

# WORKFORCE DEVELOPMENT & DEPLOYMENT

## The Power of Data Analytics for the Eastern Ontario Labour Market

OEMC, September 11, 2019

# Eastern Ontario Leadership Council



# EOLC Mandate

- Coordinate regional Ec. Dev. initiatives
- Lead the implementation of the Strategy
- Track and report on economic performance
- Act as conduit for information & policy
- Lead advocacy on key economic issues

# EOLC Strategic Priorities

- Workforce Development & Deployment (WD&D)
- Technology Integration & Innovation
- Integrated, Intelligent Transportation Systems
- Digital Infrastructure

# Workforce Development and Deployment

- **Strategy Refresh Aspirational Outcomes:**
  - Build capacity to identify and respond quickly to changing labour market conditions
  - Access Pan-regional data, analytical capability & collaborative relationships to accelerate matching employers to workforce talent

# Workforce Development and Deployment

- **Priorities- Near-Term (12-24mths)**
  - Invest in labour market intelligence
  - Collaborate with other organizations
  - Engage with our customers- municipalities, businesses, PSE
  - Develop initiatives/products & source funding

# Workforce Development and Deployment

- **Actions to Date**

- Accessed data: Vicinity Jobs, EMSI Analyst
- Acquired data analytics support
- Sourcing additional data sets- Environics, ESRI
- Collaborating on funding application for commuter study
- Developing business model for sustainability

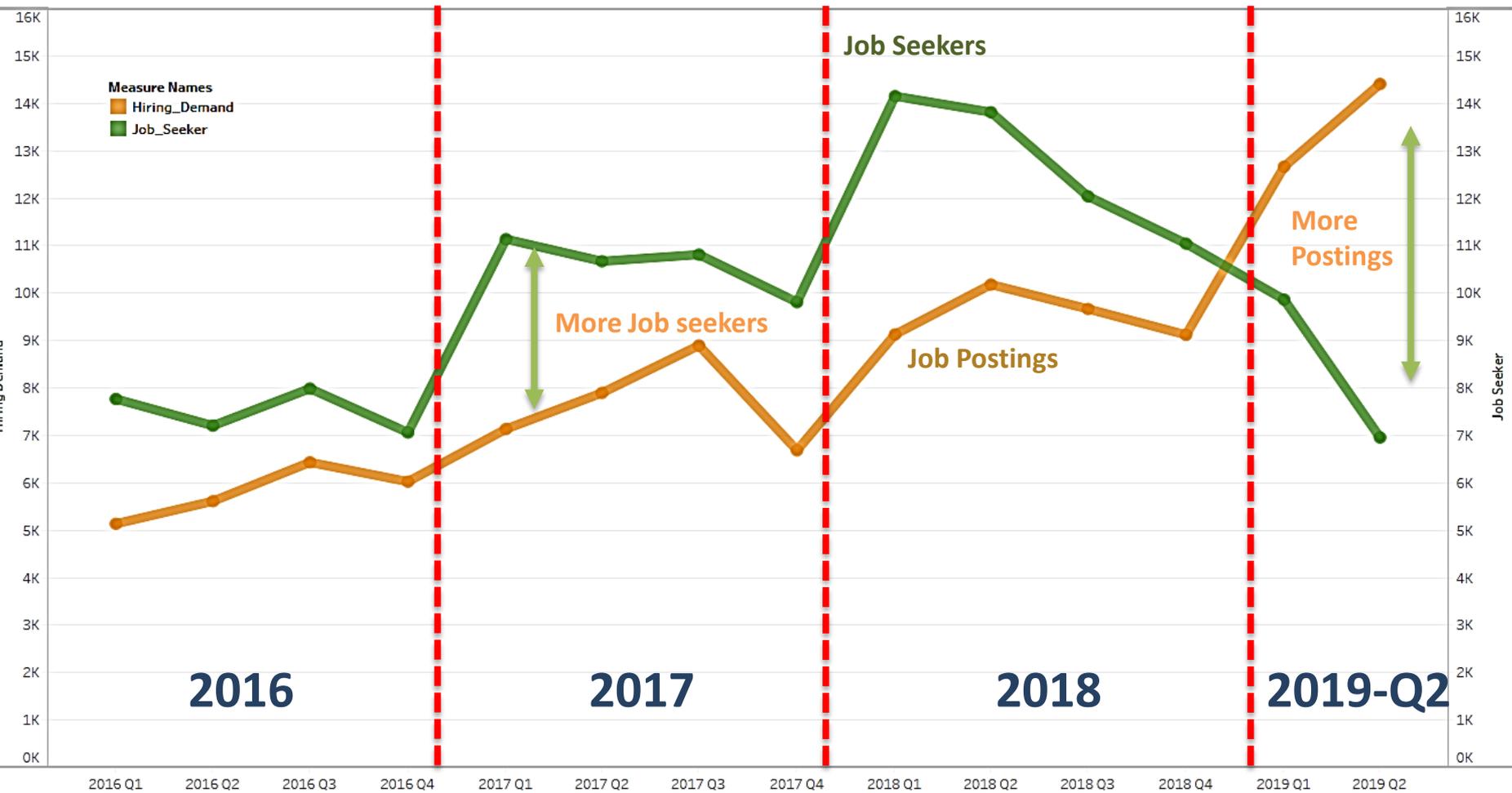
# Workforce Analytics Process

- Historic Labour Market Evaluation using Vicinity Jobs Data (2016 to present)
- Data Analyst to process query- based results
- Data Analytics tools applied to labour market analysis & visualizations- Tableau

# Why Vicinity Jobs Data?

- **Timely data**- monthly updates & historical data back to Q1 2016
- **Relevant, granular data**- regional & **local** data
- Online Job Postings- **Hiring Demand**
- Online Job Seekers- **Labour Supply** (unemployed or employed & seeking opportunities)
- Industry, occupation, skills, wage & experience data

