Putting the Pieces Together: Labour Market Intelligence

Ontario East Municipal Conference
2022

Eastern Ontario's Leadership Council Economic Development

The Quest for Labour Market Intelligence

Even before the COVID-19 crisis, communities were reporting significant misalignment between labour demand and supply:

- Employers were having trouble finding workers
- Many areas were experiencing high unemployment
  - Including but not limited to persistent long-term unemployment
- We were seeing low labour force participation

SIMULTANEOUSLY!

What's going on and what could/should we do about it?

Eastern Ontario's Leadership Council Economic Development

The Quest for Labour Market Intelligence

As we emerge from the COVID-19 crisis, labour market challenges have been amplified:

- The pandemic affected sectors differently
- Retirements are shrinking our labour force… and reducing experience levels
- Some employees don't want to go back to their "old jobs"… and are shifting careers
- Some employees want to work from home
- Competition for talent has increased, often from outside the region

AND THIS HAS ALL HAPPENED SIMULTANEOUSLY TOO!

What's going on and what could/should we do about it?

Eastern Ontario's Leadership Council Economic Development

Without Labour Market "Intelligence"… What Happens?

We "miss the mark"….

- ❑ Labour shortages persist
- ❑ New employer goes elsewhere
- ❑ Your efforts to help displaced workers "flop"
- ❑ Neither you or your local college knows where to focus training energy
- ❑ Your funding application must rely on anecdotal information or limited data

Eastern Ontario's Leadership Council Economic Development

Is a Data Dashboard Enough?

No. You need:

Data ➔ Information ➔ Insights ➔ ACTIONS

… but before all of this, the EOLC asked this key question:

As EDOs, what labour market problem(s) are YOU trying to solve?

Eastern Ontario's Leadership Council Economic Development

Is a Data Dashboard Enough?

No. You need:

Data → Information → Insights → ACTIONS

… but before all of this, there's the question:

As EDOs, what labour market problem(s) are YOU trying to solve?

- ❑ Business growth constrained by lack of _____
- ❑ New employer ready to come to town but…_____
- ❑ Designing a program to help displaced workers… _____
- ❑ Collaborating with local college to increase supply of _____
- ❑ Looking for evidence to support a funding application for_____.

Eastern Ontario's Leadership Council Economic Development

LMINT: Going Behind the Scenes

- Building a “minimum viable product” version of an AI-powered analytics tool that will help the economic development community
  - Understand your labour market “today”
  - Understand the gap(s) between labour demand and supply
  - Find workers (employed or not) who have skills that are “close” to what is required for a high-demand occupation
  - Provide sufficiently granular information to help EDOs design a “closest path” that could close at least part of a gap

… and make this available at an affordable price

…usable by people who aren’t data or technology experts

Labour Market Intelligence Tool (LMINT)

Thanks to the Province of Ontario…

(Ministry of Labour, Immigration, Training and Skills Development)

The EOLC is building a solution...

- Labour **M**arket **Int**elligence (LMINT)
  - Brings together best available labour market data
  - Allows you choose your own geography of interest ("labourshed")
    - Automatic aggregation of multiple Census Subdivisions
  - Helps you design your labour market strategy, by sector and/or occupations of most interest
  - Produces reports, including most commonly sought charts and graphs, automatically
    - Example: labour force profile, comparative analysis
  - Easy to use if you're not a stats or analytics wizard!

What Progress Have We Made? Plenty!

- ✓Consulted with EDOs, representatives of post-secondary education, agencies and organizations providing labour market services…
- ✓Created a "Community of Practice" for ongoing feedback on our work (Wanna join?)
- ✓Assembled a development team
- ✓Negotiated R&D access of key data sources

…. And started designing, building, testing, refining…

Eastern Ontario's Leadership Council Economic Development

LMINT: Labour Market INTelligence for Economic Developers

Labour Profile | Find Me Workers | Talent Attraction | Labour Gap | Business Support | About Us

Coming in Oct 2022...

Labour Force Profile

Build a profile of your labour force

Find Me Workers

Help employers recruit new people

Talent Attraction

Attract talent to your community

Address Labour Gaps

Design programs to address labour force gaps

Entrepreneurship Support

Help entrepreneurs grow their businesses

© Eastern Ontario Leadership Council and Centre for Advanced Computing

LMINT: Labour Market INTelligence for Economic Developers

Labour Profile | Find Me Workers | Talent Attraction | Labour Gap | Business Support | About Us

