

# Labour Market Information for LBS and ES Practitioners

A joint project of the  
Learning Networks of Ontario – Western Region  
Updated 2019




Project Partners



Adult Basic Education Association  
Hamilton's Connection to Lifelong Learning



Workforce Planning Hamilton  
Planification de main d'oeuvre de Hamilton



Hello and welcome to Labour Market Information for Literacy and Basic Skills and Employment Service Practitioners.

My name is Sara Gill and I will be your facilitator throughout the session. I am the Executive Director of the Adult Basic Education Association in Hamilton. In 2014/15 we partnered with Workforce Planning Hamilton to provide practitioners with an overview of labour market information resources to use with their clients and learners. We have recently updated the information to make sure that everything is current.

We certainly welcome any feedback you have about the webinar or resources. Please feel free to email me at [director@abea.on.ca](mailto:director@abea.on.ca).

The screenshot shows the website for the Adult Basic Education Association. The header includes the logo, the text 'Adult Basic Education Association Hamilton's Connection to Lifelong Learning', and the phone number '905-527-2222'. There are two buttons: 'Looking for a Program?' and 'Refer a Client'. A navigation menu contains links for Home, About, Services, Programs, Events and Awards, Literacy Planning, Contact, and Tools and Resources. The main content area is titled 'Labour Market Information and Essential Skills for LBS and ES Practitioners'. It describes the training's focus on using Labour Market Information (LMI) to bridge Literacy and Basic Skills (LBS) with Employment Services (ES). It lists learning objectives and an agenda with six items: 1. Why You Need to Integrate LMI into LBS, 2. All about Labour Market Information, 3. Making Connections with Employment Services, 4. National Occupational Classification (NOC), 5. North American Industry Classification System (NAICS), and 6. Case Studies.

There are several resources attached to this training. All of the files can be downloaded from the ABEA website under Tools and Resources and then Practitioner Development. They are also linked to the slide deck pdf.

<https://abea.on.ca/labour-market-information-and-essential-skills-for-lbs-and-es-practitioners/>

## Agenda

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1. Learning Objectives
2. Why You Need to Integrate LMI into LBS
3. All about Labour Market Information
4. Making Connections with Employment Services
5. National Occupational Classification (NOC)
6. North American Industry Classification System (NAICS)
7. Case Studies

Here is our agenda for the session. We'll review the learning objectives and then we'll talk about why it's important to integrate labour market information into Literacy and Basic Skills programs. Then we'll tour several sites that could be helpful to your work and how we can make connections with Employment Services at various points throughout a learner's journey through upgrading. We will also talk about how the National Occupation Classification codes get broken down and we'll take a similar look at the North American Industry Classification System. Finally, we'll take a look at 2 case studies that you can use to practice using some of the resources covered today.

## Learning Objectives

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At the end of this session, you will have enhanced

- understanding of labour market information and where to get it
- knowledge of how to use LMI to better assist your learners/clients
- ability to bridge LBS learners to employment

In terms of our learning objectives, at the end of this session we hope that you will have enhanced

- understanding of labour market information and where to get it
- knowledge of how to use labour market information to better assist your learners or clients (such as beginning career exploration, looking at wages, future outlooks and education and job requirements)
- and the ability to bridge learners to employment (this will include an overview of the employment goal tracker)

## Why You Need to Integrate LMI into LBS

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LMI is one of the most effective tools that people can use to find a job when they are ready to join the labour market.

- a. learner plans
- b. connections to Employment Services

So why do you need to integrate labour market information (or LMI) into your Literacy and Basic Skills program?

LMI is one of the most effective tools that people can use to find a job when they are ready to join the labour market.

Incorporating labour market information into learner plans from the very beginning helps smooth the transition between Literacy and Basic Skills and Employment Services or employment.

Literacy and Basic Skills and Employment Services can work together to guide learners and clients through the Employment Ontario network to achieve their eventual employment goals.

Knowing where the jobs are in the community, and the skills or education required for these jobs, can help learners and clients make informed choices about their future career paths. As a literacy practitioner you shouldn't try to duplicate services provided by employment agencies - but you can help to create bridges to the services available.

This training shows you how to find the information you need and explains how and when to use it most effectively with your learners, no matter what stage of the learning process they are in.

Later during this training, we will discuss when you will want to refer to Employment Services depending on where your learner is on their goal path.

## Benefits of Using LMI

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Using LMI with learners/clients will

- help to determine whether a goal is realistic and achievable within personal timelines
- give them concrete goals to work towards
- help to determine what skills and education are needed to get the job

Using labour market information with learners and clients will

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## Benefits of Using LMI with Learners

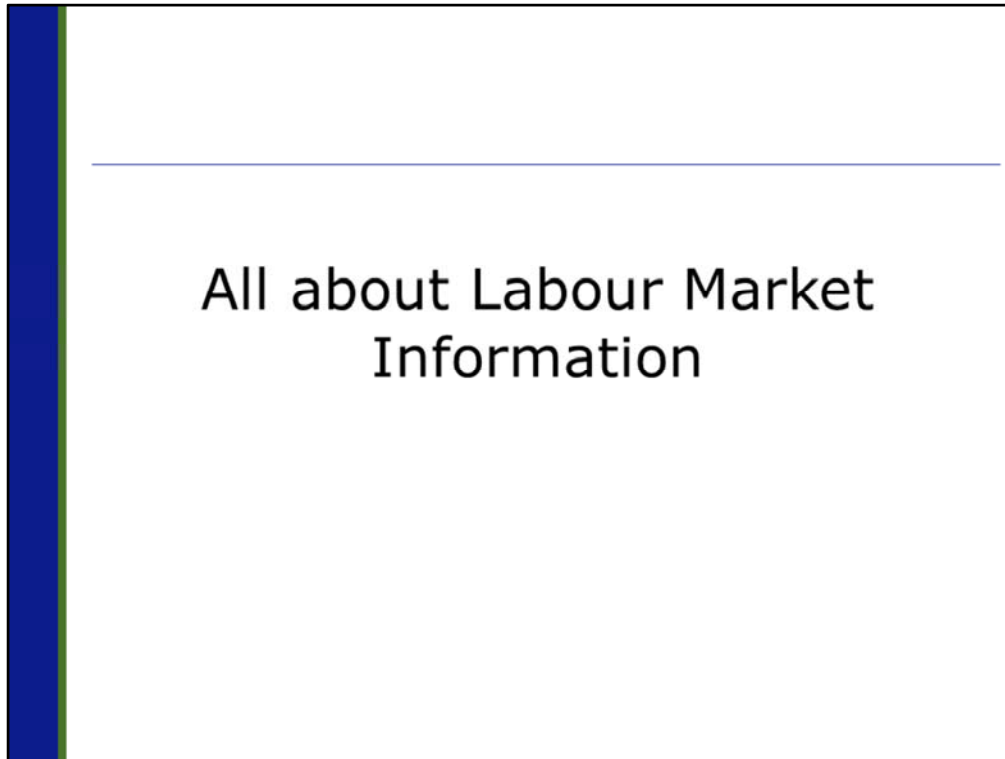
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Using LMI with learners/clients will