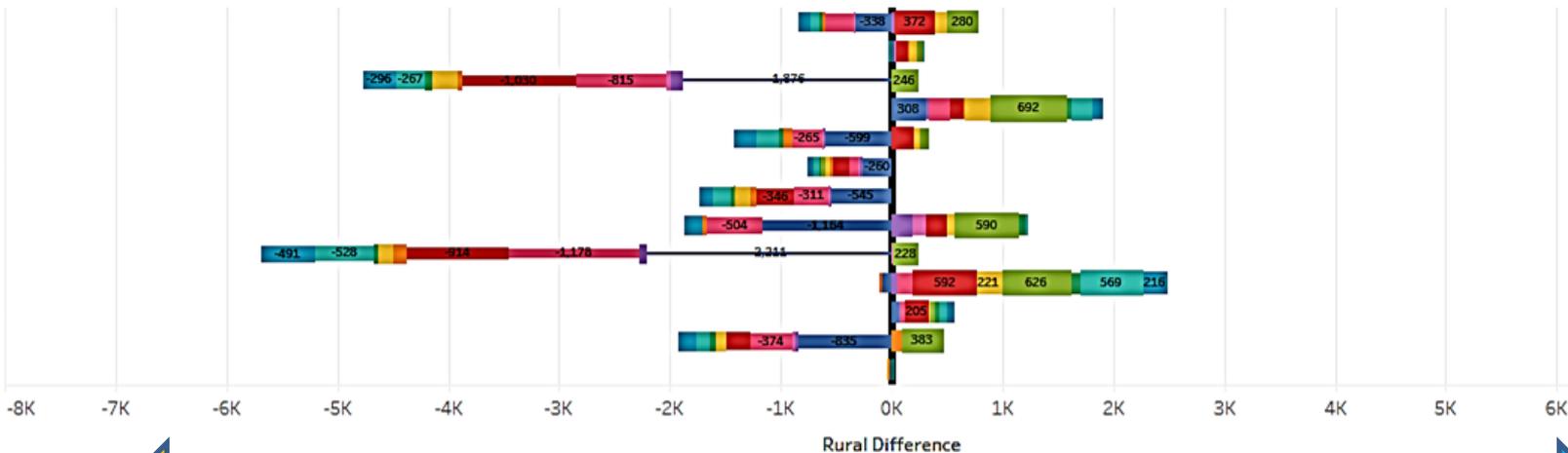
# Quarterly Labour Demand and Supply- 2016 to Present



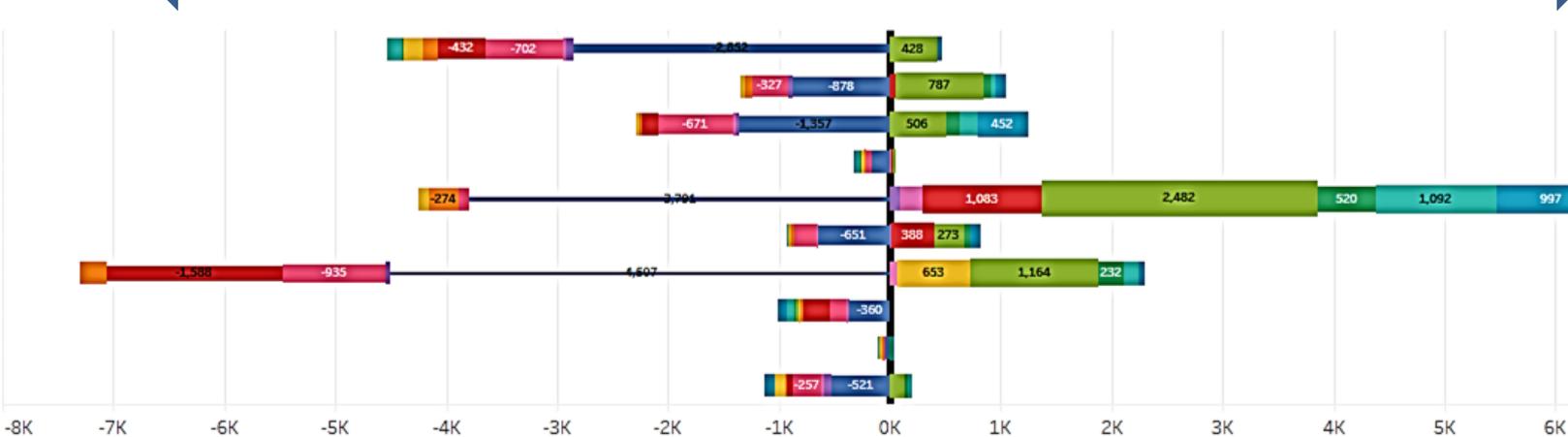
# Net Workforce Demand-Supply by Occupation

Rural Net Value

County  
 Frontenac  
 Haliburton  
 Hastings  
 Kawartha Lakes  
 Lanark  
 Leeds and Grenville  
 Lennox and Addington  
 Northumberland  
 Peterborough  
 Prescott and Russell  
 Prince Edward  
 Renfrew  
 Stormont, Dundas and Gle..



