



Canada's leading market research, economic development, and workforce development strategic planning consultancy



Use of Labour Market Information By Students and Job-Seekers

Project Results for the Intergovernmental Committee for Economic and Labour Force Development

Project Objectives:

Measure the use of Labour Market Information among stakeholders



- Their awareness of resources
- Their ability to effectively use LMI
- Barriers to their use of LMI



Survey and interviews of 5 stakeholder groups in Toronto

- Students in high school
 - 101 completed surveys
- First-year post secondary students
 - 105 completed surveys
- High school guidance counsellors
 - 2 completed interviews
- Newcomers seeking employment services
 - 66 completed surveys
- Immigrant employment service advisors
 - 4 completed interviews



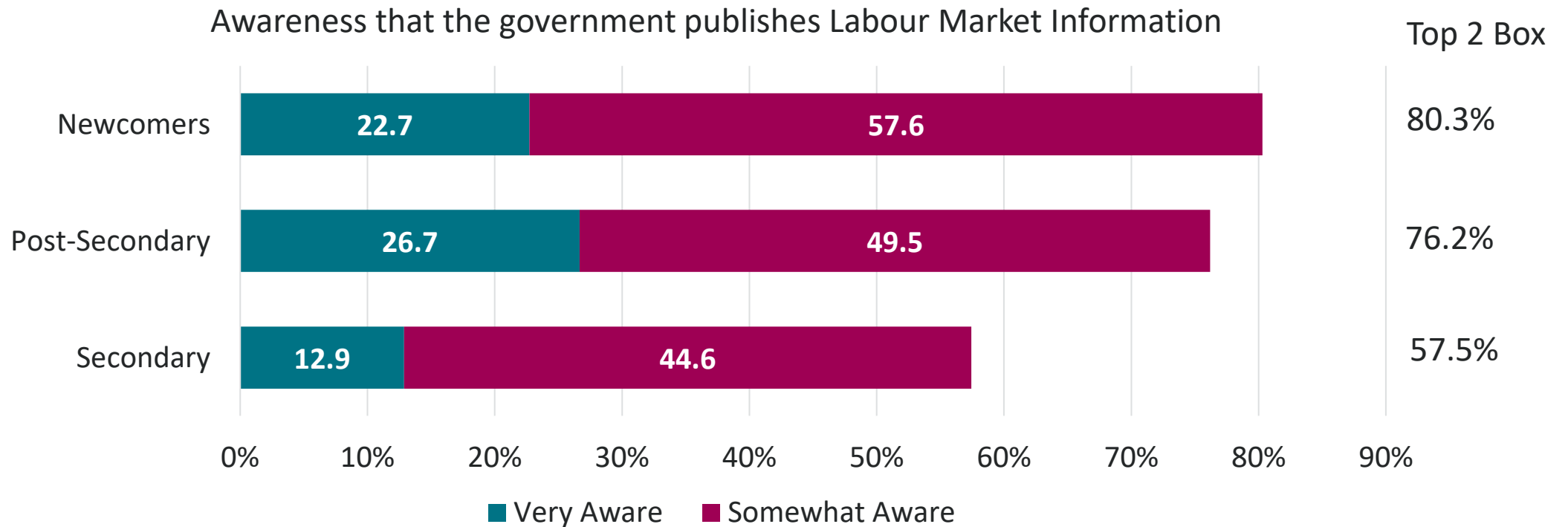


Challenges and Adaptations

- Ethics review processes
 - Ethics applications were completed across TDSB and TCDSB and Toronto post-secondary institutions
- January teacher strikes
 - Switched to panel methodology for quantitative surveys of students
- Newcomer recruiting
 - Mobilized the ICE Committee's network among the Local Immigration Partnerships
 - The online survey link was shared through emails and within various workshops and booths run by the Toronto LIPs