- provide practitioners with skill profiles to use to build or find task activities related to the job
- help practitioners recognize when to refer learners to Employment Services
- help with initial and ongoing assessments to see how learners are progressing toward their employment goals

Using labour market information with learners will also

- provide practitioners with skill profiles to use to build or find task activities related to the job
- help practitioners recognize when to refer learners to Employment Services
- and help with initial and ongoing assessments to see how learners are progressing toward their employment goals – this is through the employment goal tracker package that we'll discuss later



So let's talk labour market information.

- a. Canada has developed an extensive national labour market information system
- b. Statistics Canada, Employment and Social Development Canada and the Government of Ontario are 3 of the leading labour market players and produce a wide range of labour market information
- c. Labour market information is intended to help contribute to a well-functioning labour market; however challenges typically stem from difficulty searching the sites to find information, understand what they are saying and knowing how it can be used to support the decision making process

## What is Labour Market Information?

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- knowledge, facts and statistics about industries, occupations, skills
- trends
- labour market activities and indicators



Labour market information brings together a lot of information to determine trends and indicators.

It's knowledge, facts and statistics about industries, occupations and skills. It's information that helps people make informed decisions. It can be historical, current or future forecasts and it talks about the world of work, different types of work and learning opportunities.

Labour market information helps to describe what trends may be emerging in the local labour market and which in-demand occupations match job seekers' skills and interests. It also identifies where the jobs are and where they are going to be.

It also helps with labour market activities such as matching supply (or workers) with demand (or employers). Examples of labour market indicators are the unemployment rate, participation rate and employment rate.

## Labour Market Resources

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Have you used Labour Market Information for

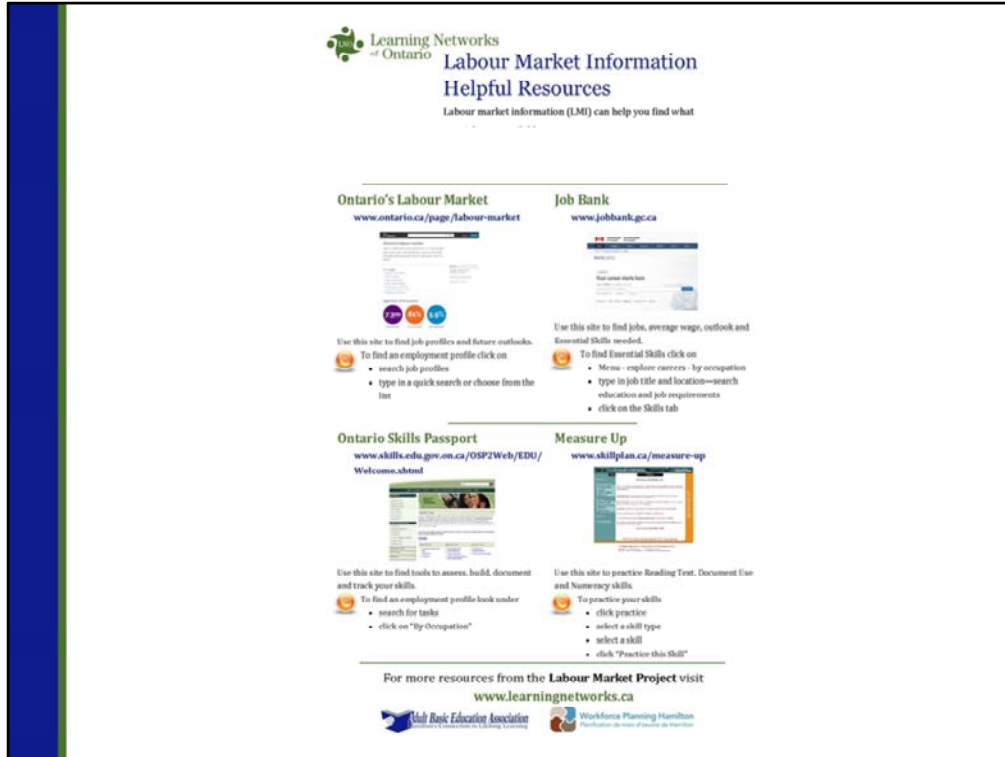
- yourself
- your learners
- other?

What type of information did you use?

Take a moment to think about whether you have used labour market information. Have you used it for yourself, your learners, maybe a family member or friend?

Have you used a job site like Indeed or the Job Bank? Have you looked through the newspaper for jobs? Have you been to a job fair?

Or maybe you have used some of the resources we'll be reviewing today.



This poster is available along with the other tools for this webinar. I encourage you to print a copy to have by your desk for quick reference.

We are going to tour these resources so that you can become more familiar with them and how they can be helpful in your work.

We'll look at

- the new Ontario's Labour Market website
- the Job Bank
- Ontario Skills Passport
- Measure Up
- as well as Workforce Planning Ontario



Our first resource is the Ontario's Labour Market website.

