

Labour Market 101: **MANAGERS AND SUPERVISORS**

with Christian Saint Cyr, Publisher
BC Labour Market Online
www.LabourMarketOnline.com

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Housekeeping

1. The session will take just under two hours
2. If you have any questions, please include them in the questions function or if you are watching a recording, please email: bclmr@outlook.com
3. If you have any difficulty seeing or hearing, please check your sound and if this is working correctly, shut down the window and restart using a new browser.
4. All of the material we reference in this session is uploaded to: www.LabourMarketOnline.com/101docs

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www.LabourMarketOnline.com

We will be referencing resources in Labour Market Online, but will provide alternative resources whenever possible for those participants who are not members.

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CAREER SERVICE MANAGERS MODULE OUTLINE

1. Introduction to Labour Market Information as it relates to Career Service Managers
2. Career Services Manager LMI Competencies / Competencies for all career professionals
3. Labour market tasks and responsibilities for Career Service Managers
4. Major trends and projections for the labour market
5. Integrating labour market research for career professionals
6. Research, websites and resources for Career Services Managers
7. Engaging under-represented groups in the labour market

(...continued)

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CAREER SERVICES MANAGERS MODULE OUTLINE

(continued)

8. Labour market trends and considerations in education and training
9. Tools and resources to research education and training
10. Self-employment trends, resources and integrating self-employment into your practice
11. Utilizing labour market information in career planning
12. Consideration and practices concerning employment maintenance
13. Relevance of labour market information in sound career development practice
14. Making Labour Market Information FUN
15. Final thoughts and next steps

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OBJECTIVES

1. Discuss the value of Labour Market Information
2. Address Best Practices
3. Explore the most recent LMI and trends

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FRAMEWORK

- Career Planning
- Education and Training
- Job Search
- Employment Maintenance

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LMI 101:

Managers and Supervisors

CORE LABOUR MARKET COMPETENCIES

1. Comprehensive ability to conduct labour market information data-mining for the purposes of developing proposals and writing reports
2. Skills in reviewing and providing feedback to staff on the integration of labour market information in their career-development practice
3. The ability to utilize labour market information as a tool to identify high-growth occupations and sectors suitable for new program development

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LMI 101:

Competencies for All Career Professionals

CORE LABOUR MARKET COMPETENCIES

1. A conceptual understanding of the relevance of labour market information within the British Columbia economy and the major trends shaping our future labour market
2. Knowledge of the ten-year outlook for BC's labour market including trends within educational outcomes, labour market participation rates, regional projections, high-opportunity occupations and sectors-in-demand
3. Awareness of the tools and resources necessary for labour market research into job search, career planning and educational pathways
4. Techniques for evaluating the current state of the labour market and the ability to track significant announcements which will have an impact
5. An orientation towards making labour market information relevant for individuals in career transition

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Labour Market Research

A Day in the Life of a Career Services Manager

- Review labour market information materials and tools in use by career development staff and HR training to ensure best practices in the use of LMI
- Utilize labour market data to inform marketing, community engagement, staff recruitment, program development and client supports
- Contribute labour market knowledge to community initiatives and partnerships
- Gather supporting LMI in preparing reports and analysis for funders
- Measure client outcomes against prevailing trends

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What is labour market information?

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What is labour market information?

Every time something happens in the economy, in government, in education and which impacts the day to day lives of citizens, there is a corresponding impact on the labour market.

- Economic growth
- Government Regulations
- Professional Designation Changes
- New Businesses
- New Training
- International Tariffs
- Demographic Changes
- Immigration Regulations
- Inflation
- Global Conflict
- Automation
- Scientific Research
- Government Grants and Programs
- Growth in the Gig Economy
- Changing Consumer Interests
- New Technology
- Global Health Crisis

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What is labour market information

to the person in Career Transition?

'It's the owner's manual'

It's everything they need for the productive organization of their career and life plans.