The first set of users will start working with a basic version…

Labour Force Profile

Build a profile of your labour force

Find Me Workers

Help employers recruit new people

Talent Attraction

Attract talent to your community

Address Labour Gaps

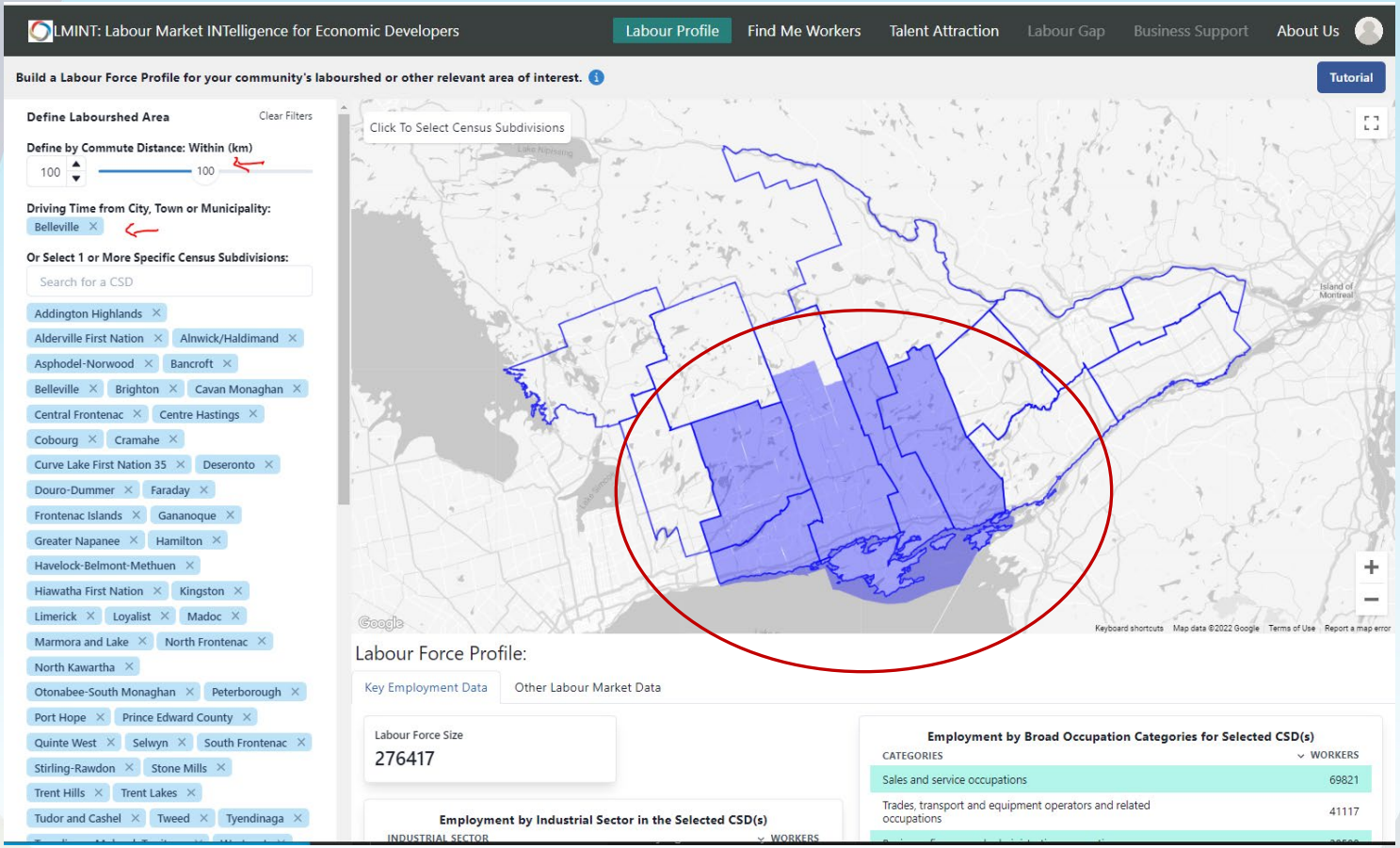
Design programs to address labour force gaps