It has

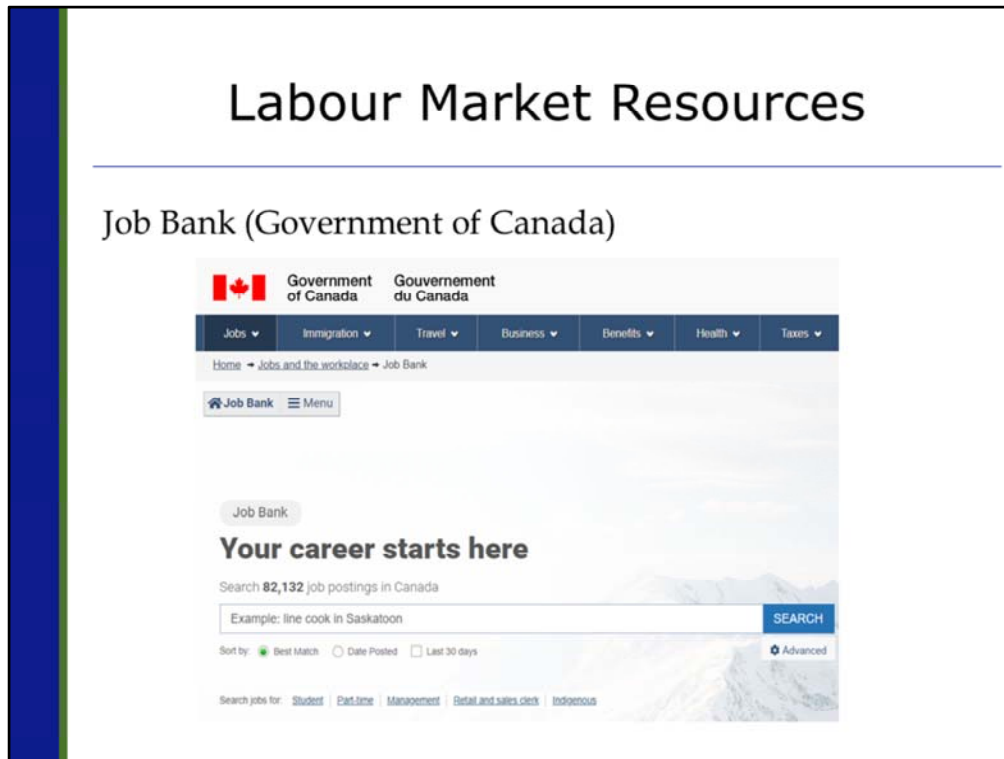
- monthly snapshots
- monthly reports
- and detailed occupational profiles – including education required from the Job Bank

To find a particular employment profile –

- Scroll down and click on "Search Job Profiles"
- From here you can do a quick search or find the job in the list

Let's just check out the first one – Accommodation Service Managers.

From here you can click on job postings from the Job Bank or scroll down for specific information on that job – for example, job outlook, median income and projected job openings.



Next up is the Job Bank.

It has

- job descriptions
- wages
- outlook
- education and job requirements
- links to job postings
- Essential Skills listings
- and job market trends and news

StatisticsCanada is also a good resource for more detailed reports – for example the Census, National Household Survey and the Labour Force Survey.

To get to a particular employment profile on the Job Bank, click on Menu and then select Occupations. Start typing in the job profile you are looking for. Let's say we are looking for Social Service Worker. It will start to suggest options as you type. Once you have found the right employment title, write in your location – I'll select Hamilton, then click "Search".

You'll start at the summary page that will give you an overview of the average wage in the area, the outlook, how many job postings are currently available and a summary of the requirements and skills.

You'll notice that there are different tabs at the top – Wages, Outlooks, Jobs, Requirements and Skills. These tabs will give you more detailed information.

As an LBS instructor, what will be very helpful is the listing of Essential Skills tasks and the levels of those tasks for that job. To find these, click on the Skills tab. Scroll down to Essential Skills and click on the various Essential Skills areas. This can then be printed as a detailed reference of the tasks your learner will need to complete on the job and what tasks can be addressed while in the program.



- The Ontario Skills Passport has
- occupation profiles
  - learner self-evaluations and tasks
  - a tool to build a workplan
  - and much more

I recommend spending some time exploring this site to find the tools that will be the most helpful.

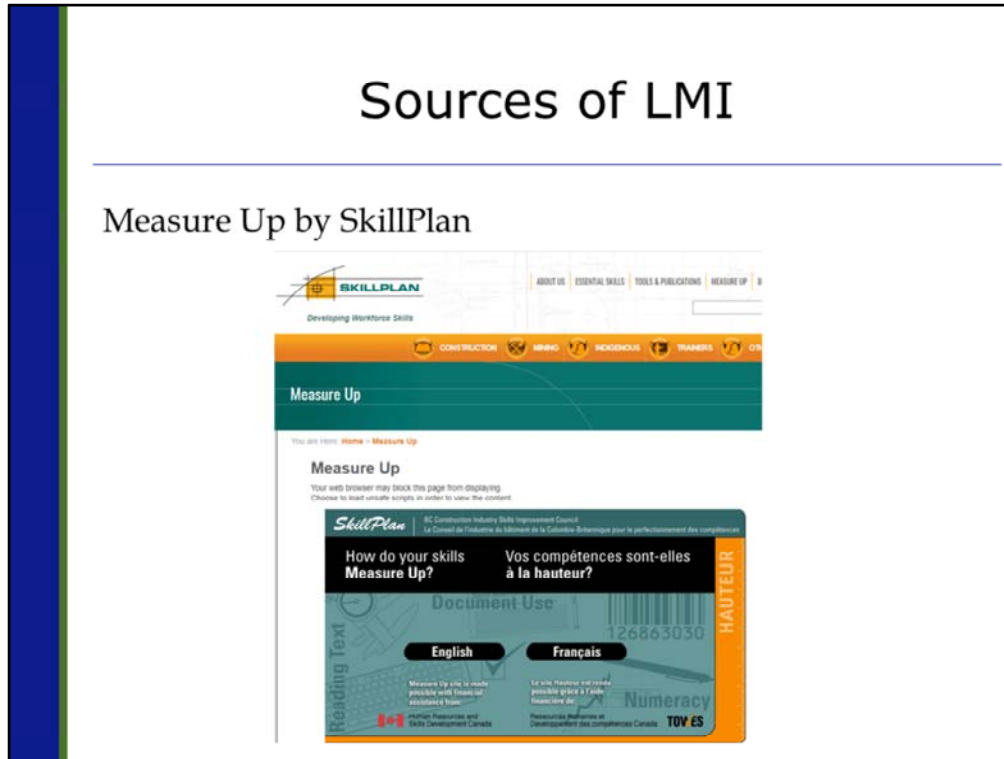
However, I'll show you a few things. First, under "Search for Tasks", if you click on "By Occupation" you can search for an employment profile. This is similar to what we have already seen. However, it offers a great visual of the Essential Skills levels and you can easily see the tasks if you click an Essential Skills area.

Next, under "For Learners," click on "Assess and Build Your Skills" – here, learners can choose self-assessments based on tasks they do in everyday life, tasks they've done at work or workplace tasks they think they can do.