Urban Net Value



MORE JOBSEEKERS

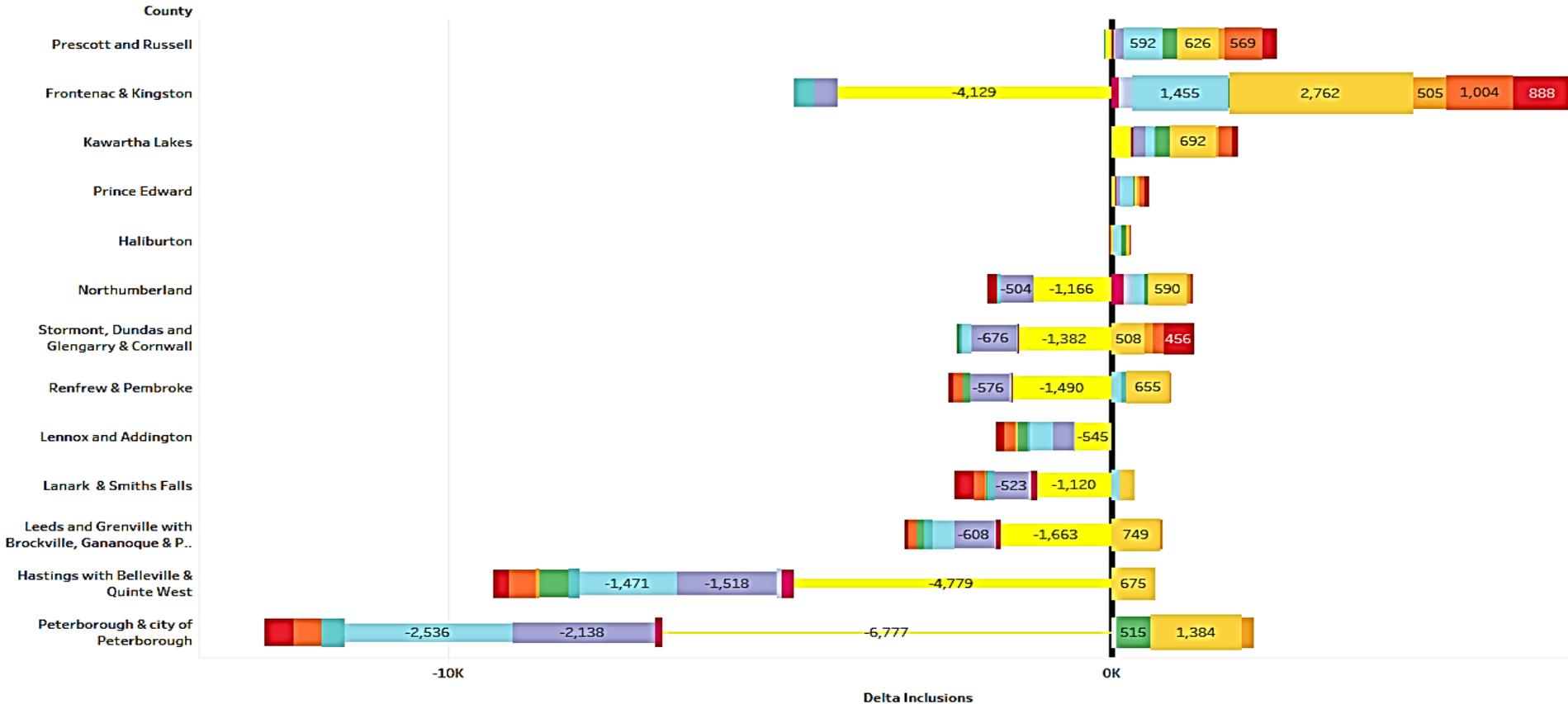
MORE JOB POSTINGS

# Net Demand/Supply by County/City

Value Difference [NET DEMAND/SUPPLY]

**MORE JOB SEEKERS**

**MORE JOB POSTINGS**



# Let's Focus on the Health Sector

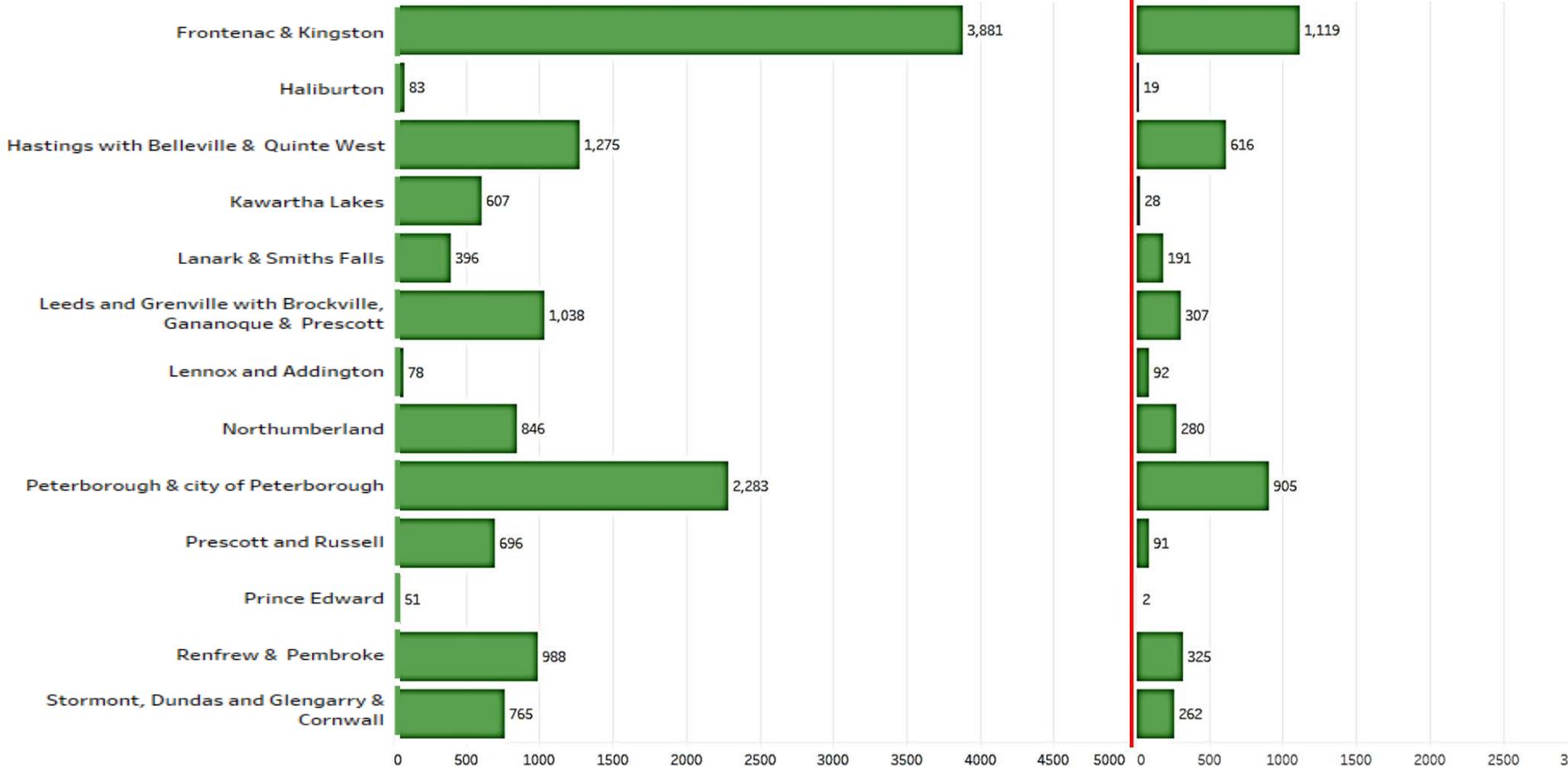
- Shortages of workforce in the Health Occupations has been consistently identified
- But is the problem localized and/or specific to certain occupations i.e. Nurses?
- Has it been getting better or worse and what does the future hold?

