

## Customers / Actions Influenced by LMI <sup>i</sup>

### *Labor Market Actors and Advisers*

#### *Jobseekers and Students*

- *Change Jobs* – transition into a new job or the workforce.
- *Identify Education/Training Need* – identify additional skill sets they might obtain, where they can apply these skills, and how they can obtain the training they need to have the skill set necessary for a certain occupation or job.
- *Make Career Choices* – make choices about next steps in their career.
- *Seek a Job* – identify where jobs are available and the set of skills needed for success.

#### *Businesses*

- *Determine Skill Requirements* – set skill requirements and determine internal training plans based upon knowledge obtained about local labor pools.
- *Recruit Workers* – develop worker recruitment strategies based on their knowledge of the local area and the associated qualities and characteristics of the local workforce.
- *Select Site Location* – select where they will locate their operations based on labor pools and associated skill sets according to operational needs.
- *Set Wage Scale* – determine how much workers will be paid based on wage and benefit knowledge.

#### *Education and Training Instructors and Counselors*

- *Design Curriculum* – design curriculum based on knowledge and skills that are in demand and are projected to be in demand in the local and regional area.
- *Determine Program Scale* – determine what types of training to offer and where training opportunities should be provided based on knowledge of current and future labor market conditions.
- *Offer Education/Training Advice* – advise students through formalized classroom exercises and counseling relationships in their career and education/training choices based on knowledge of current and future labor market conditions.
- *Schedule Training Offerings* – schedule training offerings based upon knowledge of training needs for workers and businesses as determined by current and future labor market conditions.

### *Policymakers and Planners*

#### *Workforce Development*

- *Acquire Expertise in Analyzing Data* – seek expertise in analyzing data and applying it to policy and program implementation decisions.
- *Develop Job Opportunities* – gain insight into the workers that live in a geographic area and the businesses that operate there to cultivate job opportunities for an existing talent pool (and vice versa).
- *Identify Educational/Training Resources* – connect jobseekers and students with the training resources they need to be competitive in the regional labor market.

- *Match Workers to Job Opportunities* – access job banks and match jobseekers to existing opportunities based on geographic location, skills, and interests.
- *Package Data to Improve Access and Understanding* – repurpose LMI data into actionable information for the customers they serve.
- *Understand Economic Trends* – develop understanding of the trends facing local/state areas for the purposes of developing policy.
- *Understand the Capabilities of Jobseekers* – match workers to job opportunities, fulfill business needs, and drive policy decisions about education and training.
- *Understand Who Is Available for Jobs* – develop a comprehensive snapshot of the characteristics of the unemployed/underemployed.

### ***Economic Development***

- *Acquire Expertise in Analyzing Data* – conduct analysis and apply data to reach economic development goals.
- *Package Data to Improve Access and Understanding* – disseminate relevant data to businesses considering relocation or expansion as well as to other relevant policy-makers that make economic development decisions.
- *Understand Economic Trends* – enhance understanding of the economic conditions influencing the success or failure of businesses in the region and relevant policy interventions.
- *Understand the Capabilities of Jobseekers* – assess the knowledge, skills, and abilities of jobseekers to attract business investments and facilities.
- *Understand Who Is Available for Jobs* – develop a comprehensive snapshot of the characteristics of the unemployed/underemployed to attract businesses.

### ***Education***

- *Acquire Expertise in Analyzing Data* – obtain additional expertise in conducting analysis and applying data to answer relevant research questions.
- *Identify Educational/Training Resources* – understand existing training and education resources and develop additional training/education opportunities or better align programs with the needs of the workforce and businesses.
- *Match Students to Job Opportunities* – understand labor market conditions to develop appropriate curriculum and connect current and future students with existing opportunities.
- *Package Data to Improve Access and Understanding* – disseminate relevant data to students and other education policymakers as they make career choices and drive policy agendas.
- *Understand Economic Trends* – enhance understanding of the economic conditions influencing the success or failure of students, areas of study, and relevant policy interventions.

### ***Researchers***

- *Acquire Expertise in Analyzing Data* – obtain additional expertise in conducting analysis and applying data to answer relevant research questions.
- *Package Data to Improve Access and Understanding* – analyze and disseminate relevant data to key stakeholders for academic and practical research purposes.

- *Understand Economic Trends* – enhance understanding of the economic conditions influencing outcomes in research.
- *Understand the Capabilities of Jobseekers* – analyze the knowledge, skills, and abilities of jobseekers to gain insight into research questions.
- *Understand Who Is Available for Jobs* – analyze demographic and skill characteristics of the available labor pool.

### **Federal, State, and Local Governments**

- *Acquire Expertise in Analyzing Data* – obtain expertise in analyzing data for the purposes of making policy decisions.
- *Identify Educational/Training Resources* – develop policies that connect constituent jobseekers and students with the training resources they need to be competitive in the labor market.
- *Package Data to Improve Access and Understanding* – enhance constituents’ understanding of relevant labor and economic conditions by repackaging LMI data and integrating it into other government products through data alignment, co-branding data, or directly informing other government programs.
- *Understand Economic Trends* – enhance their understanding of general and specific economic trends to make appropriate policy decisions.
- *Understand the Capabilities of Jobseekers* – assess constituents’ knowledge, skills, and abilities to make appropriate policy decisions.
- *Understand Who Is Available for Jobs* – understand the demographic characteristics of constituents to improve job prospects and tailor services for the unemployed.

### **Internal Customers**

- *Package Data to Improve Access and Understanding* – develop tools to streamline data and information production or decrease the time necessary to produce data and information for other customer groups.

### **Value-Added Disseminators**

#### **Media**

- *Disseminate Data to Casual Users and the General Public* – educate the public about ideas, trends, and developments that affect them as individual labor market actors and constituents.
- *Report on Economic Trends* – conduct analysis, provide context for independently formed ideas, and analyze economic trends, potentially with an eye toward influencing policymaker decisions.

### **Commercial Data Providers**

- *Package Data to Improve Access and Understanding* – repackage state LMI data for export into proprietary tools and user interfaces.

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<sup>1</sup> Source: LMI Institute. *Labor Market Information Customers and Their Needs: Customer-Oriented LMI Product Innovation*, 2012. Retrieved from: <http://www.lmiontheweb.org/WhatWeDo/Publications/downloads/2012-05-08 - LMI Customers and Their Needs.pdf>