- What is the best education and training?
- Who are the most influential employers and preferred employers?
- Where is the best place to work?
- Where and how do you network?
- Is there mentoring and professional development?
- How do you stay current in your skill set?
- Where is your profession going?
- What are the prevailing wages and benefits?

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Staying on Top of Labour Market Trends

SEVEN TRENDS SHAPING OUR LABOUR MARKET

1. Globalization
2. Industry Shifts
3. Education and Technology
4. Health and the Environment
5. Aging Demographics
6. Growth of Self-Employment and Gig Economy
7. Changing Role of Government

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Staying on Top of Labour Market Trends

EXAMPLE

Outlook for Carpenters in British Columbia:

- 1. Industry Shifts / Education and Training:** As more technology and new business practices are introduced carpenters will become more productive but also need higher levels of training and more ongoing training.
- 2. Aging Demographics:** As Canada's population ages, new home construction may slow and there will be a corresponding increase in home renovations. This will also further the skills shortage and result in greater opportunities for new carpenters.
- 3. Self-Employment and the Gig Economy:** As most trades can be easily quantified based on productivity, carpenters will more readily transition to self employment.

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Current State of BC's Labour Market

Job Openings in B.C., 2022-2032

Total job openings: 1,017,000

Category	Percentage	Count
Replacement	63%	636,000
Expansion	37%	381,000
Total		1,017,000

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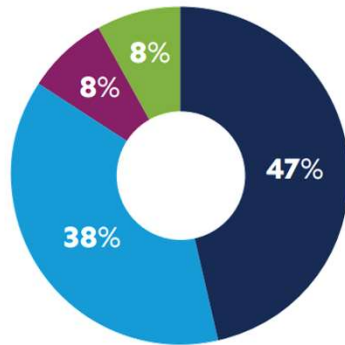
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Current State of BC's Labour Market

Available Labour in B.C., 2022-2032

Supply additions: 1,020,000



47%
Young people starting work (474,000)

38%
Immigrants (387,000)

8%
Migrants from other provinces (78,000)

8%
Additional supply requirement (81,500)

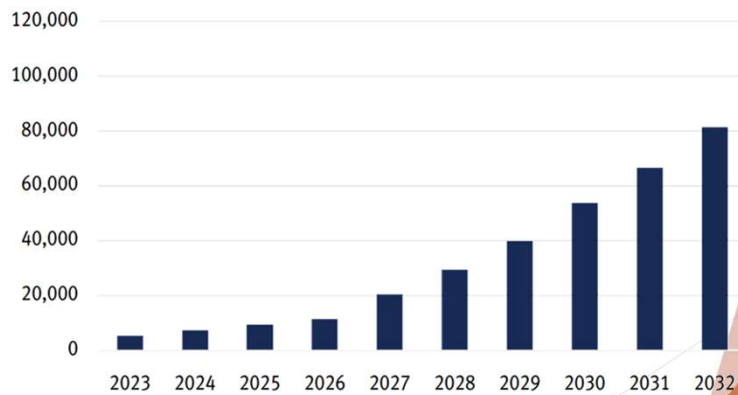
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Current State of BC's Labour Market