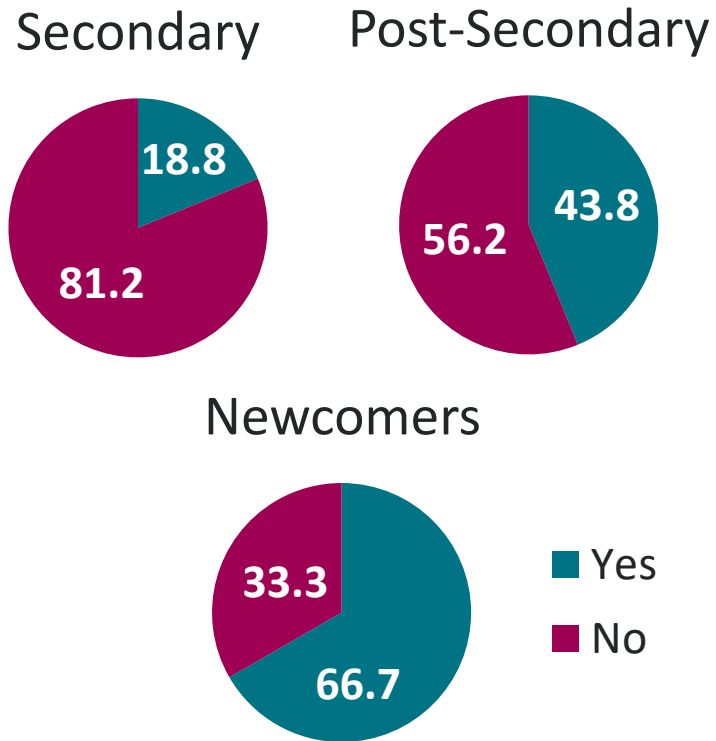


Level of awareness

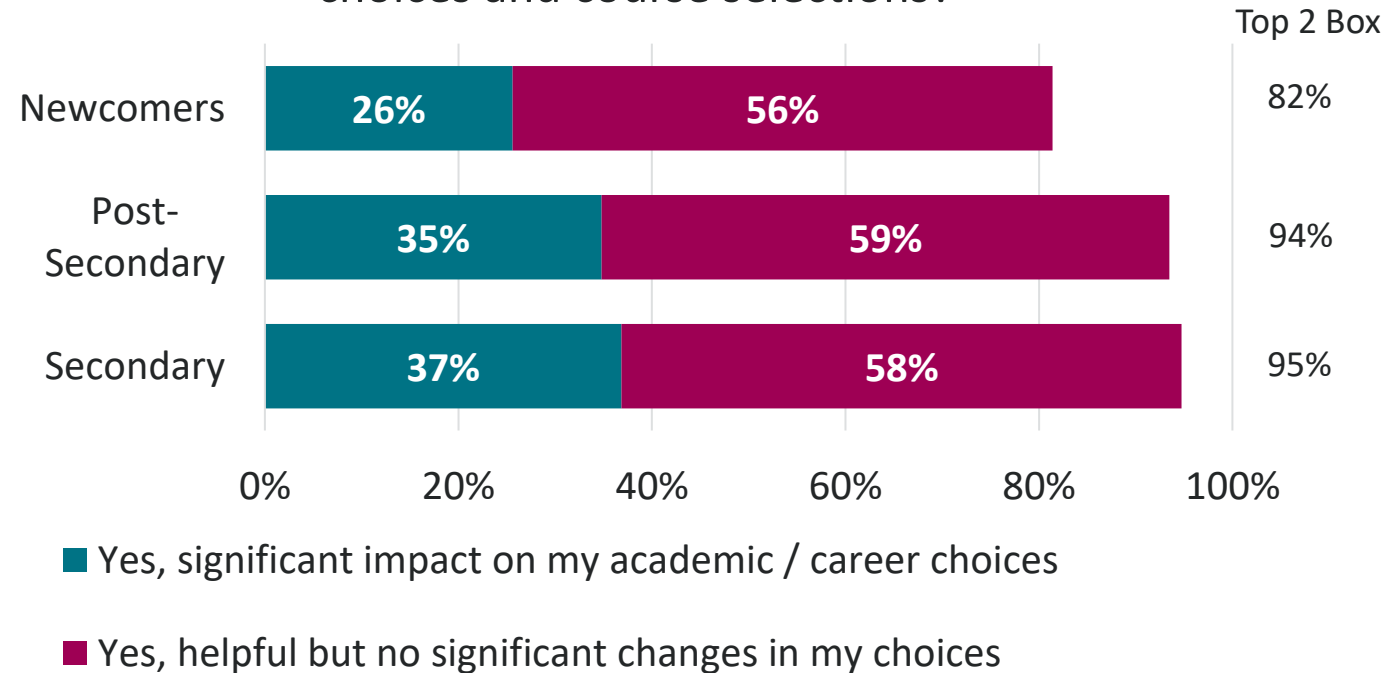




Have you personally ever used any of these Labour Market Information resources?