Entrepreneurship Support

Help entrepreneurs grow their businesses

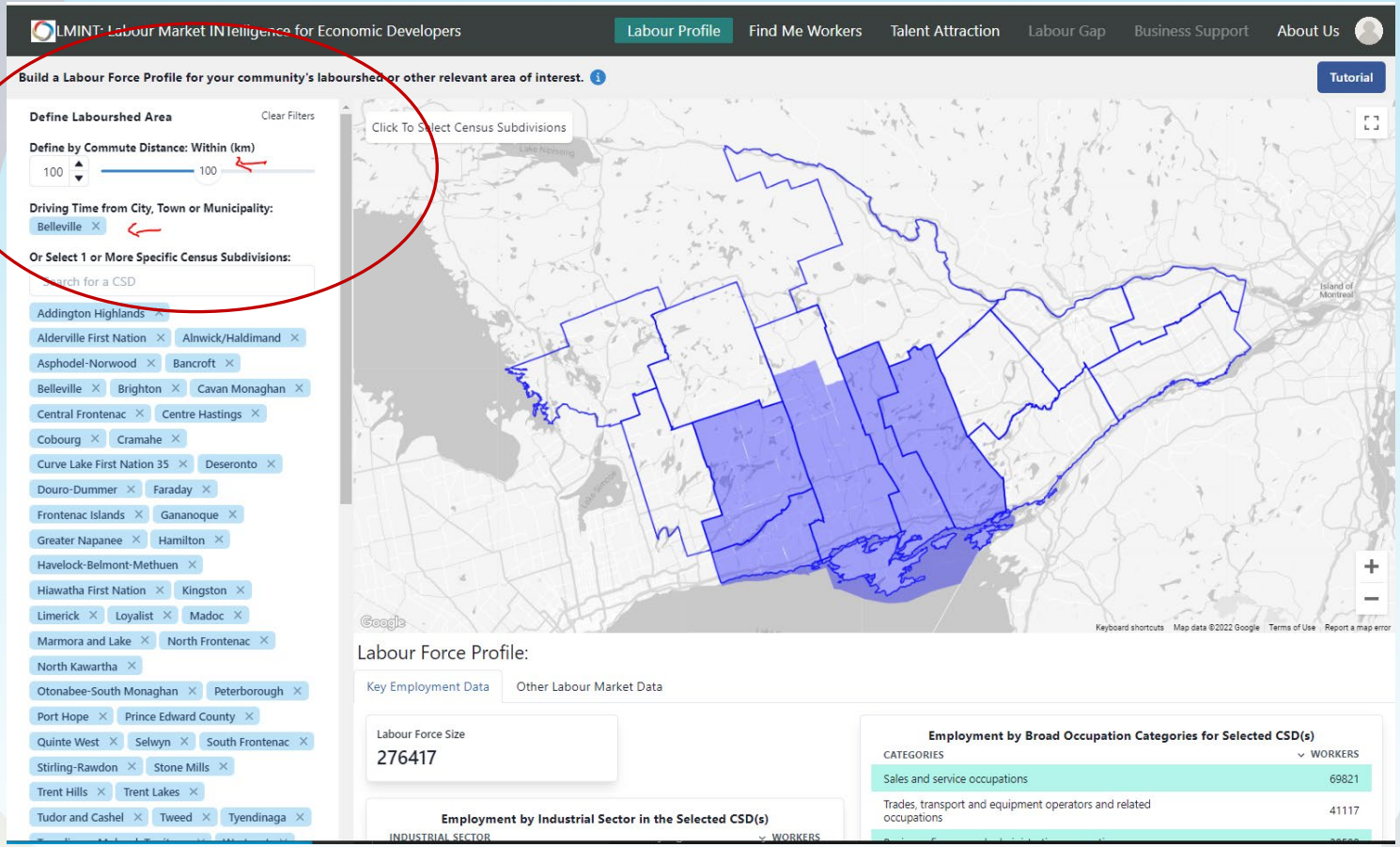
© Eastern Ontario Leadership Council and Centre for Advanced Computing

‘Click’ to Select Your Geographic Area of Interest (“Labour Shed”)