Finally, there are some great games and workplace videos that learners can work through on their own through SkillsZone. This site was developed for school aged youth as well as adults.

Click on Skill Zone Games, or scroll down and click on "See More of Our Videos."

- <http://skillszone.ca/index.htm>
- [http://skillszone.ca/index\\_games.htm](http://skillszone.ca/index_games.htm)
- <http://www.skillszone.ca/osp/videos/index.html>
- <http://www.skillszone.ca/cesl/search/index.cfm>



In addition to the Task-Based Activities for LBS site, you can also find Essential Skills tasks through the Measure Up website.

The Measure Up site by Skill Plan has essential skills resources to test your skills in Reading Text, Document Use and Numeracy. It has practice activities and well as workbooks for specific occupations.

Once you choose the language you want, you can choose to

- Test Your Skills – choose the Essential Skills you want to find tasks for and at what level – it will then give you a link to the activity and answers documents. Or, you can choose to see other tasks.

You can also choose to Practice your Skills and you will be given the same options of Essential Skill and level. This will help learners gain more experience with specific workplace tasks like filling in forms, reading regulations and calculating numbers.

There are also Career Workbooks to download for Construction, Tourism and Trucking.

A lot of work has been done across the province around developing targeted training to support the employment pathway – and some specific training for particular employment goals. If you are looking for something specific you may want to connect with your local learning network for assistance. To find your local network visit [www.learningnetworks.ca](http://www.learningnetworks.ca)

# Sources of LMI

## Workforce Planning Ontario

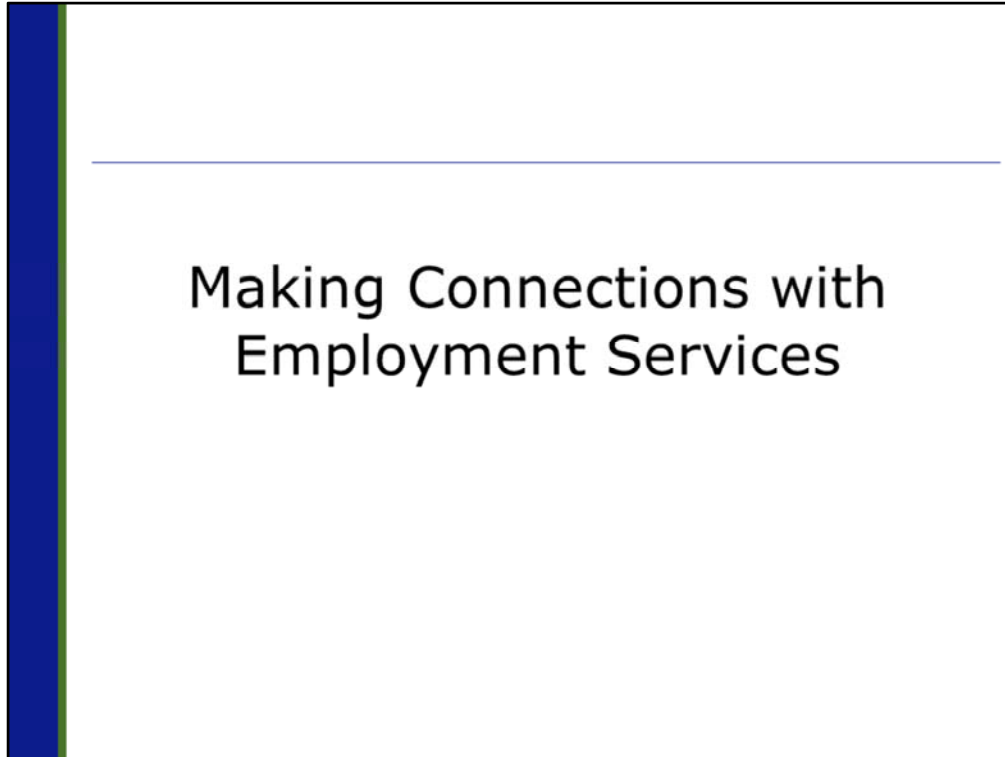


Our final resource is Workforce Planning Ontario. This website will help you get connected to your local workforce planning board.

Your local board will have regional labour market information and local research and project results.

For example, in Hamilton – we have Workforce Planning Hamilton. They have an extensive list of resources and publications and also send out a weekly newsletter. These resources are great to keep up to date with what is happening locally and for planning purposes.

On the homepage, all of the boards are listed by geographical region to make it easy to find your local organization.



## Making Connections with Employment Services

Now that you have a better understanding of some of the resources you could use with your learners, let's talk about the connection to Employment Services.

## Making Connections with Employment Services (ES)

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Everyone can access self-service Resources and Information (RI) provided by ES including employed or unemployed job seekers, employers and students.

More intensive assisted services are available for eligible job seekers including those who are unemployed (or working less than 20 hours/week) and out of school/training.

Everyone can access self-service Resources and Information (RI) provided by Employment Services including employed or unemployed job seekers, employers and students.

Resources and Information services include

- computers, printers, fax, photocopiers, phones, etc.
- workshops and info sessions
- and job postings, employment and education resources

More intensive assisted services are available for eligible job seekers including those who are unemployed (or working less than 20 hours/week) and out of school/training.

Assisted services include

- personalized job search
- job matching and placement
- job retention
- and referral to ministry programs (for example, Second Career, Youth Job Connection or the Canada Ontario Job Grant)

## When to Refer Learners to ES

Service	At Entry into LBS	Ongoing in the Program	At Exit
Resource and Information Centre	Career Exploration	For interim employment goals	For job posts, printer/fax, etc.
Funding Stream	Second Career Eligibility Youth Job Connection		Wage incentives, apprenticeship scholarships, etc.
Workshops and Training		I.e., job searching, resume building, WHMIS, etc.	
Assisted Services			Assisted job search, on-the-job training, etc.

Here is a guide to when you could consider a referral to Employment Services and for what service.

At Entry into the LBS program you could refer a learner

- to a resource centre for career exploration - many learners don't have an employment goal but their longer term goal is employment
- to Second Career to see if they are eligible (this can include upgrading) or to Youth Job Connection if appropriate

Ongoing in the Program you could refer to

- a resource centre – potentially for an interim job
- or to specific workshops or training sessions (for example, job searching, resume building, interviews, WHMIS or computer workshops)

At Exit you could refer to

- a resource centre
- or to assisted services if eligible – like assisted job search, on-the-job training, apprenticeship information and resources, etc.

