

# Applications of Labor Market Data

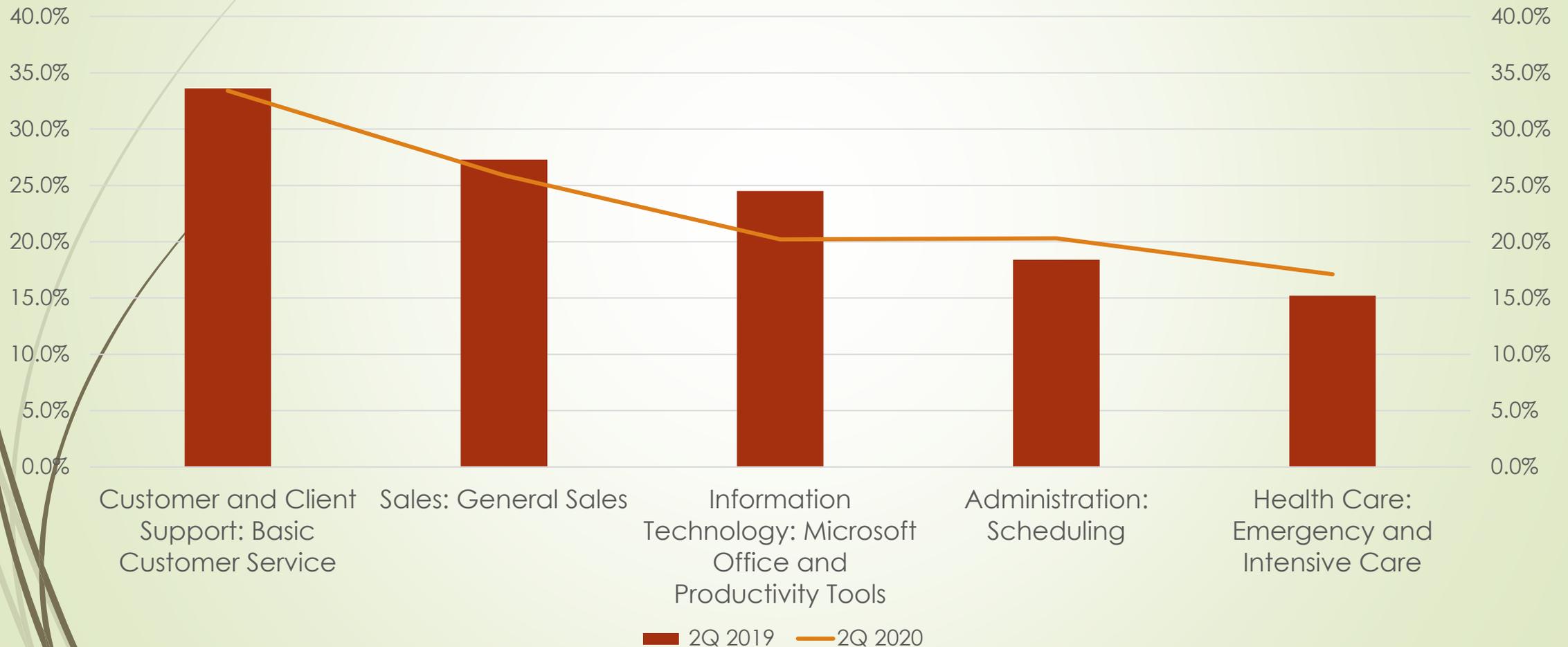
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# Greater Hiring Focus on Skills

- ▶ On June 26, President Trump signed an executive order implementing “merit-based reforms that will replace degree-based hiring with skills- and competency-based hiring.”
- ▶ Skills data scraped from job postings presents an opportunity to map curricular content skills and relate educational offerings to the skills terms used by businesses in their job postings

# Top Skills Clusters – Insight into Collegewide Learning Outcomes



# Rapid Redeployment – Largest % Decline for Ohio Postings > 300

Jan.BGTOCC	1Q Postings	2Q Postings	Num Diff	% Difference
Tax Preparer	344	51	-293	-85%
Clinical Analyst / Clinical Documentation and Improvement Specialist	323	73	-250	-77%
MRI / CT Technician / Technologist	476	122	-354	-74%
Product Demonstrator	576	149	-427	-74%
Event Planner	447	140	-307	-69%
Radiologic Technician / Technologist	880	320	-560	-64%
Registrar / Patient Service Representative	2,205	830	-1375	-62%
Human Resources Assistant	352	152	-200	-57%
Paralegal / Legal Assistant	552	250	-302	-55%

# Rapid Redeployment – Largest % Increase for Ohio Postings > 200

Jan.BGTOCC	1Q Postings	2Q Postings	Num Diff	% Difference
Loan Processor / Assistant	400	511	111	28%
Dental Hygienist	259	327	68	26%
Property / Real Estate / Community Manager	852	943	91	11%
Residential Assistant / Advisor	244	268	24	10%
Real Estate Agent / Broker	1,341	1,442	101	8%
Construction Foreman	391	417	26	7%
Financial Services Sales Agent	227	238	11	5%
Building and General Maintenance Technician	1,326	1,349	23	2%
Storage / Distribution Manager	314	314	0	0%
Loan Officer	917	869	-48	-5%