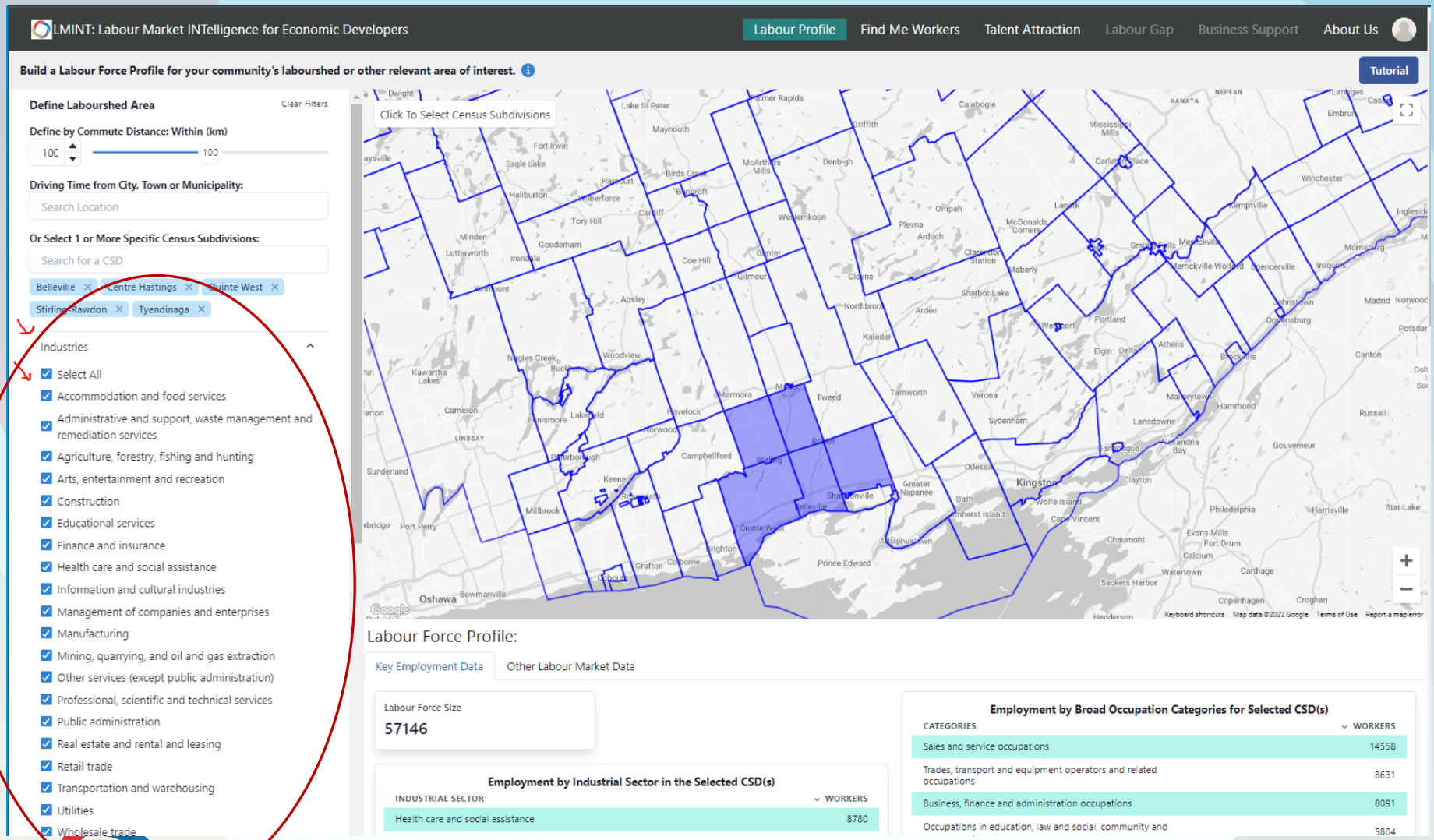
Eastern Ontario's Leadership Council Economic Development

Analyze by Selecting Census Subdivisions Or Commute Distance/Drive Time



Eastern Ontario's Leadership Council Economic Development

‘Click’ to Select Sector(s) of Interest



Leadership Council Economic Development

Generate Reports With Key Indicators

and remediation services
Agriculture, forestry, fishing and hunting
Arts, entertainment and recreation
Construction
Educational services
Finance and insurance
Health care and social assistance
Information and cultural industries
Management of companies and enterprises
Manufacturing
Mining, quarrying, and oil and gas extraction
Other services (except public administration)
Professional, scientific and technical services
Public administration
Real estate and rental and leasing
Retail trade
Transportation and warehousing
Utilities
Wholesale trade

Report Header Information (Optional)