A few best practices

- Visit with Employment Services and other community agencies to better understand their services and to create referral pathways to and from LBS
- And consider offering targeted training for specific skills training needed – check out the Targeted Training in Ontario through LBS for a list of resources developed by other LBS agencies across the province. You can find this list on the Learning Networks of Ontario website at [www.learningnetworks.ca](http://www.learningnetworks.ca)

## Employment Goal Tracker

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This is a set of tasks to help learners/clients track their progress towards their employment goal.

The tracker

- can be used with learners in any goal path
- can be used as a discrete module or group activity
- may take days/weeks to complete (includes referrals to Employment Services)

The Employment Goal Tracker is a set of tasks to help learners track their progress towards their employment goal.

The tracker

- can be used with learners in any goal path
- can be used as a discrete module or group activity

It may take days or weeks to complete depending on the learner and how many services they want to access. This document includes referrals to Employment Services and check in points with you as the instructor.

# Employment Goal Tracker

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Sections of the task include

1. About You
2. Career Exploration
3. Employment Goal Profile
4. Preparing for Employment
5. Making the Transition

Employment Goal Tracker Digital

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Use this to track your progress towards your employment goal. Even if you are unsure of your goal, this task will help you with goal writing and planning. This task can be helpful even if you are working towards a goal path that isn't employment.


There are directions for you as you move through the task.

**Sections**

1. About You	7
2. Career Exploration	3
3. Employment Goal Profile	10
4. Preparing for Employment	14
5. Making the Transition	15

**Websites**      To get to a website, hold down the "Ctrl" button and click the [blue link](#).

**To print from a website**      1. Right click on the page - click on "Print" - click "Print" from the window  
2. Press "Ctrl" and "P" - click "Print" from the window

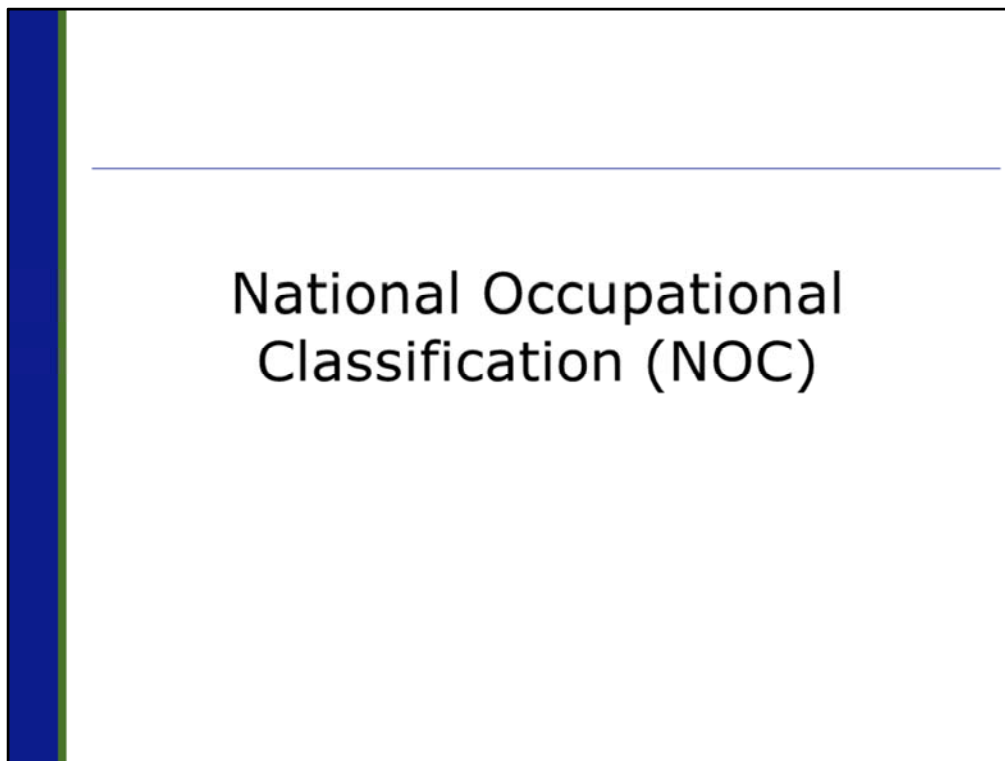
**Portfolio**  
You will be collecting resources as you work through the task. Keep these to create an employment goal portfolio. 

The Employment Goal Tracker as 5 sections.

1. About You - where the learner will fill out some information about their goals and search for a NOC code
2. Career Exploration - with employment surveys and a connection to Employment Services
3. Employment Goal Profile - where they will find and print a profile from the Job Bank
4. Preparing for Employment - that includes connecting with Employment Services for workshops and training
5. And finally, Making the Transition - where they may access Employment Services for Resource and Information and/or Assisted Services

This resource is available as a pdf for print out (included in the resources for this webinar).

It is also available through the Task-Based Activities for LBS website where it has an OALCF task cover sheet and performance descriptors (broken down by task).



## National Occupational Classification (NOC)

I've mentioned NOC codes a couple of times so far in this presentation. Let's take a closer look at these.

## NOC

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NOC system uses 4 digit codes that are updated by ESDC and Statistics Canada according to 5 year Census cycles

1	skill type
2	skill level
3	separates major groups into minor groups
4	separates minor groups into unit groups

NOC stands for National Occupation Classification system. It uses 4 digit codes that are updated by Employment and Social Development Canada (or ESDC) and Statistics Canada according to 5 year Census cycles.

The 1st number of the code identifies the skill type or job category.

The 2nd number identifies the skill level or education required.

The 3<sup>rd</sup> number starts to get more specific and separates major groups into minor groups.

The 4<sup>th</sup> number separates minor groups into the individual employment titles.

