

# Labour Market Information for LBS and ES Practitioners

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A joint project of the

Learning Networks of Ontario – Western Region

Updated 2019



Project Partners



## Labour Market Information and Essential Skills for LBS and ES Practitioners

This training focuses on how to effectively use Labour Market Information (LMI) to bridge Literacy and Basic Skills (LBS) with Employment Services (ES), and ultimately employment.

### Learning Objectives of the Training

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 (including an employment goal tracker)

### Agenda

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)
6. Case Studies



# 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



# Learning Objectives

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# 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



# 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



# 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



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# All about Labour Market Information



# 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 Resources

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Have you used Labour Market Information for

- yourself
- your learners
- other?

What type of information did you use?



# Labour Market Information Helpful Resources

Labour market information (LMI) can help you find what

## Ontario's Labour Market

[www.ontario.ca/page/labour-market](http://www.ontario.ca/page/labour-market)



Use this site to find job profiles and future outlooks.



To find an employment profile click on

- search job profiles
- type in a quick search or choose from the list

## Job Bank

[www.jobbank.gc.ca](http://www.jobbank.gc.ca)



Use this site to find jobs, average wage, outlook and Essential Skills needed.



To find Essential Skills click on

- Menu - explore careers - by occupation
- type in job title and location—search education and job requirements
- click on the Skills tab

## Ontario Skills Passport

[www.skills.edu.gov.on.ca/OSP2Web/EDU/Welcome.xhtml](http://www.skills.edu.gov.on.ca/OSP2Web/EDU/Welcome.xhtml)



Use this site to find tools to assess, build, document and track your skills.



To find an employment profile look under

- search for tasks
- click on "By Occupation"

## Measure Up

[www.skillplan.ca/measure-up](http://www.skillplan.ca/measure-up)



Use this site to practice Reading Text, Document Use and Numeracy skills.



To practice your skills

- click practice
- select a skill type
- select a skill
- click "Practice this Skill"

For more resources from the **Labour Market Project** visit

[www.learningnetworks.ca](http://www.learningnetworks.ca)

# Labour Market Resources

## Ontario's Labour Market



### Ontario's labour market

Labour market information and statistics can help you plan your career. Learn more about work trends and the skills, education and training you need for jobs today, and in the future.

#### On this page

1. [September 2018 snapshot](#)
2. [Search job profiles](#)
3. [Labour market reports](#)
4. [Labour market information](#)
5. [Where we get our information](#)
6. [Frequency of job profile updates](#)
7. [Read labour market reports](#)

#### Related


- [College graduate outcomes \(Employment Profile\)](#)
- [University graduate outcomes](#)
- [Ontario Skills Passport](#)

### September 2018 snapshot



# Labour Market Resources

## Job Bank (Government of Canada)

**Government of Canada**  
**Gouvernement du Canada**

[Jobs](#) ▾[Immigration](#) ▾[Travel](#) ▾[Business](#) ▾[Benefits](#) ▾[Health](#) ▾[Taxes](#) ▾

[Home](#) → [Jobs and the workplace](#) → Job Bank

[Job Bank](#) [Menu](#)

Job Bank

**Your career starts here**

Search **82,132** job postings in Canada


[SEARCH](#)

Sort by: ☒ Best Match ☐ Date Posted ☐ Last 30 days [Advanced](#)

Search jobs for: [Student](#) | [Part-time](#) | [Management](#) | [Retail and sales clerk](#) | [Indigenous](#)

# Sources of LMI

## Ontario Skills Passport

**Ontario**  
MINISTRY OF EDUCATION

Ontario.ca | Français

HOME | STUDENTS | PARENTS | TEACHERS | ADMINISTRATORS | ABOUT THE MINISTRY | NEWS

**OSP Website** ▾

- ▶ OSP Home Page
- ▶ About the OSP
- ▶ Skills in the OSP
- ▶ Search for Tasks
- ▶ For Learners
- ▶ For Teachers
- ▶ For Employers

**Learning in Ontario** ▾


- ▶ Child Care
- ▶ Full-Day Kindergarten
- ▶ Elementary
- ▶ Secondary
- ▶ French-Language Education
- ▶ Postsecondary
- ▶ Adult Learning