Your Name

Enter user name

Your Organization

Enter organization name

Name of Labourshed Area

Enter labourshed area name

Report Date

Select a Date

Add Graphs to Report

Generate PDF Report

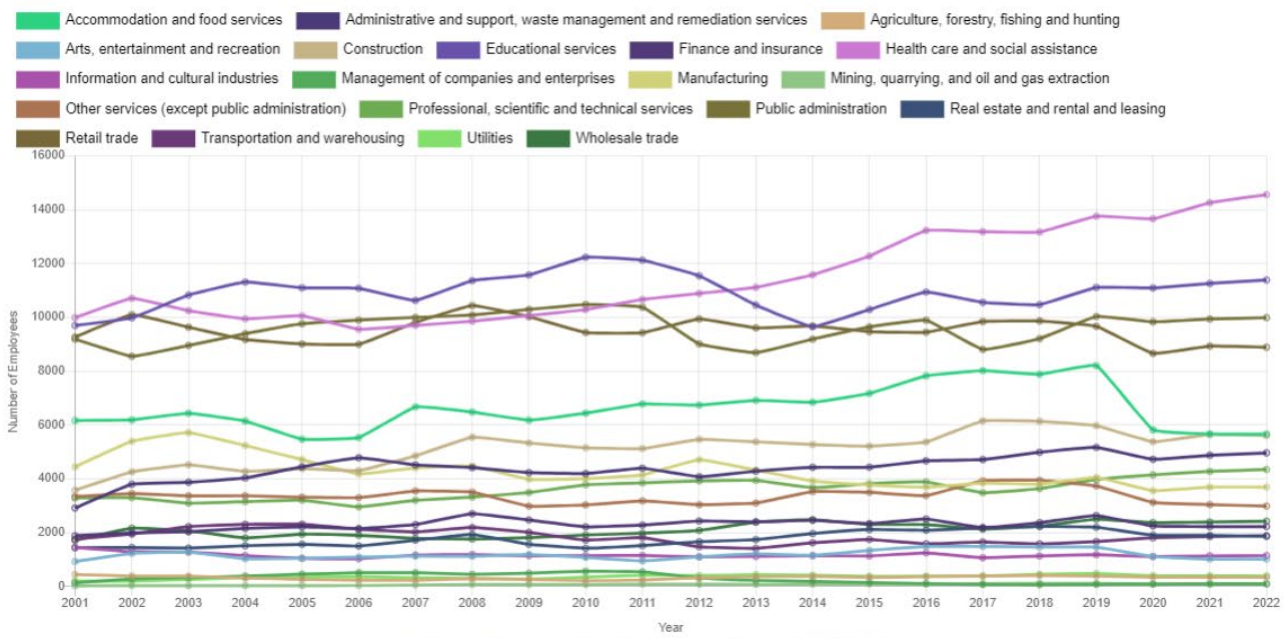
Industries with Above Average Location Quotient for Selected CSD(s)

INDUSTRY	LOCATION QUOTIENT
Public administration	2.1
Educational services	1.8
Health care and social assistance	1.5
Accommodation and food services	1.3

occupations	3.3
Inspectors and graders, textile, fabric, fur and leather products manufacturing	3.3