## NOC

When the first digit is	The skill type category is
0	Management occupations
1	Business, finance and administration occupations
2	Natural and applied sciences and related occupations
3	Health occupations
4	Occupations in education, law, social, community and government services
5	Occupations in art, culture, recreation and sport
6	Sales and service occupations
7	Trades, transport and equipment operators, and related occupations
8	Natural resources, agriculture and related production occupations
9	Occupations in manufacturing and utilities

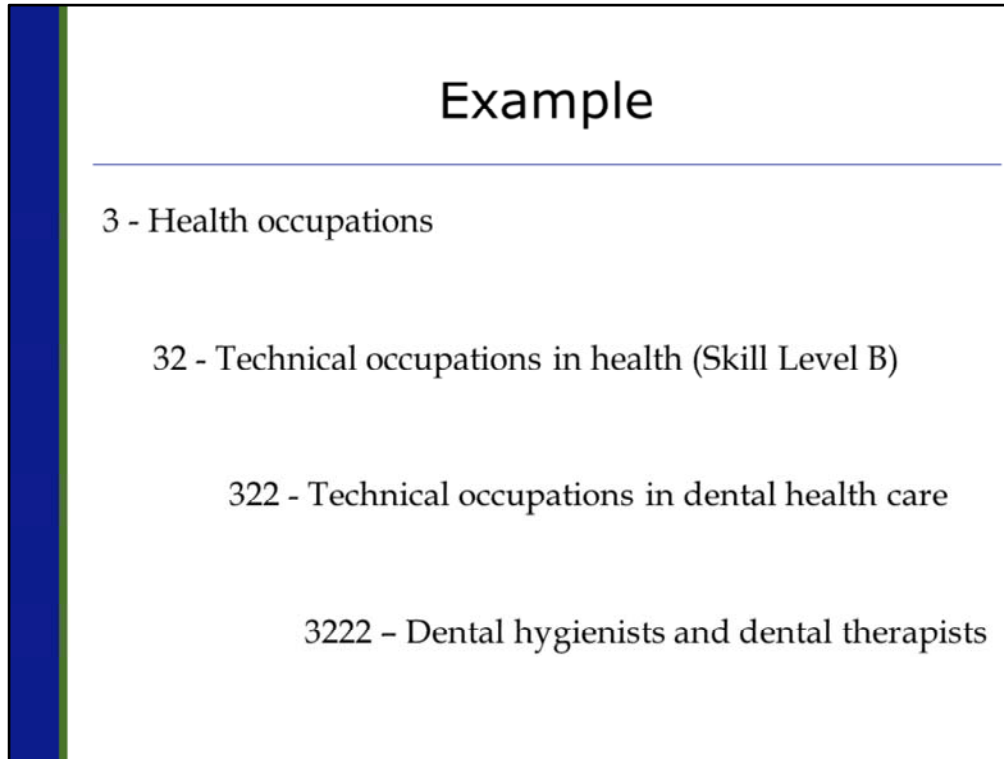
Here is the list of broad occupational groups. All jobs fit into one of these 10 categories.

## NOC

When the second digit is*	The skill level category is
0 or 1	Level A – University education is usually required
2 or 3	Level B – College or apprenticeship training is usually required
4 or 5	Level C – Secondary schooling or occupation-specific training is usually required
6 or 7	On-the-job training is usually provided

\*Except when the first digit is 0, which indicates a management occupation, then the skill is always level A

Here is a description of the 2<sup>nd</sup> number of a NOC code – the skill or education level required. As you can see, the lower the number, the higher level of education needed.



Here is an example of how a NOC code is broken down.

In this example, the first number – for Skill Type – is a 3 for Health Occupations.

The 2<sup>nd</sup> number is a 2 for Skill Level so Technical Occupations in Health (this means the learner will need college or apprenticeship).

The 3<sup>rd</sup> number is a 2 and that identifies the major group of Technical Occupations in Dental Care.

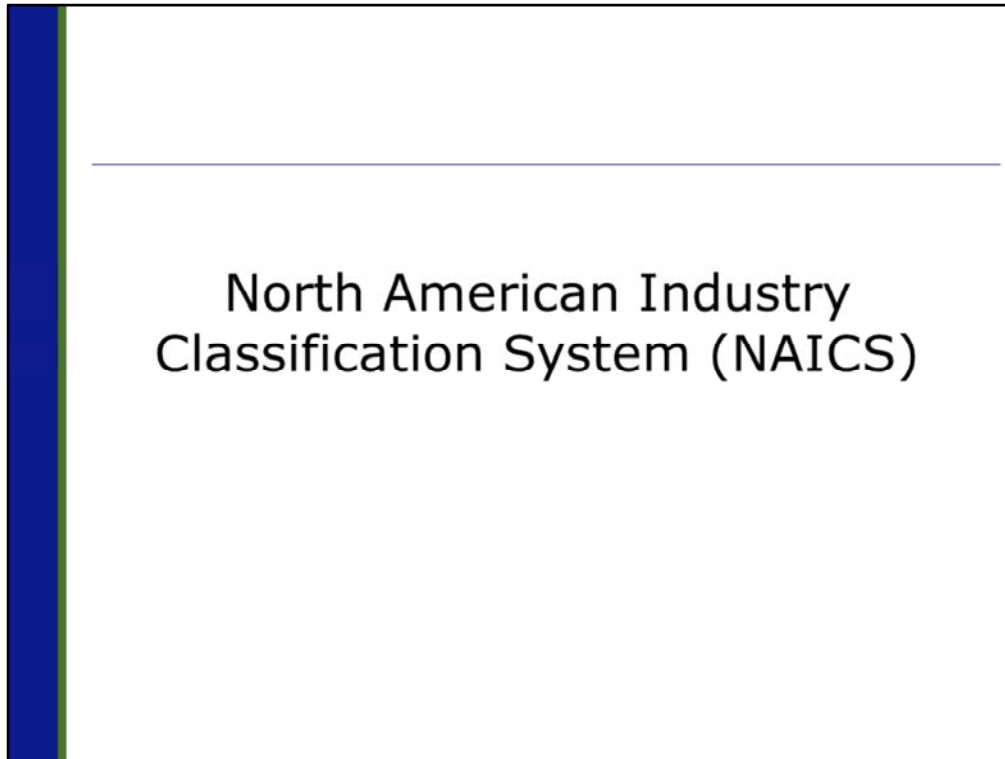
The 4<sup>th</sup> number is a 2 for the Unit Group of Dental Hygienists and Dental Therapists.

The screenshot shows a Google search interface. At the top, the text reads "NOC Search". Below this, it says "Open a search engine – search 'NOC 2016' and employment title". The search bar contains the text "noc 2016 cashier". To the left of the search bar, under the heading "Try", there is a list of three items: "cashier", "plumber", and "office clerk". The search results show "About 512,000 results (0.48 seconds)". The first result is "NOC 2016 Version 1.0 - 6611 - Cashiers - Unit group" with a link to "www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD..01012016..". The second result is "NOC 2016 Version 1.0 - 6611 - Cashiers - All examples" with a link to "www23.statcan.gc.ca/imdb/p3VD.pl?...01012016...01012016..".