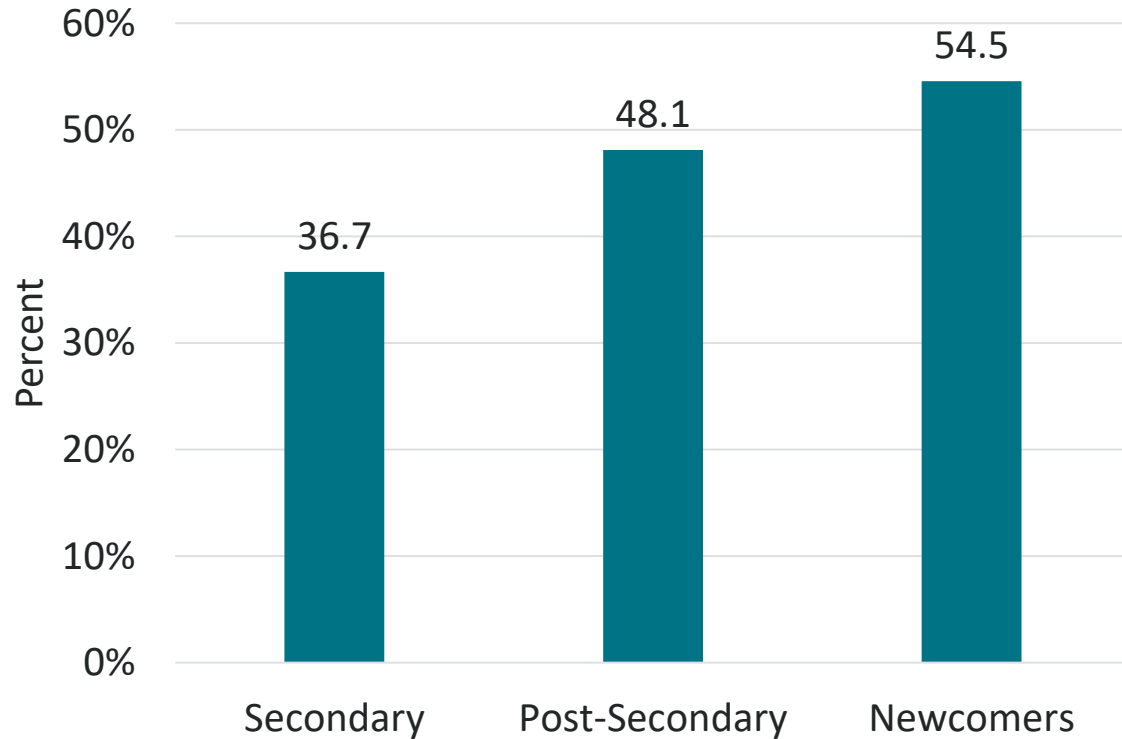
Has using these Labour Market Indicators helped you to make decisions about your future academic choices and course selections?