Page 1

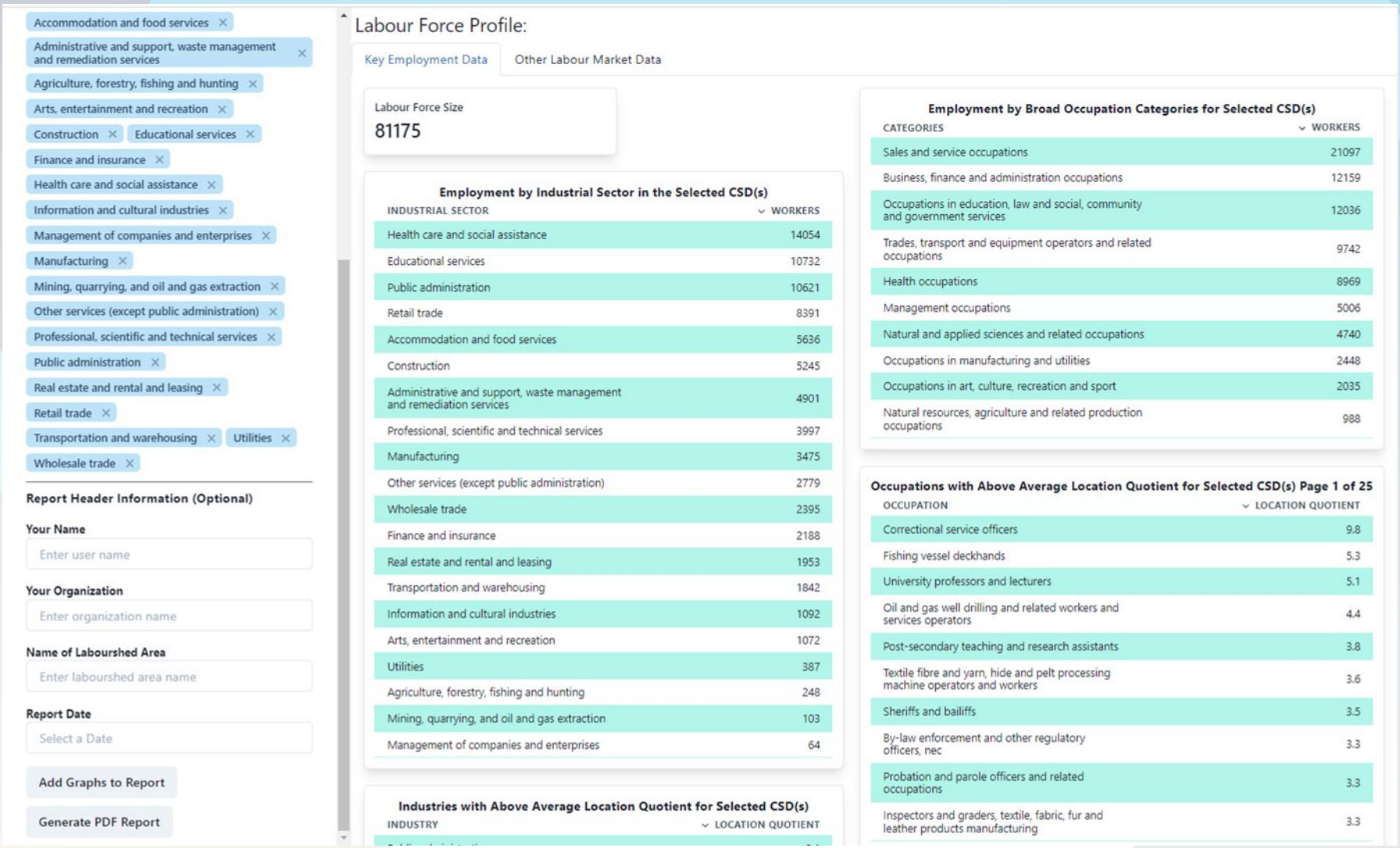
Long-term Employment Trajectory



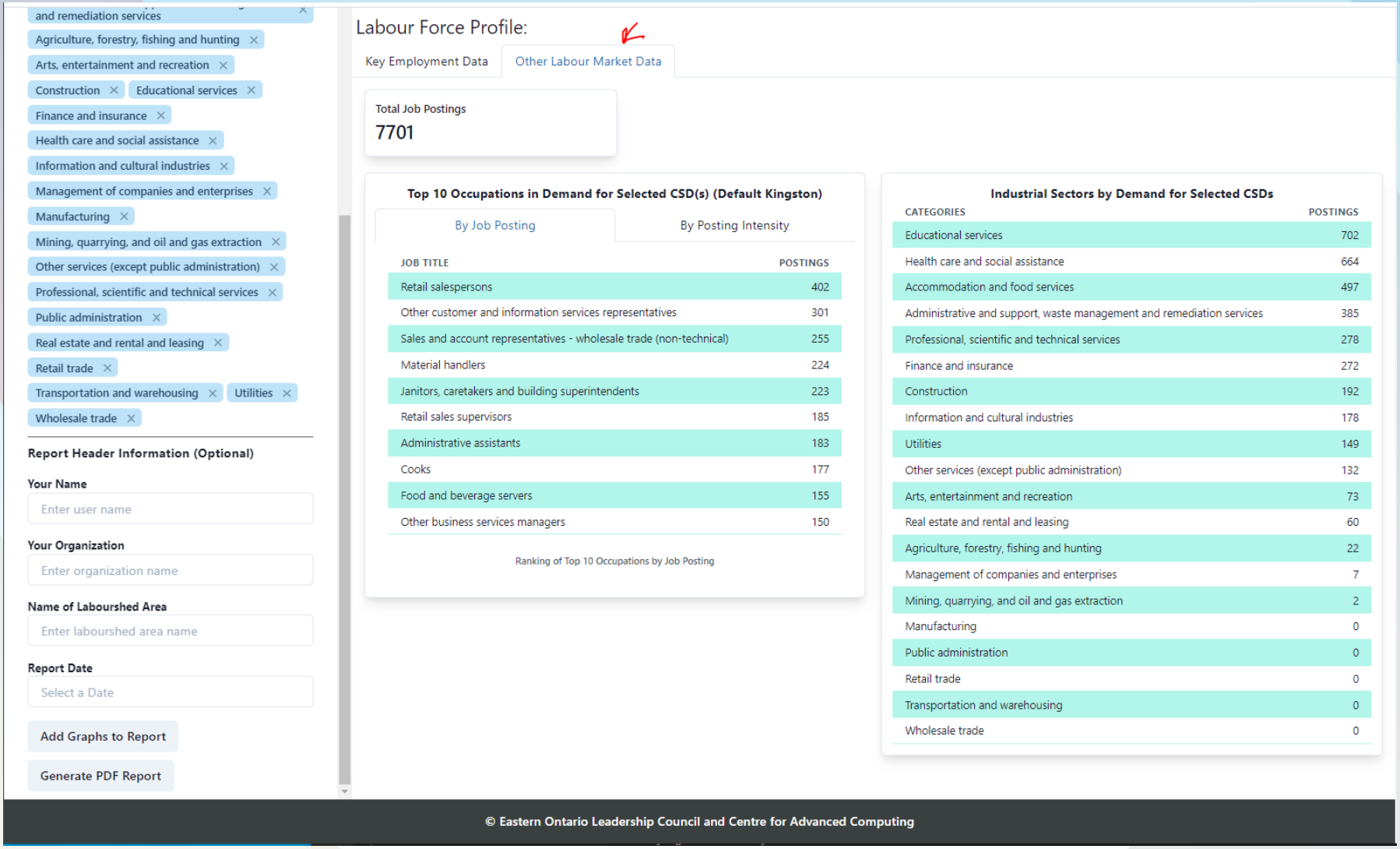
Employment Change for selected Industries over the period (2001-2022)