To find a NOC code for an occupation, simply open a search engine and search "NOC 2016" and then the employment title.

You can see the screen shot of the results when I searched for Cashier – the NOC code is 6611.

You may want to pause the webinar recording and try to search for a couple of employment titles – for example, plumber or office clerk.



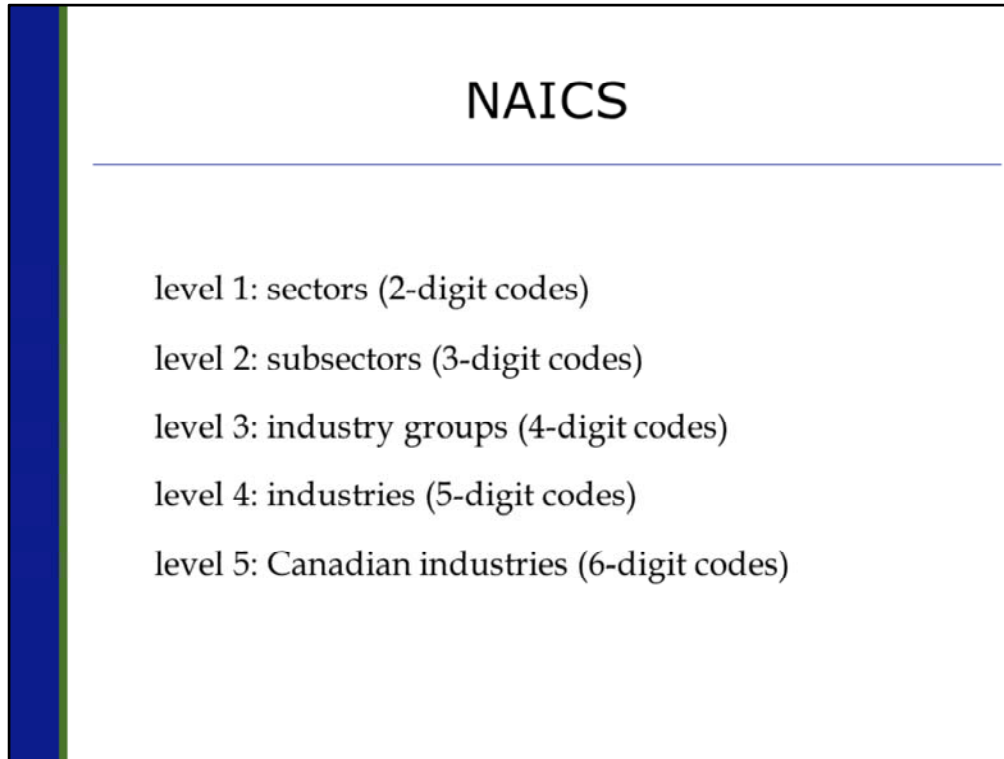
NAICS is another classification system but instead of specific employment titles, it identifies industries of employment. NAICS stands for the North American Industry Classification System.

## NAICS

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- designed and maintained by Service Canada
- joint effort between Canada, US and Mexico
- based on economic activity such as agriculture, health, manufacturing, etc.

The NAICS is designed and maintained by Service Canada. It is a joint effort between Canada, US and Mexico. It is based on economic activity such as agriculture, health, manufacturing, etc.



The structure of NAICS is hierarchical. It is composed of 5 levels.

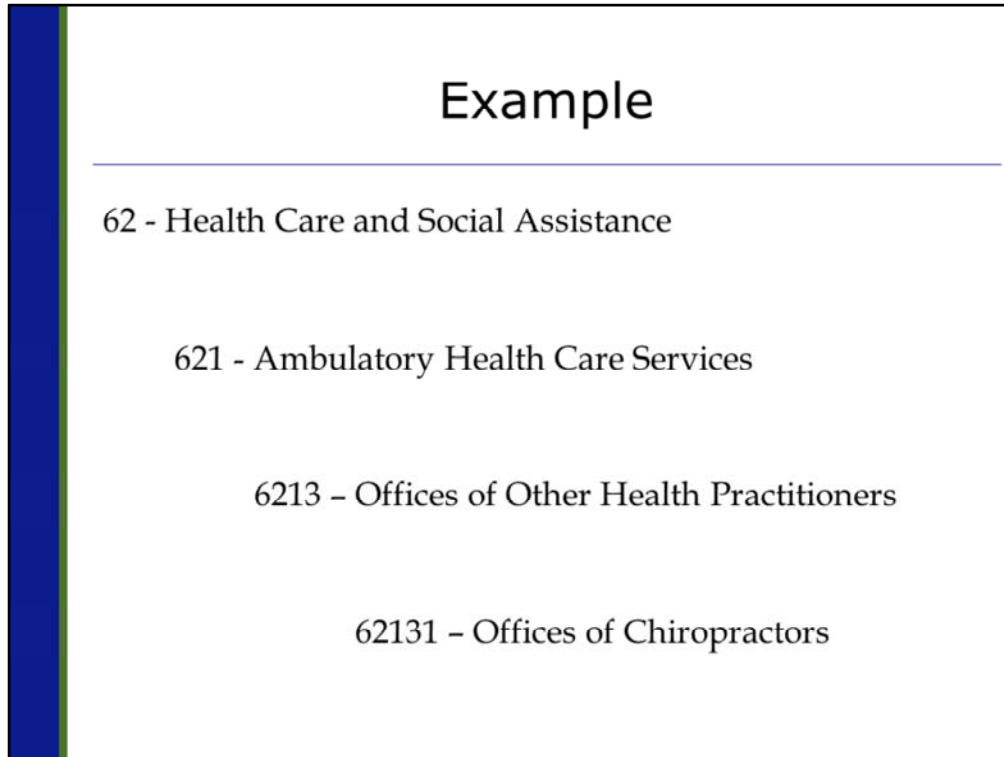
level 1 is the sector which is a 2-digit code

level 2 is the subsector which is a 3-digit code

level 3 is the industry group which is a 4-digit code

level 4 is the industries which is a 5-digit code

and level 5 is the Canadian industry which is a 6-digit code – this is typically a 0.



Here is an example of a NAICS code.

62 is the sector of Health Care and Social Assistance

621 is the subsector of Ambulatory Health Care Services

6213 is the industry group of Offices of Other Health Practitioners

62131 is the industry of Offices of Chiropractors

621310 would be the Canadian code

## Search the NAICS

Use a search engine and search “NAICS” and then the employment title – this could result in a sector listing and then you can choose from there to get to the 6 digit code.