Employment Ontario >

Popular Topics >

Publications >

Frequently Asked Questions >

Explore Government 

**ONTARIO SKILLS PASSPORT**

**Welcome To OSP**

The Ontario Skills Passport (OSP) provides clear descriptions of Essential Skills and work habits important for success in work, learning and life. Learners can use the OSP tools and resources to **assess, build, document** and **track** their skills in classroom, cooperative education and other experiential learning opportunities, volunteer and extracurricular activities. This information can help them develop their Individual Pathways Plan (IPP) as they answer the questions: *Who am I? What are my opportunities? Who do I want to become? What is my plan for achieving my goals?*

If you are a job seeker, learner, service provider or employer involved in a postsecondary or Employment Ontario program, please [click here](#).

**OSP NEWS**

About the OSP	Skills in the OSP	Search for Tasks
<ul style="list-style-type: none"><li>• <a href="#">The OSP and Our Purpose</a></li><li>• <a href="#">FAQs</a></li><li>• <a href="#">OSP Partners</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">Essential Skills (ES)</a></li><li>• <a href="#">Work Habits (WH)</a></li><li>• <a href="#">Links to other skills</a></li><li>• <a href="#">Videos of Essential Skills and Work Habits in Action</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">By Occupation</a></li><li>• <a href="#">By Essential Skill</a></li><li>• <a href="#">In Work, Learning and Life</a></li></ul>

For Learners	For Teachers	For Employers
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# Sources of LMI

## Measure Up by SkillPlan

**SKILLPLAN**  
Developing Workforce Skills

ABOUT US | ESSENTIAL SKILLS | TOOLS & PUBLICATIONS | MEASURE UP | B

CONSTRUCTION | MINING | INDIGENOUS | TRAINERS | OTH

### Measure Up

You are Here: [Home](#) > [Measure Up](#)

### Measure Up

Your web browser may block this page from displaying.  
Choose to load unsafe scripts in order to view the content.

**SkillPlan** | BC Construction Industry Skills Improvement Council  
Le Conseil de l'industrie du bâtiment de la Colombie-Britannique pour le perfectionnement des compétences

#### How do your skills Measure Up?

Measure Up site is made possible with financial assistance from:

Human Resources and Skills Development Canada

#### Vos compétences sont-elles à la hauteur?

Le site Hauteur est rendu possible grâce à l'aide financière de:

Ressources humaines et Développement des compétences Canada **TOVES**

Document Use

126863030

HAUTEUR

Reading Text

Numeracy

# Sources of LMI

## Workforce Planning Ontario

[Home](#) | [Login](#) | [Search](#)  [Français](#)

[Local Labour Market](#) | [Workforce Planning Boards](#) | [Business/Labour Resources](#) | [Community Resources](#) | [Board Access](#)



### Champions of Ontario's Local Labour Market Solutions



#### Workforce Planning Board Areas

**EAST**

- 1000 Island Region
- East Central
- Eastern Ontario
- Lanark, Renfrew
- Ottawa
- Peterborough, Kawartha Lakes, Northumberland, Haliburton

**NORTH**

- Algoma District
- Far Northeast
- Nipissing, Parry Sound
- Northwest
- North Superior
- Sudbury & Manitoulin

**WEST**

- Elgin, Middlesex, Oxford
- Bruce, Grey, Huron, Perth
- Chatham-Kent
- Grand Erie
- Hamilton
- Niagara

#### Workforce Planning Boards Network

##### Partnerships

Workforce Planning Ontario is made up of a network of 26 Workforce Planning Board areas covering four regions across the province.

Workforce Planning Boards gather intelligence about the supply of labour and the demand side of the local labour market by working with employers to identify and meet their current and emerging skills needs. The primary role of Workforce Planning Boards is to help improve understanding of and coordinate community responses to labour market issues and needs

##### Get Connected

- Find the resources in your community relevant to training, employment and labour force information
- Discover community partnerships
- Volunteer, become a board member of a community partner
- Connect with your local workforce planning board

##### A Network of Workforce Planning Boards

This network is in communities across Ontario. These boards conduct localized research and actively engage organizations and community partners in local labour market projects.

Each board is as individual as the community it serves, and each addresses labour market issues in



#### Partnership Ideas



Local partnership activities that address specific issues, opportunities and priorities identified during the development of Local Labour Market Plans and led or facilitated by the Workforce Planning Board in your area. Examples of these types of partnerships can be found here.