© Eastern Ontario Leadership Council and Centre for Advanced Computing

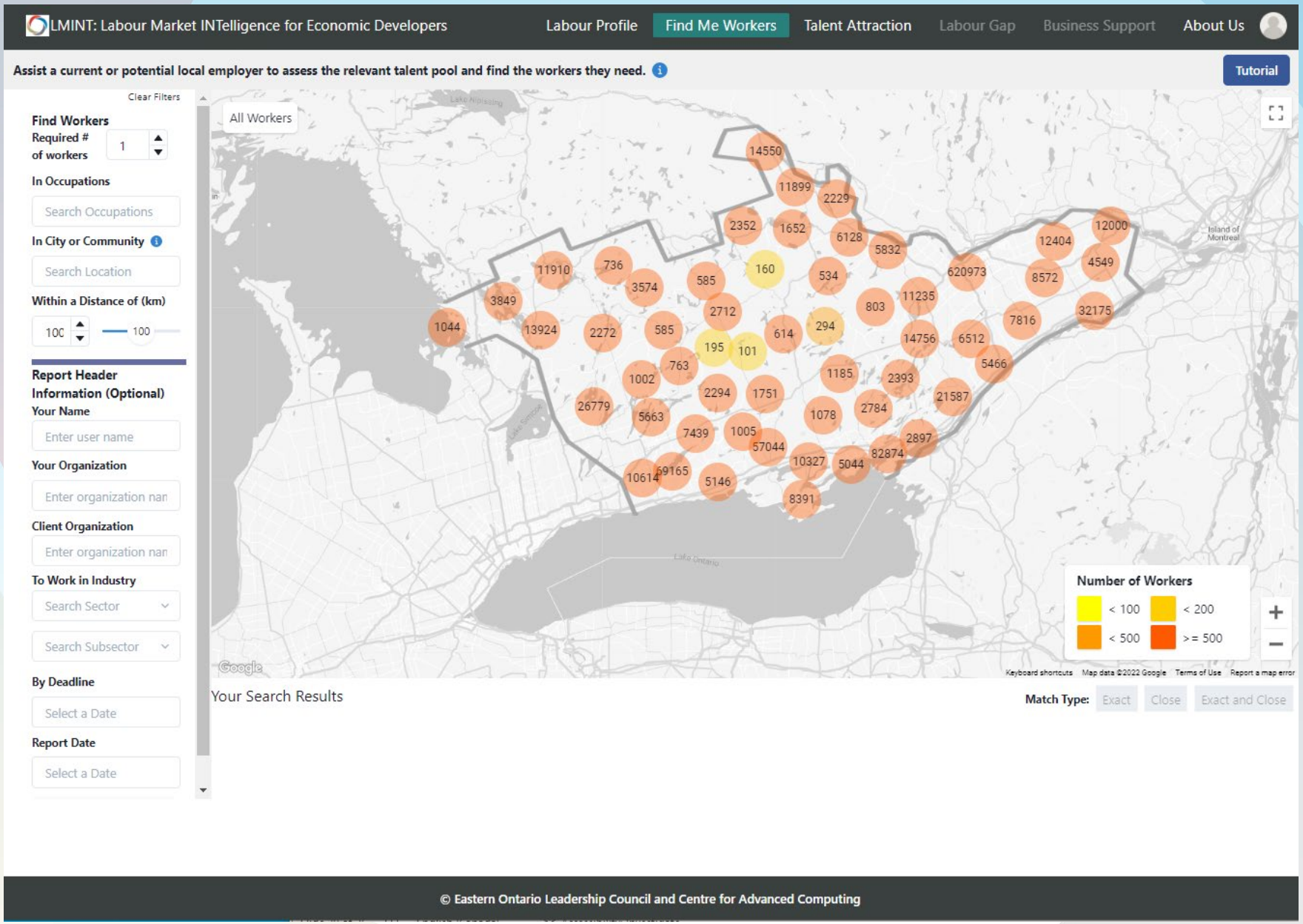
Get Strategic Employment Data… Leading Sectors and Occupations