Cumulative Supply Gap in B.C., 2022-2032



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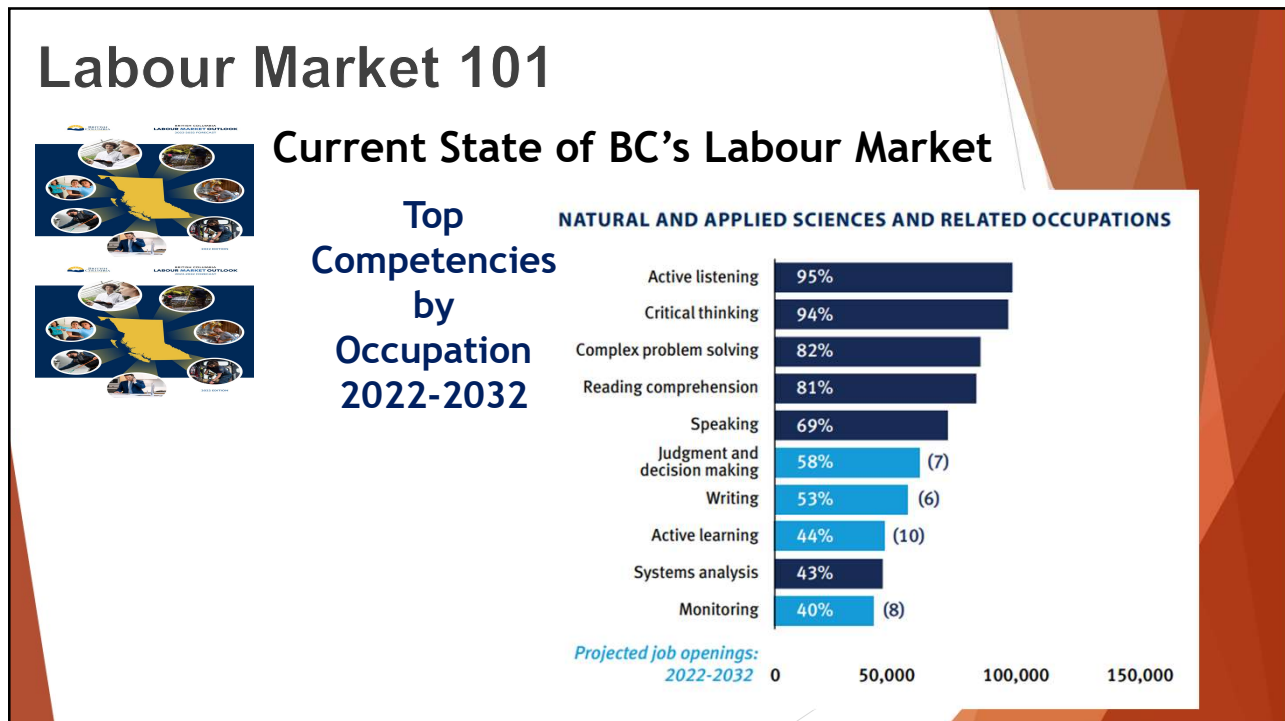
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