Urban and Rural Areas  
Combined, by 'County/City'

# Health Occupations Demand/Supply

Hiring\_Demand

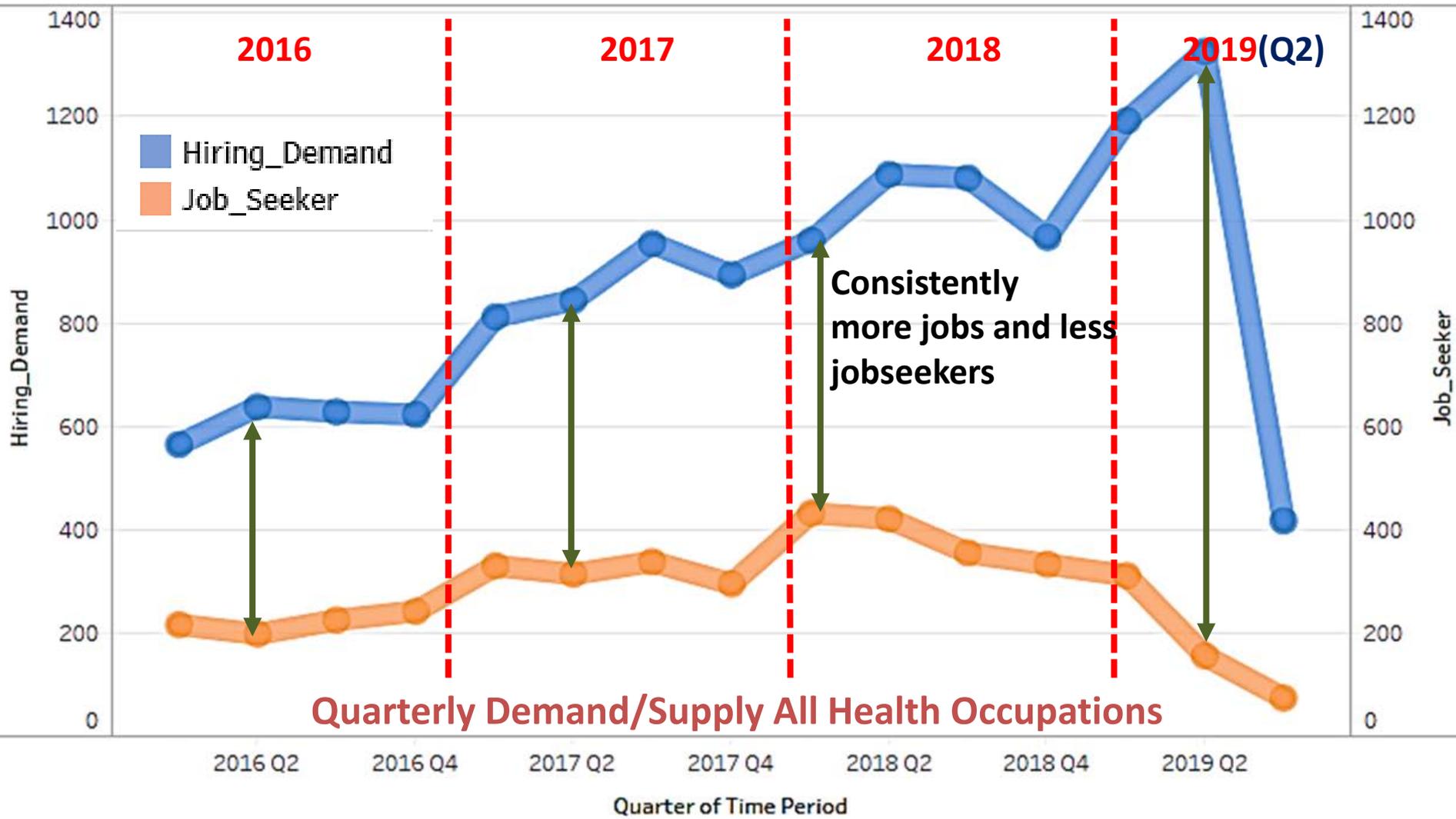
Job\_Seeker



