Applications of Labor Market Data

Tom Prendergast, Ohio Association of Community Colleges
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

Customer and Client Support: Basic Customer Service
Sales: General Sales
Information Technology: Microsoft Office and Productivity Tools
Administration: Scheduling
Health Care: Emergency and Intensive Care

2Q 2019
2Q 2020
### Rapid Redeployment – Largest % Decline for Ohio Postings > 300

<table>
<thead>
<tr>
<th>Jan.BGTOCC</th>
<th>1Q Postings</th>
<th>2Q Postings</th>
<th>Num Diff</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax Preparer</td>
<td>344</td>
<td>51</td>
<td>-293</td>
<td>-85%</td>
</tr>
<tr>
<td>Clinical Analyst / Clinical Documentation and Improvement Specialist</td>
<td>323</td>
<td>73</td>
<td>-250</td>
<td>-77%</td>
</tr>
<tr>
<td>MRI / CT Technician / Technologist</td>
<td>476</td>
<td>122</td>
<td>-354</td>
<td>-74%</td>
</tr>
<tr>
<td>Product Demonstrator</td>
<td>576</td>
<td>149</td>
<td>-427</td>
<td>-74%</td>
</tr>
<tr>
<td>Event Planner</td>
<td>447</td>
<td>140</td>
<td>-307</td>
<td>-69%</td>
</tr>
<tr>
<td>Radiologic Technician / Technologist</td>
<td>880</td>
<td>320</td>
<td>-560</td>
<td>-64%</td>
</tr>
<tr>
<td>Registrar / Patient Service Representative</td>
<td>2,205</td>
<td>830</td>
<td>-1375</td>
<td>-62%</td>
</tr>
<tr>
<td>Human Resources Assistant</td>
<td>352</td>
<td>152</td>
<td>-200</td>
<td>-57%</td>
</tr>
<tr>
<td>Paralegal / Legal Assistant</td>
<td>552</td>
<td>250</td>
<td>-302</td>
<td>-55%</td>
</tr>
<tr>
<td>Jan.BGTOCC</td>
<td>1Q Postings</td>
<td>2Q Postings</td>
<td>Num Diff</td>
<td>% Difference</td>
</tr>
<tr>
<td>----------------------------</td>
<td>-------------</td>
<td>-------------</td>
<td>----------</td>
<td>--------------</td>
</tr>
<tr>
<td>Loan Processor / Assistant</td>
<td>400</td>
<td>511</td>
<td>111</td>
<td>28%</td>
</tr>
<tr>
<td>Dental Hygienist</td>
<td>259</td>
<td>327</td>
<td>68</td>
<td>26%</td>
</tr>
<tr>
<td>Property / Real Estate / Community Manager</td>
<td>852</td>
<td>943</td>
<td>91</td>
<td>11%</td>
</tr>
<tr>
<td>Residential Assistant / Advisor</td>
<td>244</td>
<td>268</td>
<td>24</td>
<td>10%</td>
</tr>
<tr>
<td>Real Estate Agent / Broker</td>
<td>1,341</td>
<td>1,442</td>
<td>101</td>
<td>8%</td>
</tr>
<tr>
<td>Construction Foreman</td>
<td>391</td>
<td>417</td>
<td>26</td>
<td>7%</td>
</tr>
<tr>
<td>Financial Services Sales Agent</td>
<td>227</td>
<td>238</td>
<td>11</td>
<td>5%</td>
</tr>
<tr>
<td>Building and General Maintenance Technician</td>
<td>1,326</td>
<td>1,349</td>
<td>23</td>
<td>2%</td>
</tr>
<tr>
<td>Storage / Distribution Manager</td>
<td>314</td>
<td>314</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Loan Officer</td>
<td>917</td>
<td>869</td>
<td>-48</td>
<td>-5%</td>
</tr>
</tbody>
</table>
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
Concentration of Occupation

Highest Occupation Location Quotient

- Occupational Therapy Assistants
- Aerospace Engineering and Operations Technicians
- Physical Therapist Assistants
- Nuclear Technicians
- Drafters, All Other
- Mechanical Engineering Technicians
- Funeral Service Managers
- Morticians, Undertakers, and Funeral Directors
- Chemical Technicians
- Respiratory Therapists