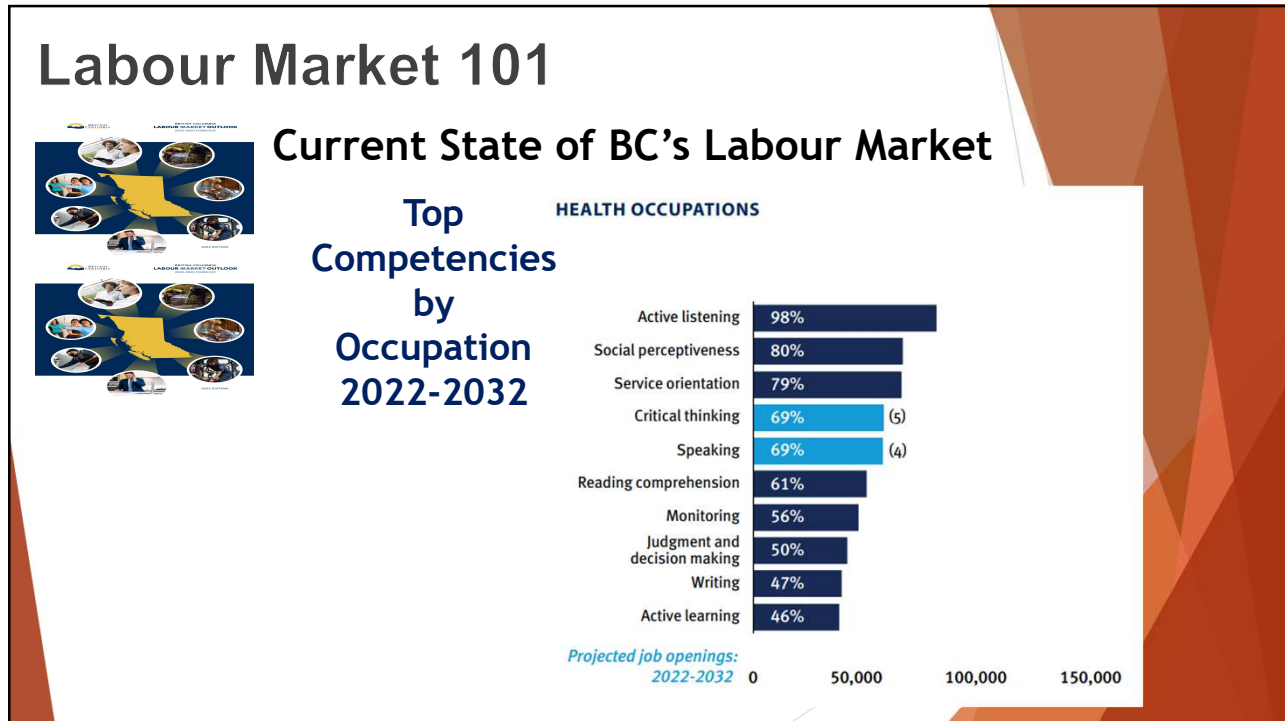
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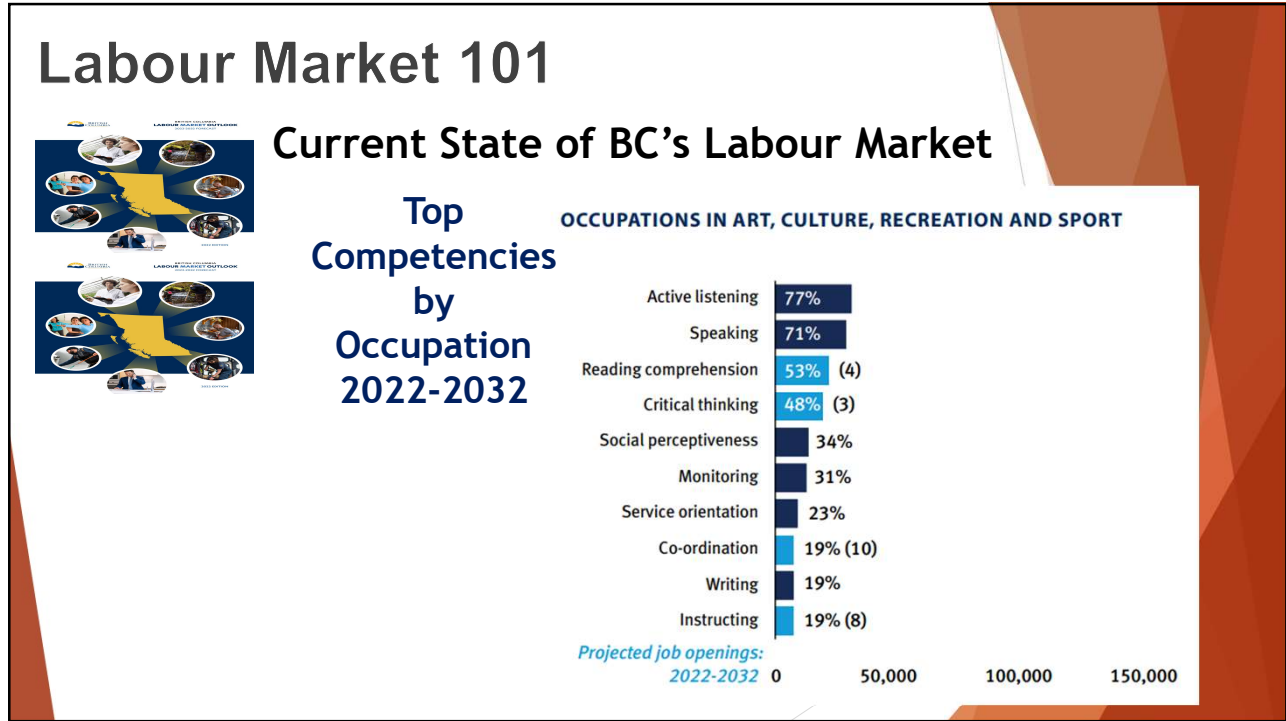