Cumulative data from 2016-2019

Hiring\_Demand

Job\_Seeker

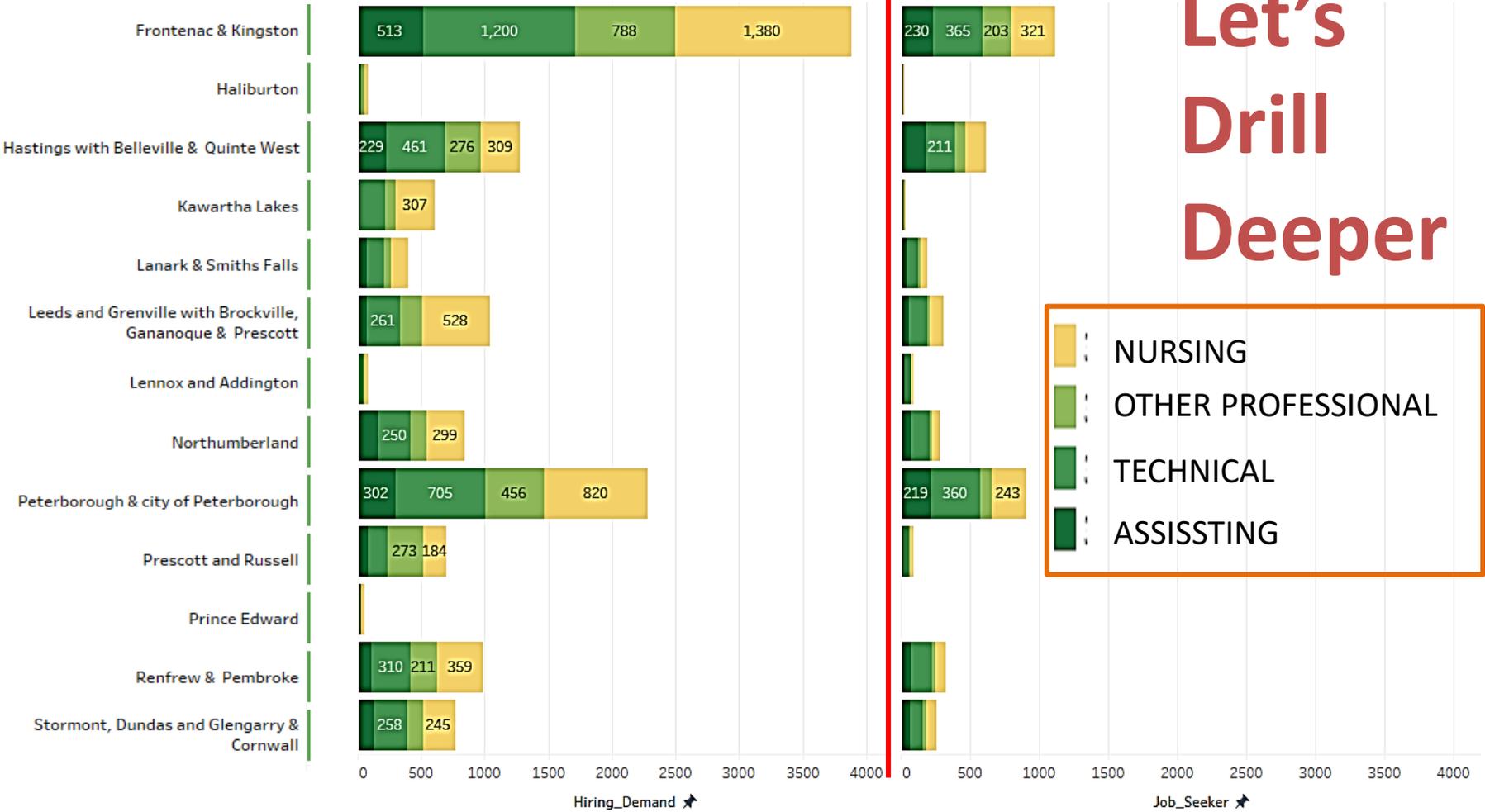


Urban and Rural Areas Combined, by 'County'