What sectors could be searched for

- cashier
- plumber
- office clerk

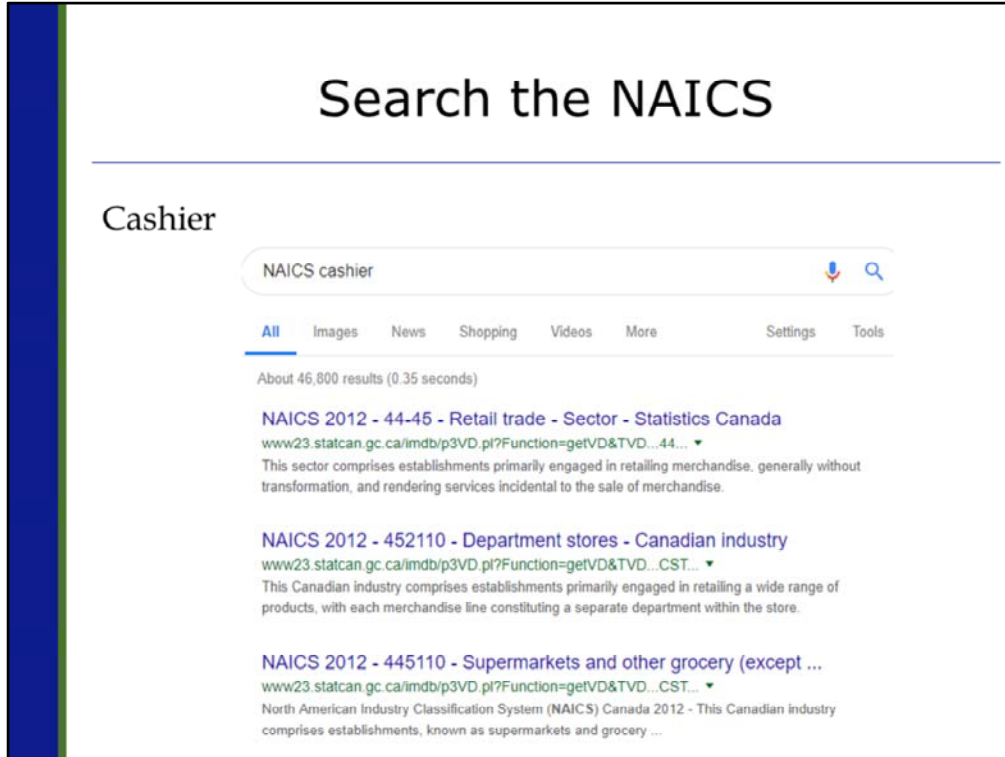


You can search for a NAICS code in one of 2 ways.

1. You can use a search engine and search “NAICS” and then the employment title – this could result in a sector listing (2 digits) and then you can choose from there to get to the 6 digit code based on the choices for each section. You could also use a search engine to search the industry directly if you know it.
2. Or, you can go directly to the NAICS database (linked here on the graphic). Start with the sector and work your way down to a 6 digit code.

You may want to pause the webinar recording and find NAICS codes for a few example jobs.

In the case of LBS, this is certainly not an exact science as many learners will not know exactly what sector they may want to work in. So it will be a guideline only.



Here I have used a search engine to search “NAICS cashier”. It gave me the sector code of 44-45 that I can click on to find the 6 digit code.

Or, I could search “NAICS cashier department store” to get directly to the 6 digit code.

In this example, it is pretty straight forward. There are some codes that might take a bit of searching until you have an appropriate 6 digit code. This is important as it is a field in CaMS.

## Activity - Bringing it all Together

What kinds of LMI may help individuals make the most informed decisions about their future career paths?

Step 1 - Read the case study and the activity.

Step 2 - Answer the questions using the resources you have been given.

### Labour Market Information (LMI) for LBS/ES Service Providers

Updated November 2018

#### Case Studies

What kinds of LMI may help individuals make the most informed decisions about their future career paths?

At a basic level, the following scenarios give some examples of how LMI might have the potential to help someone make informed decisions about their education and career goals. Please read the case studies and complete the activities.

Sources you could use:

- a. Working in Canada - [www.workingincanada.ca](http://www.workingincanada.ca)
- b. National Occupation Classification (NOC) - <http://www5.ec.gc.ca/new/frnshb.htm/2011/2011searchindex.aspx>
- c. Ontario's Labour Market - <https://www.ontario.ca/page/ontarios-labour-market>
- d. Ontario Skills Passport - [www.skills.ontario.ca/OSPP/2018/2018-Welcome.shtml](http://www.skills.ontario.ca/OSPP/2018/2018-Welcome.shtml)
- e. Employment Goal Tracker

In the resources for this webinar there is a handout with 2 case studies. These are excellent activities to practice using the information we have covered in this session.

I encourage you to complete these as practice or maybe even at a staff meeting with colleagues.

## Revisiting Our Objectives

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At the end of this session, you will have enhanced

- understanding of labour market information and where to get it
- knowledge of how to use LMI in the classroom to better assist your learners/clients
- ability to bridge LBS learners to employment (including an employment task)

I hope that we have been able to meet the objectives of the session to give you a better understanding of labour market information and where to get it, how to use it in your program and how to bridge learners with Employment Services.

## Tools and Resources

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All of the resources for this training are available here

<https://abea.on.ca/labour-market-information-and-essential-skills-for-lbs-and-es-practitioners/>

- Labour Market Information – Helpful Resources – Poster
- Employment Goal Tracker
- READ Kit 2.0 / Information and Referral Tool
- LMI Case Studies

Please see the link provided for all of the resources for this session.

The Labour Market Information – Helpful Resources poster is great as a quick reference and to share information with learners.

The Employment Goal Tracker can be used with learners (individually or in groups) to track their progress towards their employment goal.

The READ Kit can be used by Employment Services, Ontario Works or other community partners to help them make appropriate referrals to upgrading programs. There is also an Information and Referral tool that can be used to document referrals.

And finally the case study activity can help you practice using these tools and act as a refresher for you and your colleagues.

Thank you!

Sara Gill

 *Adult Basic Education Association*  
Hamilton's Connection to Lifelong Learning

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[director@abea.on.ca](mailto:director@abea.on.ca)

Thanks so much for your interest in this session. If you have any questions or comments about the training please connect with me by email.