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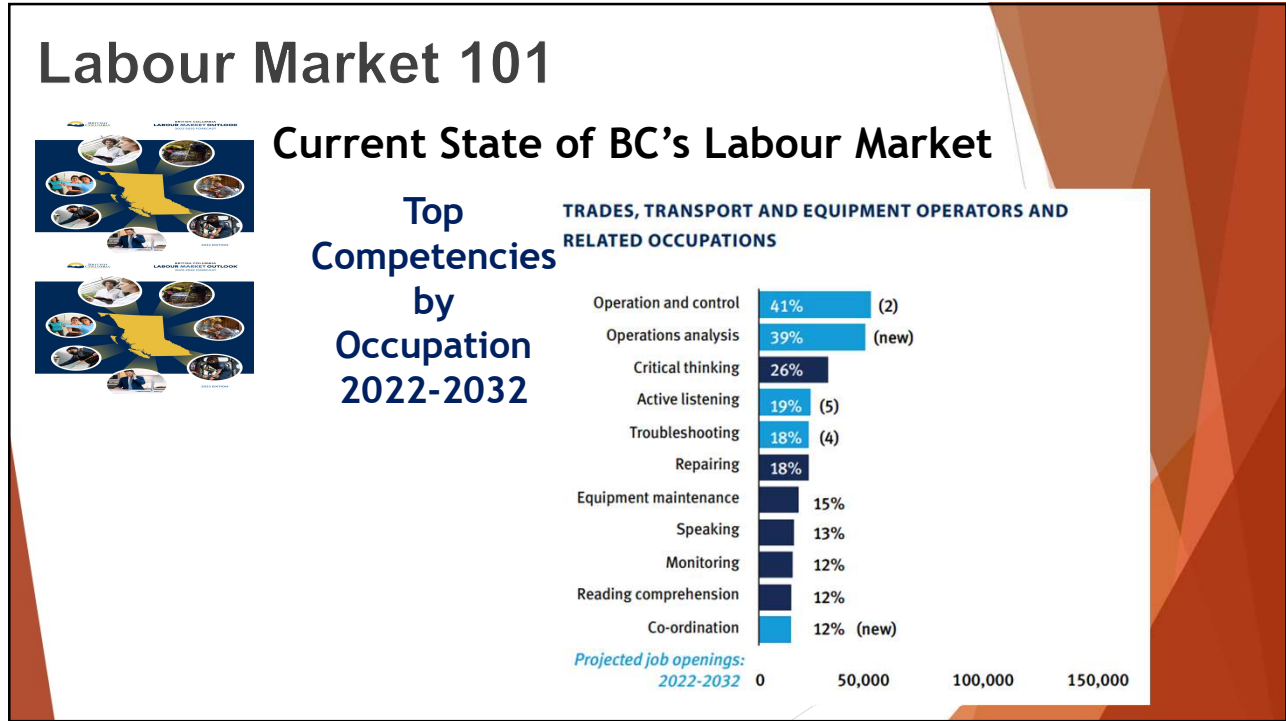
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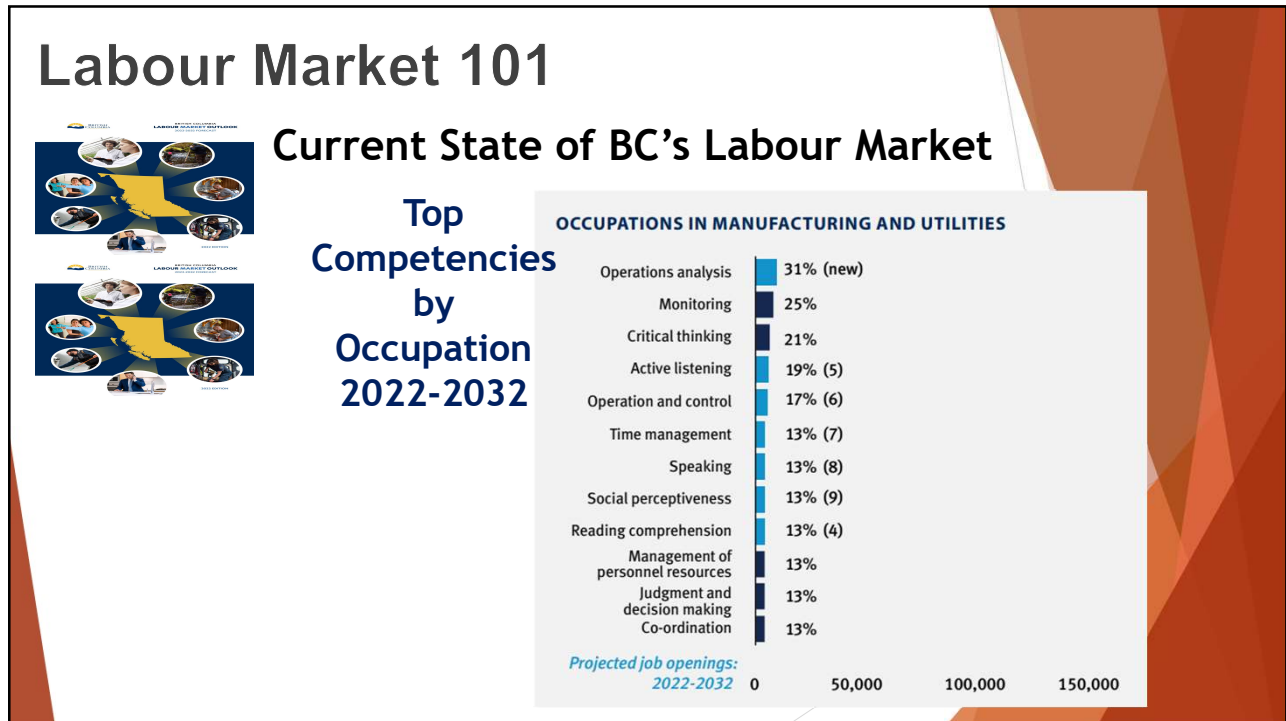