Your source for local education, training and employment-related information.





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# Making Connections with 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.



# When to Refer Learners to ES

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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.



# 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)

# Employment Goal Tracker

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

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 setting 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	2
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.





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# National Occupational Classification (NOC)



# 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

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



# 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



# Example

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3 - Health occupations

32 - Technical occupations in health (Skill Level B)

322 - Technical occupations in dental health care

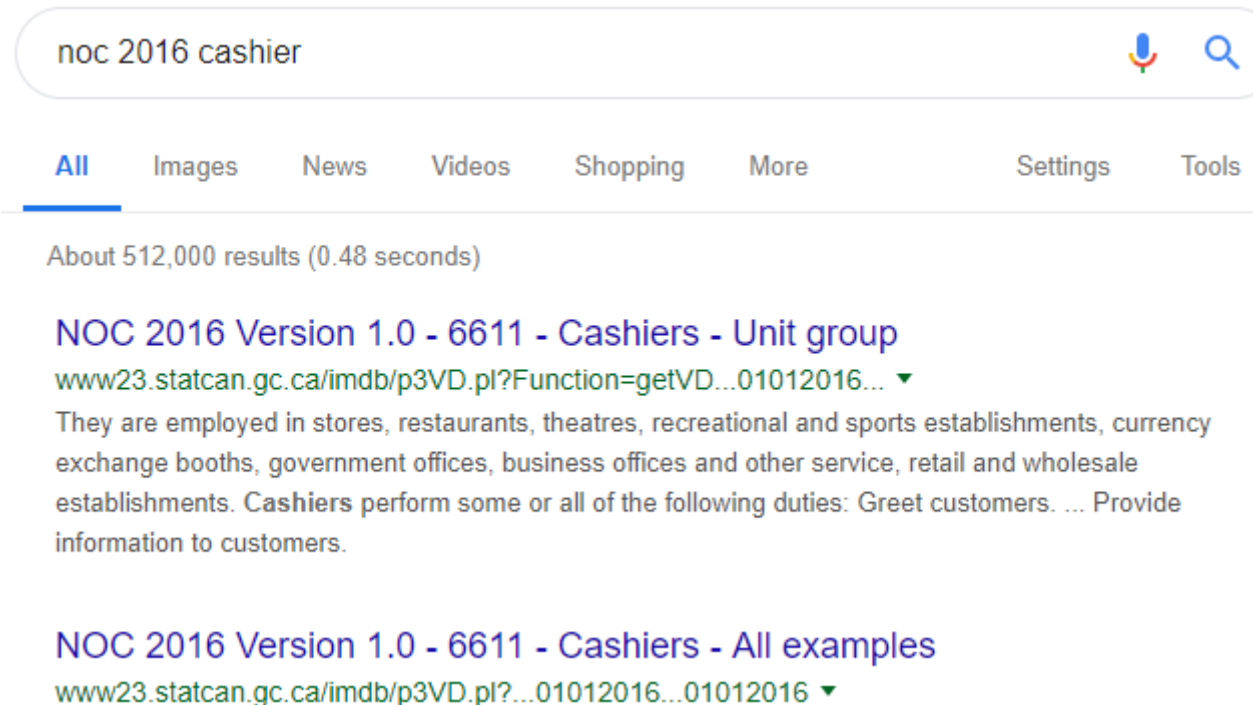
3222 - Dental hygienists and dental therapists

# NOC Search

Open a search engine – search “NOC 2016” and employment title

Try

- cashier
- plumber
- office clerk



The screenshot shows a Google search interface. The search bar contains the text "noc 2016 cashier". Below the search bar, there are tabs for "All", "Images", "News", "Videos", "Shopping", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 512,000 results (0.48 seconds)". The first search result is titled "NOC 2016 Version 1.0 - 6611 - Cashiers - Unit group" and includes a URL: [www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD...01012016...](http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD...01012016...). The description of the result states: "They are employed in stores, restaurants, theatres, recreational and sports establishments, currency exchange booths, government offices, business offices and other service, retail and wholesale establishments. Cashiers perform some or all of the following duties: Greet customers. ... Provide information to customers." The second search result is titled "NOC 2016 Version 1.0 - 6611 - Cashiers - All examples" and includes a URL: [www23.statcan.gc.ca/imdb/p3VD.pl?...01012016...01012016](http://www23.statcan.gc.ca/imdb/p3VD.pl?...01012016...01012016).