# Individual Focus – Career Counseling

# Jobs Similar to Event Planner





# Skills Needed to Bridge the Gap from Event Planner to Marketing Associate

- Marketing
  - Social Media
  - Global Marketing
  - Link Building
  - Seasonal Marketing
  - Consumer Behavior
  - Management Consulting
  - Branding Strategy
  - Salesforce Marketing Cloud
  - Search Engine Marketing
  - Editing (Baseline)
  - Creativity (Baseline)
- 



# Program Development Focus



# Industries and Skill Sets that Increased in Posting from 1Q to 2Q in Ohio

## ► Industries

- Activities Related to Real Estate
- Grocery Stores
- Nursing Care Facilities
- Electronic Shopping and Mail Order Houses

## ► Skill Clusters

- Industry Knowledge: Retail
- Supply Chain and Logistics: Store Management
- Personal Care and Service: Food and Beverage
- Sales: Merchandising



# Top Requested Skills for Grocery Stores

## ► Specialized

- Customer Service
- Retail Industry Knowledge
- Sales
- Merchandising
- Food Safety
- Budgeting
- Customer Contact
- Delivery Unload and Breakdown
- Inventory Management

## ► Baseline

- Physical Abilities
- Communication Skills
- Organizational Skills
- Detail Oriented
- Problem Solving
- Leadership
- Teamwork
- Writing
- Written Communication



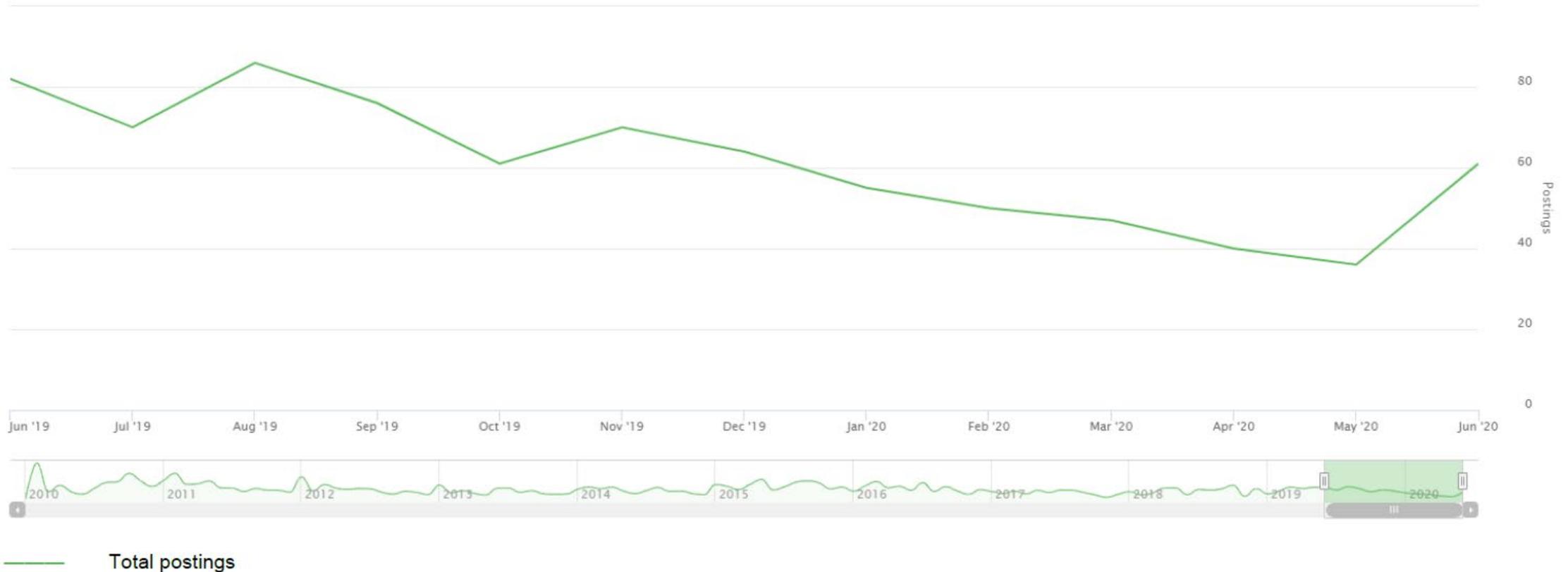
# Pulling together Job Posting, Structural LMI and Policy to Gain Insight

- Occupational Therapist Assistant
- Medicare reimbursement policy change (announced mid 2019) that is going to reduce ability for OTAs to be reimbursed
- Situation now compounded by stance of OTA accrediting agency not allowing alternatives to clinical education during COVID

# Occupational Therapist Assistant Job Postings

## Interval

Monthly



# Concentration of Occupation

## Highest Occupation Location Quotient