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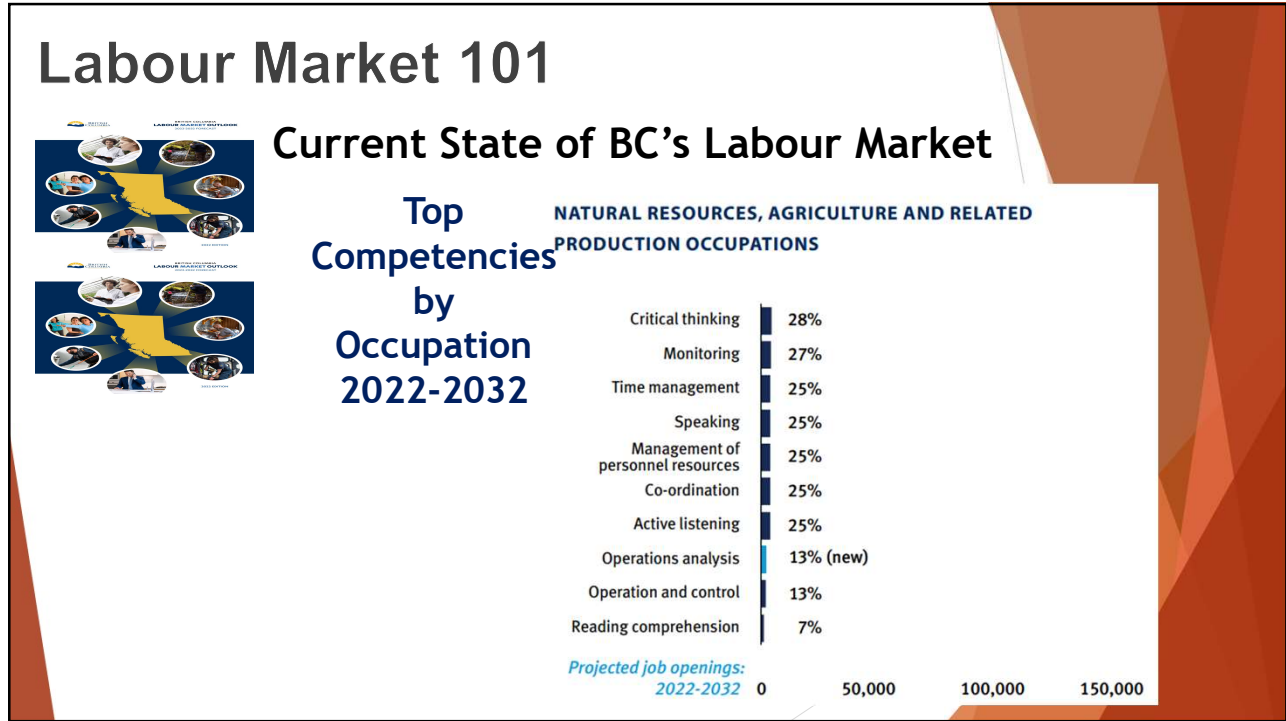
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Current State of BC's Labour Market