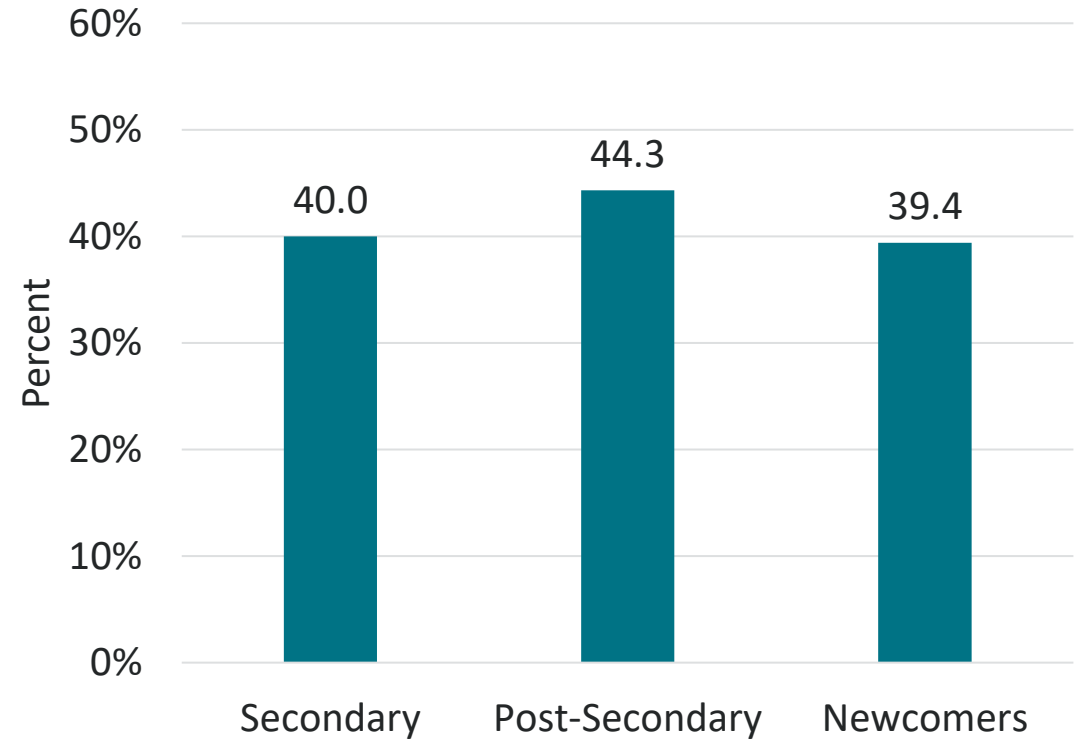


Difficulty in Finding & Understanding LMI Resources:

Finding LMI Resources

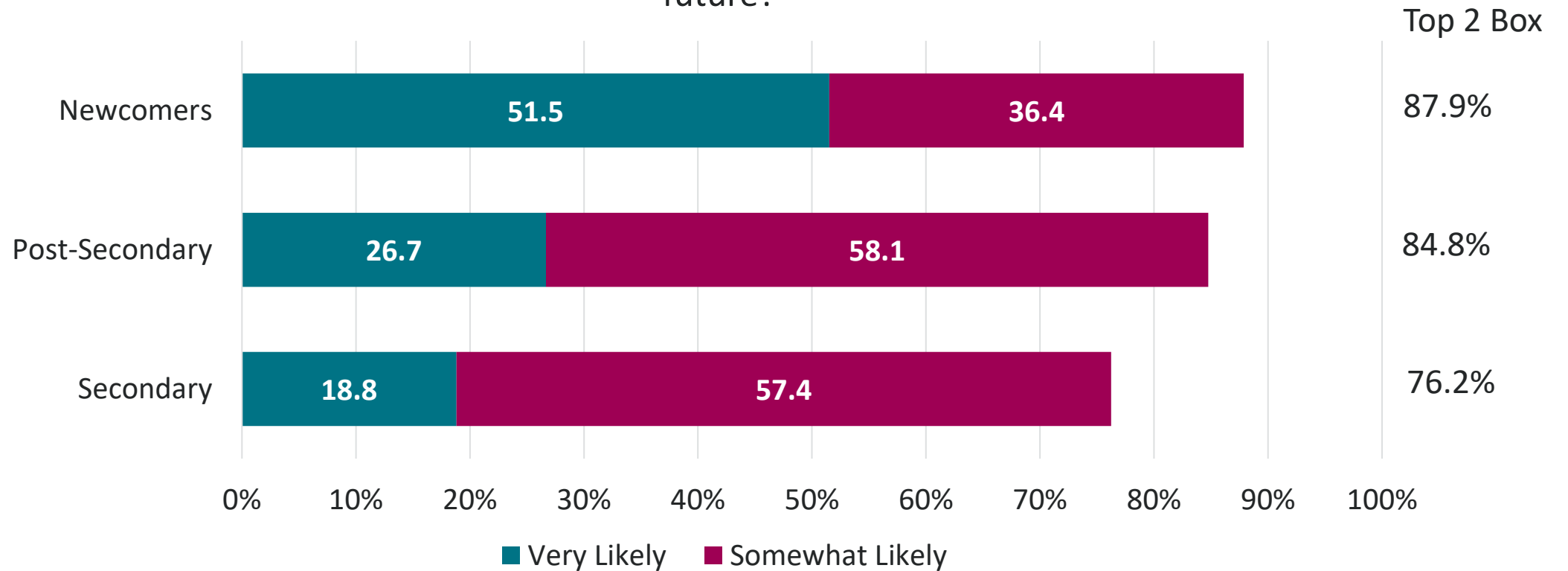


Understanding LMI Resources





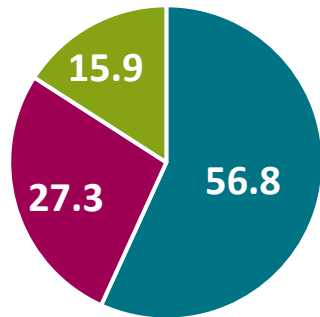
How likely are you to use Labour Market Information resources in the future?