noc 2016 cashier

All Images News Videos Shopping More Settings Tools

About 512,000 results (0.48 seconds)

**NOC 2016 Version 1.0 - 6611 - Cashiers - Unit group**  
[www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD...01012016...](http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD...01012016...) ▼  
They are employed in stores, restaurants, theatres, recreational and sports establishments, currency exchange booths, government offices, business offices and other service, retail and wholesale establishments. Cashiers perform some or all of the following duties: Greet customers. ... Provide information to customers.

**NOC 2016 Version 1.0 - 6611 - Cashiers - All examples**  
[www23.statcan.gc.ca/imdb/p3VD.pl?...01012016...01012016](http://www23.statcan.gc.ca/imdb/p3VD.pl?...01012016...01012016) ▼



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# North American Industry Classification System (NAICS)



# 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.



# NAICS

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level 1: sectors (2-digit codes)

level 2: subsectors (3-digit codes)

level 3: industry groups (4-digit codes)

level 4: industries (5-digit codes)

level 5: Canadian industries (6-digit codes)



# Example

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62 - Health Care and Social Assistance

621 - Ambulatory Health Care Services

6213 - Offices of Other Health Practitioners

62131 - Offices of Chiropractors

# 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



The screenshot shows the Statistics Canada website. The header includes the Canadian flag, the text "Statistics Canada" and "Statistique Canada", and a search bar. Below the header is a navigation menu with links: Subjects, Data, Analysis, Reference, Geography, Census program, Surveys and statistical programs, About StatCan, and Canada.ca. The main content area is titled "North American Industry Classification System (NAICS) Canada 2012". It features a search bar for "Search NAICS 2012" and a navigation menu with links: Introduction, Definition of superscripts, and Hierarchical structure. A status message states: "Status: This standard was replaced by the 'North American Industry Classification System (NAICS) Canada 2017 Version 1.0' as of March 21, 2016." Below this, a paragraph explains that Statistics Canada, the Economic Classification Policy Committee (ECPC) of the United States, and Mexico's Instituto Nacional de Estadística y Geografía (INEGI) have agreed upon minor NAICS revisions for 2012. The page also includes a "Classification structure" section with a "Display definitions" button. A table lists the sectors and their corresponding codes:

Code	Sector
11	Agriculture, forestry, fishing and hunting
21	Mining, quarrying, and oil and gas extraction
22	Utilities
23	Construction
31-33	Manufacturing
41	Wholesale trade
44-45	Retail trade
48-49	Transportation and warehousing



# Search the NAICS

## Cashier



[All](#) [Images](#) [News](#) [Shopping](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 46,800 results (0.35 seconds)

**NAICS 2012 - 44-45 - Retail trade - Sector - Statistics Canada**  
[www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD...44...](http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD...44...) ▼  
This sector comprises establishments primarily engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

**NAICS 2012 - 452110 - Department stores - Canadian industry**  
[www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD...CST...](http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD...CST...) ▼  
This Canadian industry comprises establishments primarily engaged in retailing a wide range of products, with each merchandise line constituting a separate department within the store.

**NAICS 2012 - 445110 - Supermarkets and other grocery (except ...**  
[www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD...CST...](http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD...CST...) ▼  
North American Industry Classification System (NAICS) Canada 2012 - This Canadian industry comprises establishments, known as supermarkets and grocery ...

# Activity - Bringing it all Together

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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

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### Case Studies

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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.gc.ca](http://www.workingincanada.gc.ca)
- b. National Occupation Classification (NOC) - <http://www5.hrsdc.gc.ca/noc/english/noc/2011/SearchIndex.aspx>
- c. Ontario's Labour Market - <https://www.ontario.ca/page/labour-market>
- d. Ontario Skills Passport - [www.skills.edu.gov.on.ca/OSP2Web/EDU/Welcome.xhtml](http://www.skills.edu.gov.on.ca/OSP2Web/EDU/Welcome.xhtml)
- e. Employment Goal Tracker



# 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)



# 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

Thank you!

Sara Gill



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