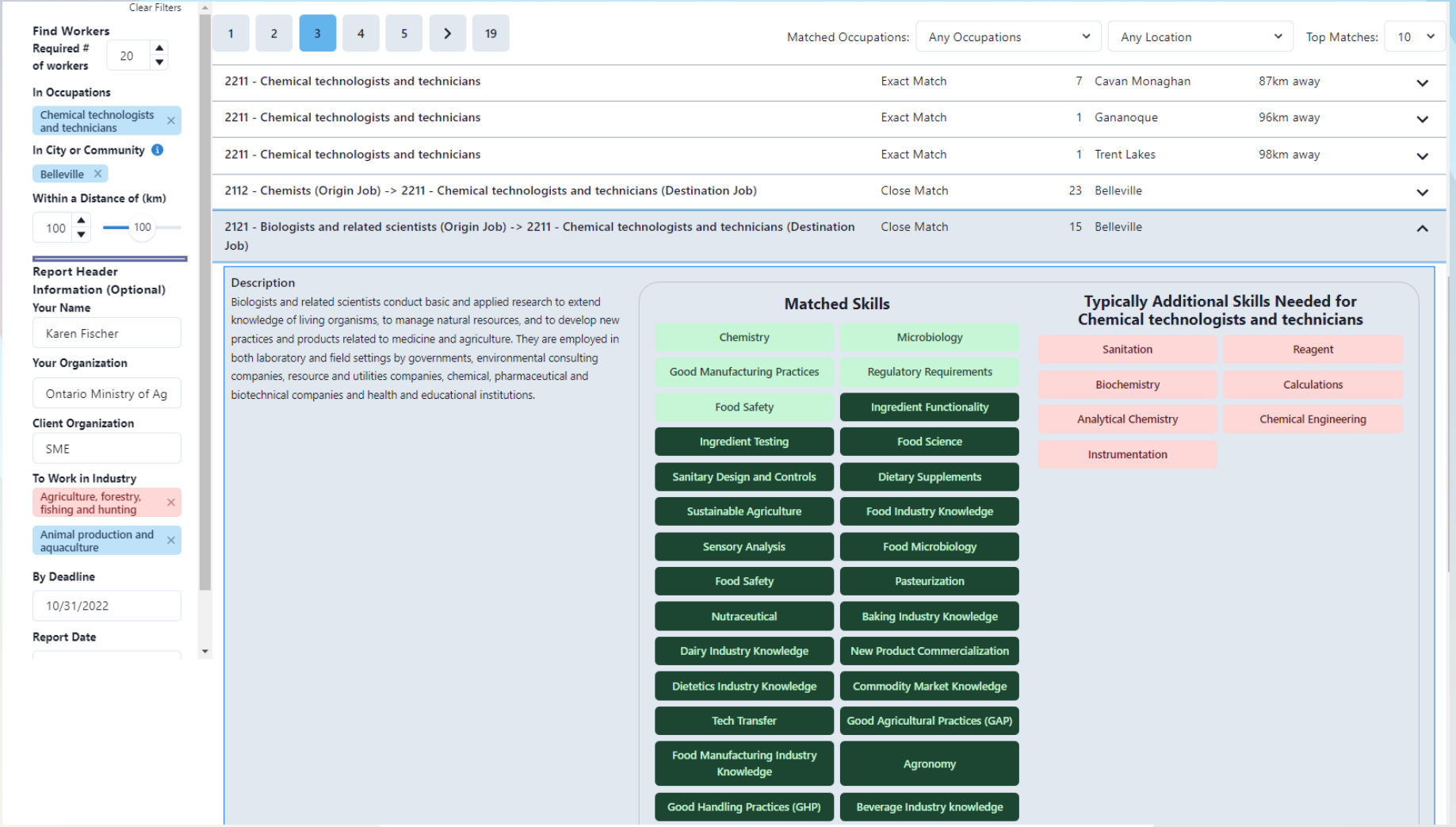
Keep Your Finger on the Pulse of Labour Demand (Job Postings)



Help Employers “Find Workers”



Use Skills Comparisons to Find the "Shortest Path" Between Occupations



LMINT….

Will be released in the fall of 2022…

- With basic functionality (a “Minimum Viable Product”)
- Through Creative Commons licensing for the tool itself
- Using an initial dataset protected under an R&D-focused ‘limited use’ agreement with Lightcast
- With feedback to the EOLC through the Community of Practice

Thank you for spending time with us today.

Would you like to help us test and improve LMINT?

Please feel free to contact us.

Kathryn Wood contact@eolc.info 613-376-6006
Evan Steeg evansteeg1@gmail.com 613-983-7745
www.EOLC.info

Or for more information on our Working Group….

Craig Desjardins cmdesjardins@cityofkingston.ca
(Chair, EOLC Workforce Development and Deployment Working Group)

Eastern Ontario's Leadership Council Economic Development