### Job Postings

### Job Seekers

Let's Drill Deeper

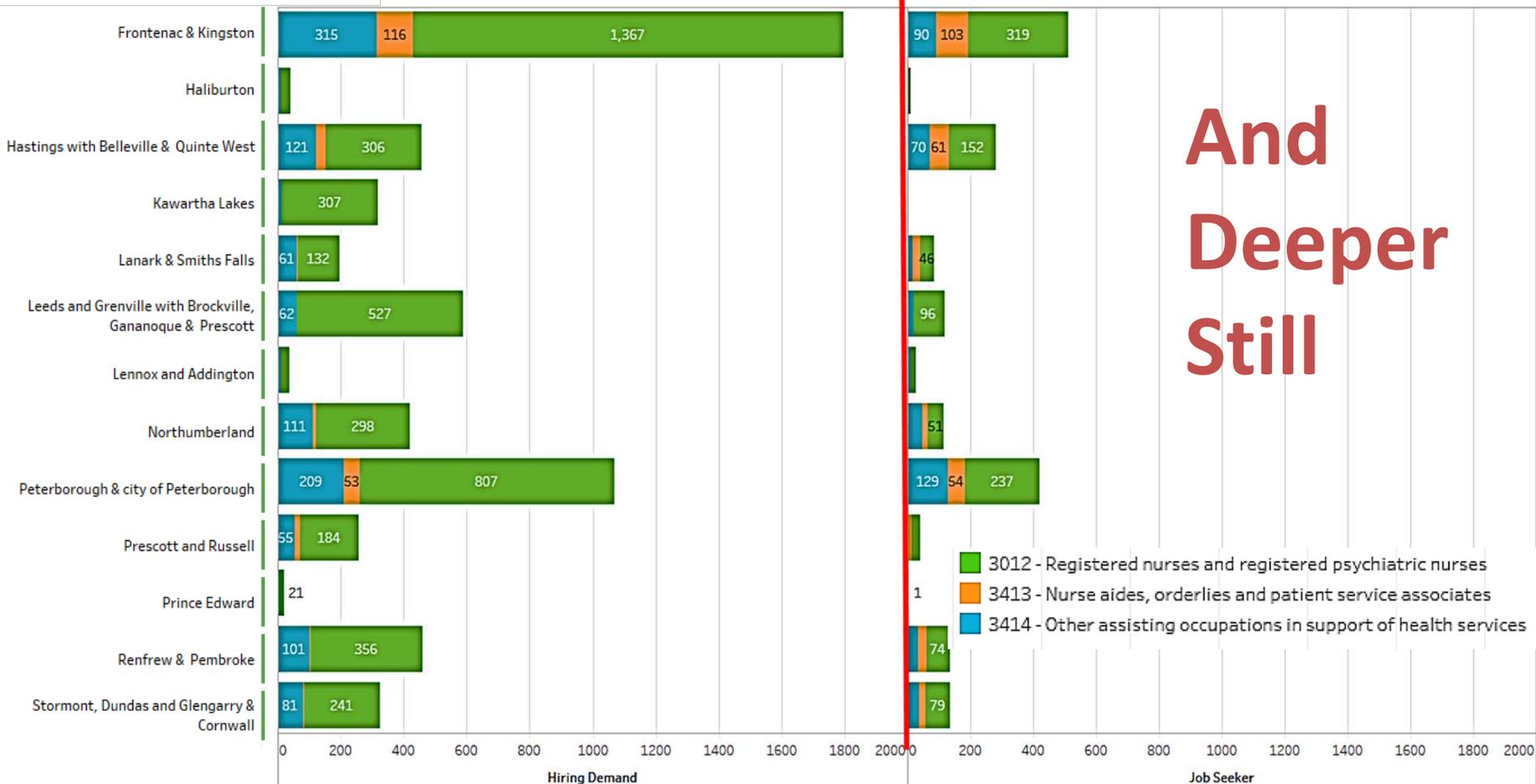


- NURSING
- OTHER PROFESSIONAL
- TECHNICAL
- ASSISTING

## Urban and Rural Areas Combined, by 'County'

## Job Postings

## Job Seekers



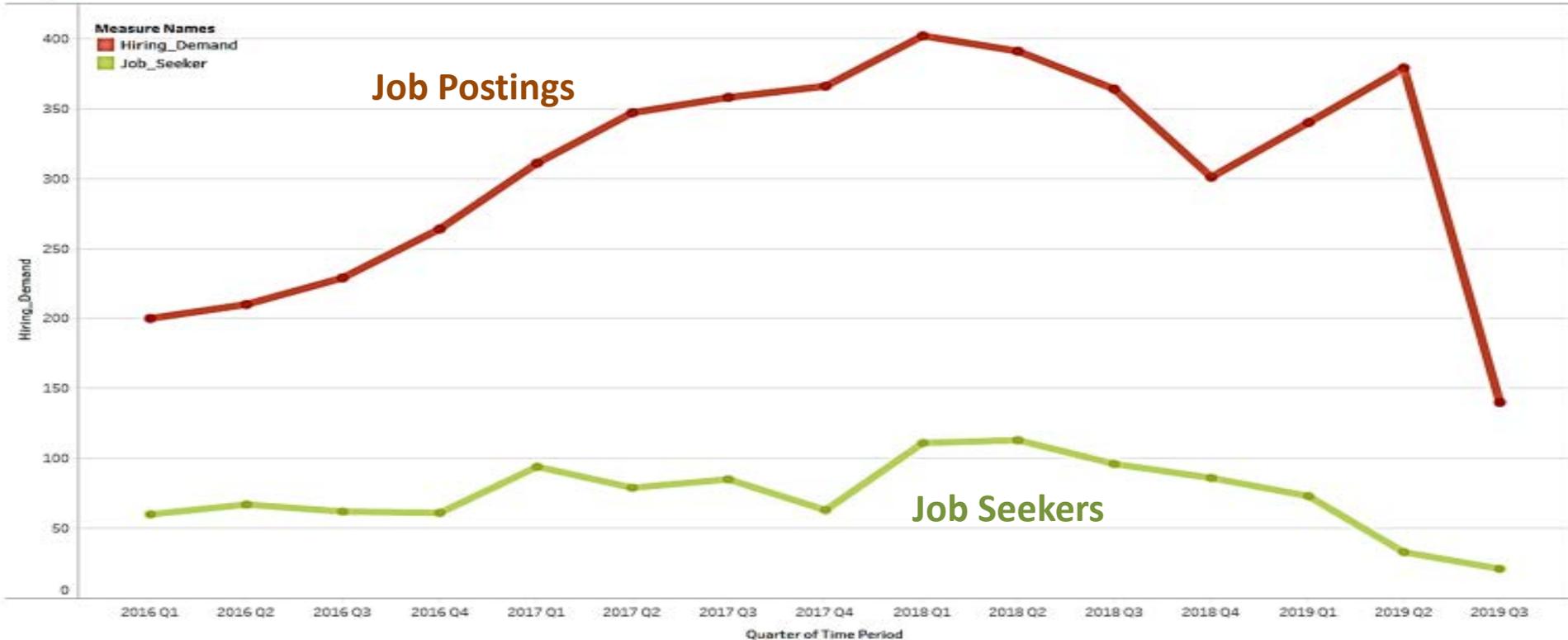
# How Can You Help Us?

