



YouthBuild USA

Labor Market Information & Industry Audits

A Topic in Brief of the Sector Strategy How-to Guide

This project has been funded, either wholly or in part, with Federal funds from the Department of Labor, Employment & Training Administration under Contract Number DOL-ETA-16-C-0025. The contents of this publication do not necessarily reflect the views or policies of the Department of Labor, nor does mention of trade names, commercial products, or organizations imply endorsement of same by the U.S. Government.

June 2021

Overview of Topic in Brief

Labor market information (LMI) provides insight on the industries and occupations that drive a local economy. YouthBuild programs can use LMI to make data-informed decisions when designing career pathways and supporting youth with improving employment-related skills. A sector strategy approach to labor market analysis focuses on local industry strengths and employer needs. Assessment of the local labor market can also illuminate opportunities for systemic change. This brief includes a resource to support programs with identifying types of labor market information to collect when aligning a career pathway with a sector strategy.

When to Use Labor Market Information

Since industries and local economies are constantly changing, collecting data on the labor market and industry trends should be a continuous process. Labor market information is crucial during the **Plan & Evaluate** stage when evaluating an industry. Additionally, a data collection system can help identify trends, opportunities, and gaps during the **Build & Evolve** stage.

Uses of Labor Market Information

YouthBuild programs can use LMI and economic data to:



Understand high-growth industries and occupations



Identify specific skill needs to design career pathways



Assist in career planning with participants



Enable collaborative decision-making

Sector Strategy Alignment Checkpoint



Career Pathway Development Stages

Plan & Evaluate
Build & Evolve



The ETA Sector Strategy Implementation Framework

Data-Informed Decision Making
Sustainability & Continuous Improvement



YouthBuild Program Reflection

1. Is your program using rigorous data to make decisions about target industries and education and training investments?

Tips for Data Collection & Assessment

- 1 Identify your area of research. What municipalities are you conducting an analysis in?
- 2 Determine data sources and points that are applicable for sector strategy and career pathway development. Use **Table 1** for economic, industry, and labor market data points.
- 3 Gain labor market information from industry associations, chamber of commerce, economic development organizations, education agencies, and government entities.
- 4 Develop a system for collecting, maintaining, and updating data. Collecting data can reveal trends in the industry and economy.
- 5 Make information relevant and understandable to YouthBuild participants, staff, and industry partners.

Types of Labor Market Information by Career Pathway Development Stages

Image 1: High-Level Snapshot of Key Data Sets

 Plan & Evaluate	• High-growth industries • High-growth occupations with family-sustaining wages and accessible entry-points within high-growth industries • Skills, competencies, and credentials
 Build & Evolve	• Emerging industries • Emerging occupations • Industry trends (e.g. consumer behavior, technology) • Declining industries • New skillsets, credentials, and training

YouthBuild Program Tip

YouthBuild programs can start with a high-level analysis of the area they are assessing during the Plan & Evaluate stage. Once they are ready to engage with partners in the immediate area, a more thorough assessment of businesses can be conducted. [See Industry Partner Assessment Topic in Brief](#) to help collect information on specific business partners.

Labor Market Information and Industry Audits Plug and Play Resources

Use the resources below to contextualize to your community.

Labor Market Information Data Sets & Indicators

There are many data sets YouthBuild programs can use to analyze the local labor market and economy. When using a sector approach to design career pathways, the end goal of labor market analysis is to identify **high-growth industries** and **high-growth occupations** that align with YouthBuild participants' needs, skills, and interests.

Table 1 key data sets and questions categorized by important indicators to consider when targeting industries and viable occupations in a specific area. YouthBuild programs can use **Table 1 and Table 2** to guide economic, employment, and industry data analysis when designing and evolving career pathways.

Key Definitions for Labor Market Analysis

Labor Market: Supply and demand for labor. Employees provide the supply, and employers provide the demand.

High-Growth Industries: Industries that contribute to the growth of the economy and job creation and support other businesses and sectors.

High-Growth Occupations: Occupations projected to have a large number of job openings.

Description of Industry Audit Indicators



Economic Growth

How important is the industry to the local economy?



Quality of Life & Well-being

How well is the industry supporting quality of life, diversity, and well-being?



Job Growth & Stability

Does the industry offer job stability?
Is there strong demand for workers in the industry?



Training & Education Accessibility

Are there accessible entry-level points into the industry? Are there accessible opportunities for career progression?

Table 1: Labor Market Analysis & Industry Audit Data Sets and Questions

	Employment Dynamics: How many employed? How many new hires? How many job separations? How many net job losses? What is the unemployment rate?
	Business Dynamics: How many businesses by industry? What is their size in the number of employees?
	Economic Output and Impact: How much money does the industry contribute to the overall economy? Are there new businesses, business closures, or expansions?
	Wages: What are the average or median starting wages? What is considered a living wage in your area?
	Diversity and Inclusion: What is the employee demographic by race and gender? Does the industry take action to improve diversity and inclusion?
	Work Benefits & Quality: What are the typical work conditions and benefits of employment (e.g., work hours, benefits, work environment)
	Projected Job Openings: How many current and projected job openings are there? Are there certain occupations expected to grow the fastest?
	Supply and Demand: Is there a local demand for roles in this industry? Is there enough supply to meet demand? What skilled positions do employers struggle to fill?
	Career Progression: Are there accessible job options beyond entry-level jobs? Are there opportunities for career advancement with increased job skills and pay?
	Education: What literacy and numeracy level and entry-level education is typically required to enter the industry? Are there attainable industry-recognized credentials?
	Training: Does the industry offer “earn while you learn” opportunities? Does the industry offer on-the-job training or work experiences?
	Skills: What personal effectiveness skills are important to enter the industry? What technical skills are required to enter the industry and advance?

Key	
	Economic Growth
	Quality of Life & Well-being
	Job Stability & Growth
	Training & Education Accessibility

Note: This chart includes data sets for a specific industry. Questions for specific employers should be more comprehensive to gain insight on specific workforce needs and offerings to determine alignment with programs. Use the [Industry Partner Assessment](#) in the guide to determine alignment with specific employers.

Table 2: Labor Market Analysis Resources

National Labor Market Information Tools & Resources	
Source	Type of Information
O*NET OnLine	Occupational characteristics, worker competencies, and more
Burning Glass Technologies	Real-time labor market data and reports
BLS Databases by Subject	Data on employment, employment projections, pay and more
BLS Statistics by Industry	Industry employment, occupations, safety and health, and more
Occupational Outlook Handbook (OOH)	Data and career exploration
Career Guide to Industries	FAQs related to the BLS and Labor Market Information resources
BLS Employment Projections	Fastest growing occupations and industries
CareerOneStop Toolkit	Career videos and interest assessments, skills matcher, and more
State Labor Market Information Tools & Resources	
Source	Type of Information
BLS State LMI Contact List	A contact list to reach out to State Labor Market Information offices
CareerOneStop State LMI Profiles	Fastest-growing occupations and largest employers by state
Projections Central, Department of Labor	Use this link to find your state labor market information
Local & Regional Tools and Resources	
Source	Type of Information
Workforce Development Board Finder	Many Workforce Development Boards have LMI. Use this link to get in contact with your local board.
Chamber of Commerce Finder	Many chambers have information on their business members' workforce needs. Use this link to get in contact with your local chamber.