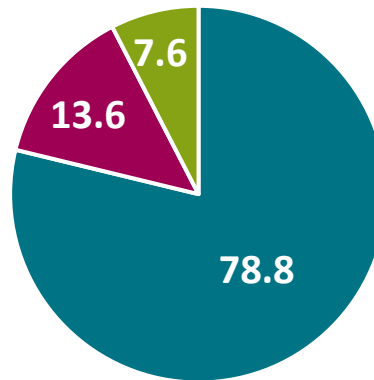
Newcomer-Specific Questions

Do you feel the Labour Market Information resources have helped you in your job search?



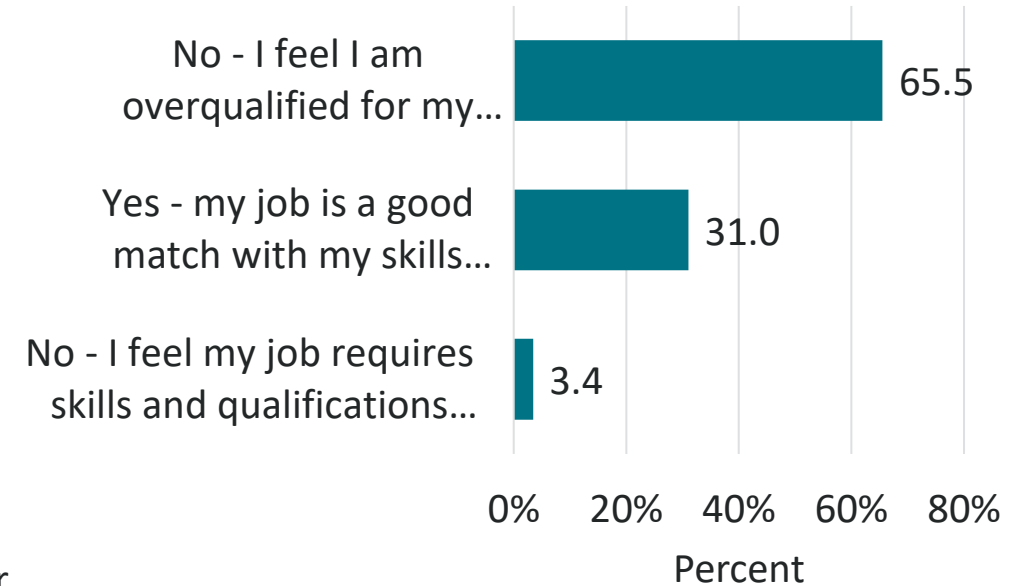
- Yes
- No
- Don't know/Prefer not to answer

Are you currently looking for a job or interested in changing jobs?



- Yes
- No
- Don't know/Prefer not to answer

If currently employed, do you feel that your job matches your skills and qualifications?



Paper Considerations and Broader Context

Trudy Parsons, Executive Vice President



Guidance Counsellors - Current Use of LMI

Uses:

- High school students are walked through the LMI sources during career class
 - Assignments/ research projects
- Guidance counsellors take students through examples when they meet to discuss career options
- Job fairs
 - Outside agencies bring LMI to promote various fields

Resources:

- Job bank
- Ontario.ca
- MyBlueprint.ca
- E-info Ontario Universities
- Ontariocolleges.ca



Discussion – Students - Possible Improvements

Awareness:

- LMI should be used to promote the significance of the various courses and the grades required
- More funding for government programs focused on outreach to teachers to promote the use of LMI

Usability:

- Tools to understand language, soft-skill and grade requirements for jobs/fields of study
- Financial implications associated with programs in various regions
 - Costs vs. expected earnings/employability
- Employment statistics of programs



Newcomer Advisors - Current Use of LMI

Uses:

- Used in bridging programs
 - Requirements for re-accreditation
 - Identify similar career paths/transferable skills
 - Educational requirements for careers
- Go through dashboards during workshops
- Alumni/ market representatives give testimonies from jobs/ career fields

Resources:

- Ontario.ca
- Career-connections.info
- Job Bank
- Working in Peel-Halton
- Discipline-specific sites
 - Insurance Institute of Canada
 - Toronto Financial
 - Google alerts (jobs and media postings)



Discussion – Newcomers - Possible Improvements

Awareness:

- Bring in guest speakers to go over LMI resources, raise awareness
 - Government or agency
- Create a centralized site to combine/summarize resources
- Distribute more resources to individuals before they arrive in Canada

Usability

- Interactive, visual, simple language
- Organizational charts
- Videos, vignettes, testimonies
- More discipline specificity



Thank you! Questions?