relative Distribution (%)

Top Certs For Medical Records and Health Info Techs

Certifications: number of job openings



36% of the 5900 job postings required a certification

COE Reports

Example: Recycling Scan 2013

Table 5. Estimated Employment Projections by Occupation, 2013-2015¹⁴

Occupation	Current employment	Employment in 2 years	2-year projected growth	% 2-year growth
Recycling and Reclamation Worker	10,960	13,610	2,640	24%
Refuse and Recyclable Material Collector	9,550	11,040	1,490	16%
Hazardous Materials Removal Worker	3,380	5,550	1,250	37%
Manufacturing Production Technician working with recycled materials	4,480	5,640	1,160	26%
Recycling Coordinator	2,570	3,320	750	29%
Commercial/Industrial Designer working with recycled materials	670	810	140	21%
Total	31,610	39,050	7,440	24%



75% waste reduction initiative. In doing so, economy, which could create increased economic growth.

This report provides a detailed look at R&MM employment occupations, based on findings from a statewide employer survey (COE). The report features the data and analysis of responses from 200+ firms. The report provides a better understanding of job growth, skills in demand, and the challenges for R&MM firms. Appendix B includes details of the study's methodology and survey data.

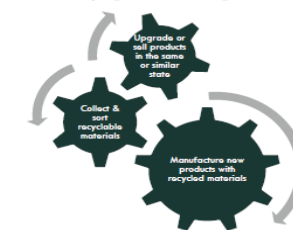
Industry Overview

What is recycling and materials management?

Recycling and materials management (R&MM) encompasses a wide range of industries. Rather than a single industry, R&MM is defined by a set of activities that involve collecting and sorting recycled materials, reusing or remanufacturing recycled materials, and/or manufacturing new products with recycled materials.²

Businesses involved in R&MM tend to specialize in different areas. Some firms may focus on one particular process, such as cleaning, collecting, sorting and preparing products for manufacturing or reuse. Others manage the complete lifecycle of a product. Firms that oversee product lifecycles may collect and sort recycled materials, combine the recycled materials with other materials, and manufacture new products. They may also sell materials not needed for manufacturing to a broker.

Exhibit 1: Recycling and Materials Management Activities



Regulated Industries in California

Recycling and materials management activities intersect a variety of industries. In California, CalRecycle regulates seven industries that are heavily engaged in R&MM. These industries must adhere to state standards and mandates aimed at reducing or maintaining the state's solid waste diversion rate. Below is a description of each industry associated with R&MM, including current regulations, standards and/or R&MM requirements.

¹⁴Recycling and Jobs in Massachusetts, A Study of Current and Future Workforce Needs, March 2012.

Summary Comparison

	O*NET/EDD	EMSI/BG	COE Scans	COE Reports
Access/ Cost	Public Access	Annual Subscription	Public Access	Customized/ Cost Varies
Data Sources	Multiple public sources including EDD	More limited public sources. Some data suppression	Many sources Original research Validated by Industry	EMSI GIS Business Analyst Real time LMI
Content	2010-2020 Projections: Employment Demand	Employment Projections + College Supply	Industry Drivers, Employer Surveys, Supply and Demand Gap Analysis	Varies based on Client Need
Caveats	Further analysis needed	Accuracy of supply side data	Regional or statewide focus on one industry	Data has not been validated by industry

Parting Thoughts

- ✓ There is no single tool that works for every purpose
- ✓ Choose from the toolbox based on the problem you need to solve
 - ✓ New and emerging may require surveys, custom reports
- ✓ ALWAYS use multiple data sources
- ✓ Outsource when necessary, but be clear in what you ask for

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