- **Market Intelligence**

- Employers continue to express frustration about their ability to hire and retain talent in the region
- Without information, how do we **focus** our attention and set **priorities**
- Without situational awareness, the **solutions aren't obvious**
- How will our labour market **change** in the **future**?

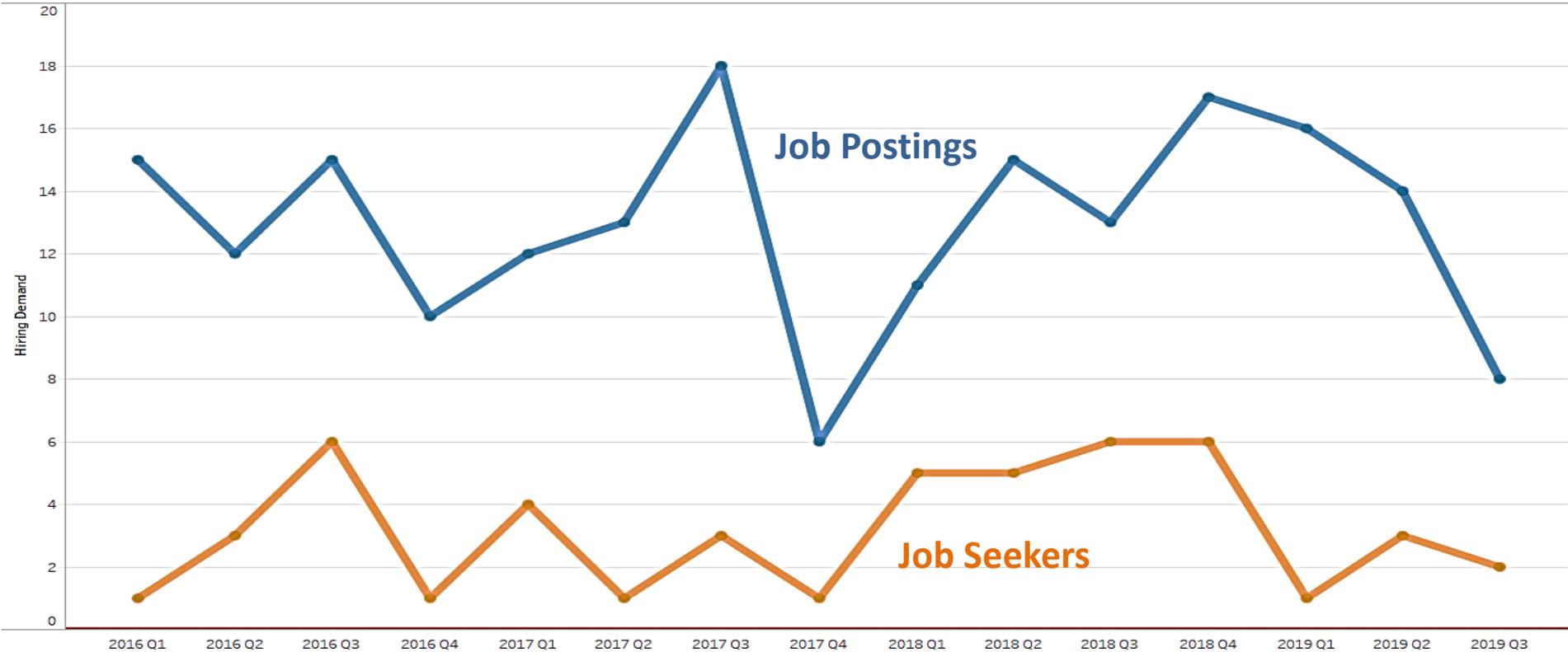
# Example- Registered Nurses

Registered Nurses



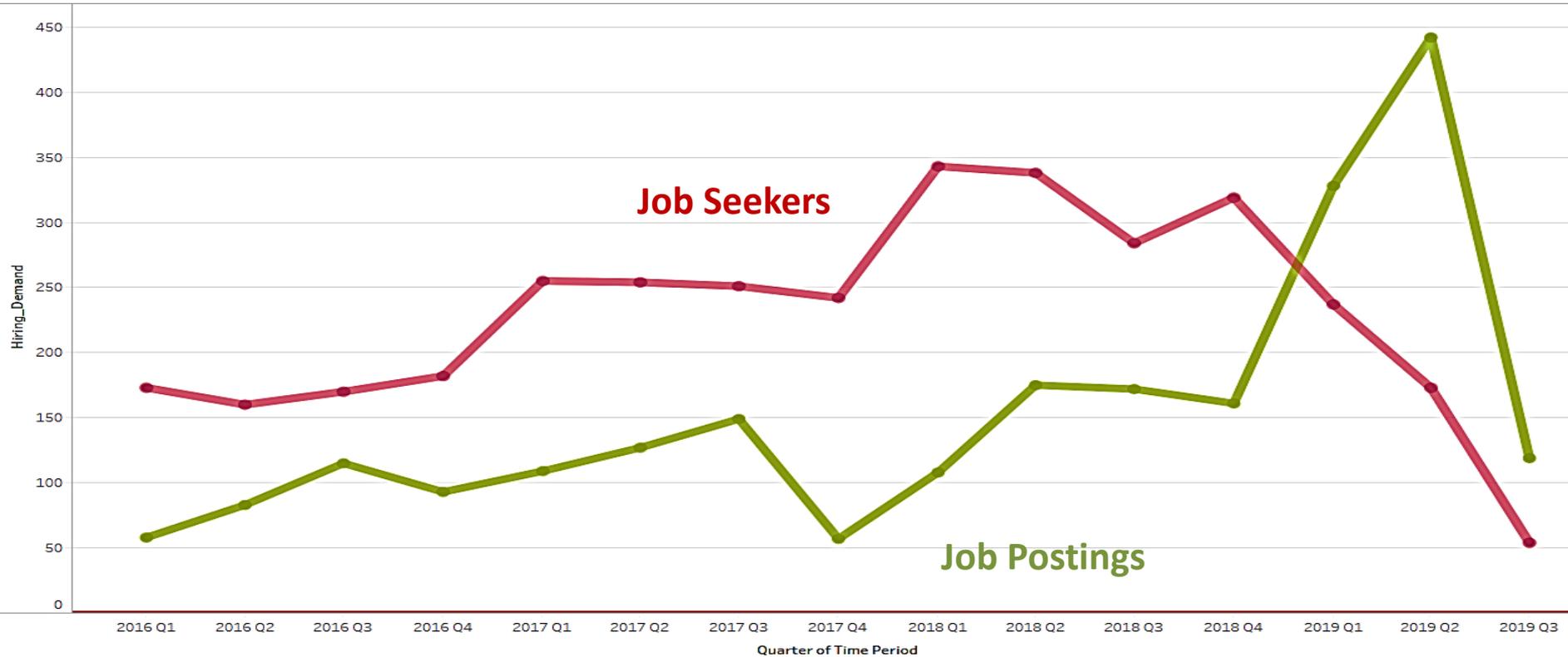
# Example- Financial Analyst

1112 - Financial and investment analysts

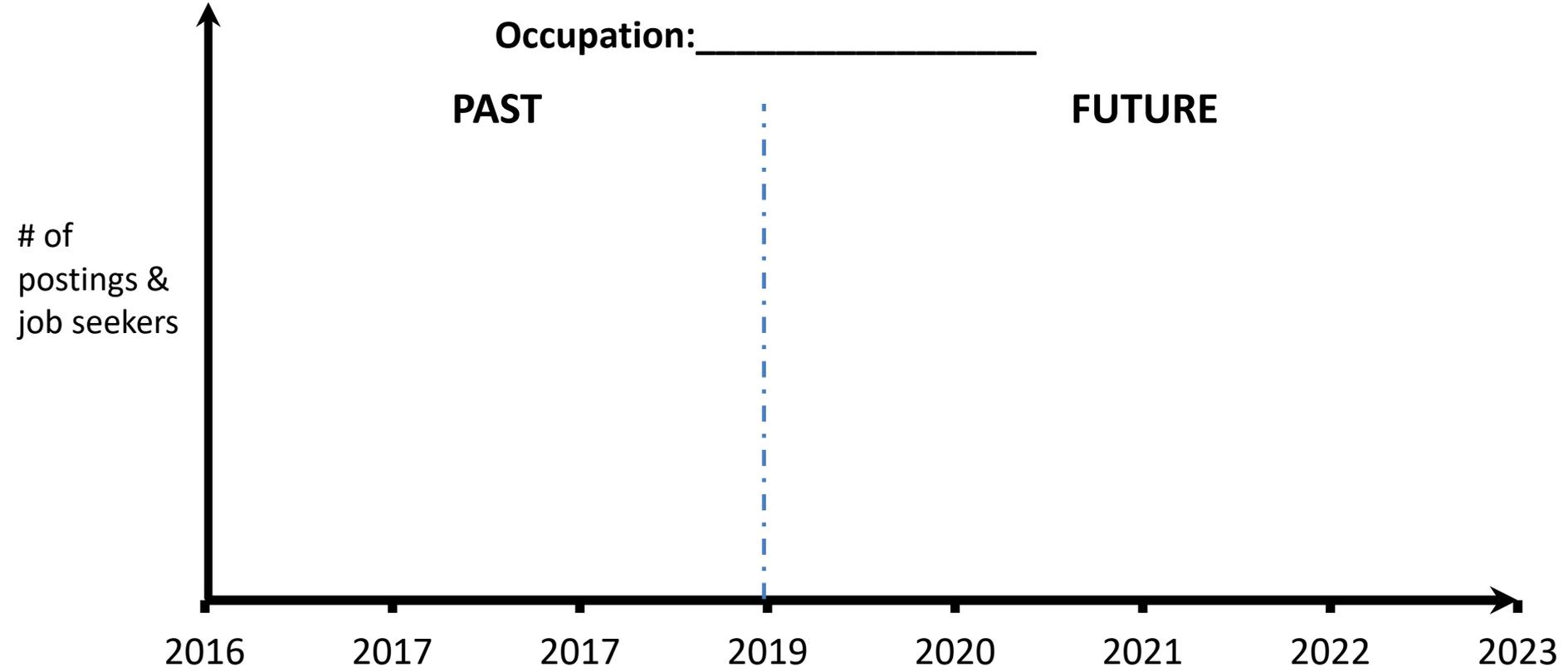


# Example- Line Cooks

Cooks



# What Occupation do YOU think is critical?



Name: \_\_\_\_\_ Email: \_\_\_\_\_

# Next Steps

- Prepare summary of what we learned today
- Create reference group to provide guidance to our Data Analyst
- Convene the EOLC Workforce Working Group to shape our focus & priorities
- Share updates on our project progress

# To Learn More

- **Want to learn more about the ‘refreshed’ strategy?**
  - It’s available at [www.eolc.info](http://www.eolc.info).
- **To get involved directly, please contact:**
  - Kathryn Wood - Project Coordinator:  
[kwood4297@gmail.com](mailto:kwood4297@gmail.com)
  - Craig Desjardins – Chair, Workforce Development & Deployment Working Group  
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