Total Job Openings by Region 2022-2032

Region	Employment 2022	Ten-year Employment Growth Rate 2022-32	Job Openings 2022-2032		
			Expansion	Replacement	Total
Vancouver Island/Coast	425,200	1.5%	67,100	109,600	176,700
Mainland/Southwest	1,749,100	1.3%	255,600	399,000	654,600
Thompson-Okanagan	304,100	1.4%	45,900	74,000	120,000
Kootenay	80,500	0.4%	2,900	19,000	21,900
Cariboo	87,700	0.2%	1,300	17,200	18,500
Northeast	38,500	0.5%	1,900	7,800	9,700
North Coast/Nechako	43,900	1.3%	6,200	9,200	15,400
British Columbia	2,728,900	1.3%	380,900	635,800	1,016,700

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	0	1	2	3	4	5	6	7	8	9
100 High Opportunity Occupations	Management	Business	Science	Health	Social / Gov	Information	Sales/Service	Trades	Manuf. / Util.	Agric/Nat. R.
Bachelors/Professional Degree (56)	20	8	10	7	9	1	1	0	0	0
Percentage	35%	14%	18%	13%	16%	2%	2%			
College Diploma / Certificate (34)	7	8	6	7	3	1	2	0	0	0
Percentage	21%	23%	17%	21%	9%	6%	3%			
Apprenticeship (4)	0	0	0	0	0	0	0	4	0	0
Percentage								100%		
High School/Occ. Spec. Training (6)	1	1	0	0	0	0	2	1	1	0
Percentage	16%	16%					32%	16%	16%	
Less than High School Grad. (0)	0	0	0	0	0	0	0	0	0	0
Percentage										

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What is labour market information?

How do we make it relevant to those in career transition?

- Ensure the information is meaningful and tied to career goals, job search objectives and plans for training and professional development.
- Help individuals embrace the value of doing their own research.
- Strive to have ‘*so what*’ moments with individuals.

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Labour Market Research

Local LMI for Career Services Managers

- Census data - compare and contrast 2021 vs. 2016 data sets
- Monthly labour force analysis - compare and contrast local outcomes vs. CME, regional, provincial and national data
- BC Labour Market Outlook - 2022 Edition
- Employer engagement strategies - surveys, focus groups, one-on-one info sessions
- Gather LMI from local business groups such as the Chamber and Business Improv. Assoc.

(...continued)

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Labour Market Research

Local LMI for Career Services Managers

(continued...)

- Engage local educators and community service organizations to acquire LMI intelligence and trends
- Liaise with the local economic development office and gather information on new industry
- Organize the collection, sorting and analysis of local job postings and job descriptions to identify prevailing trends
- Review new business license listings and development applications

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Labour Market Research

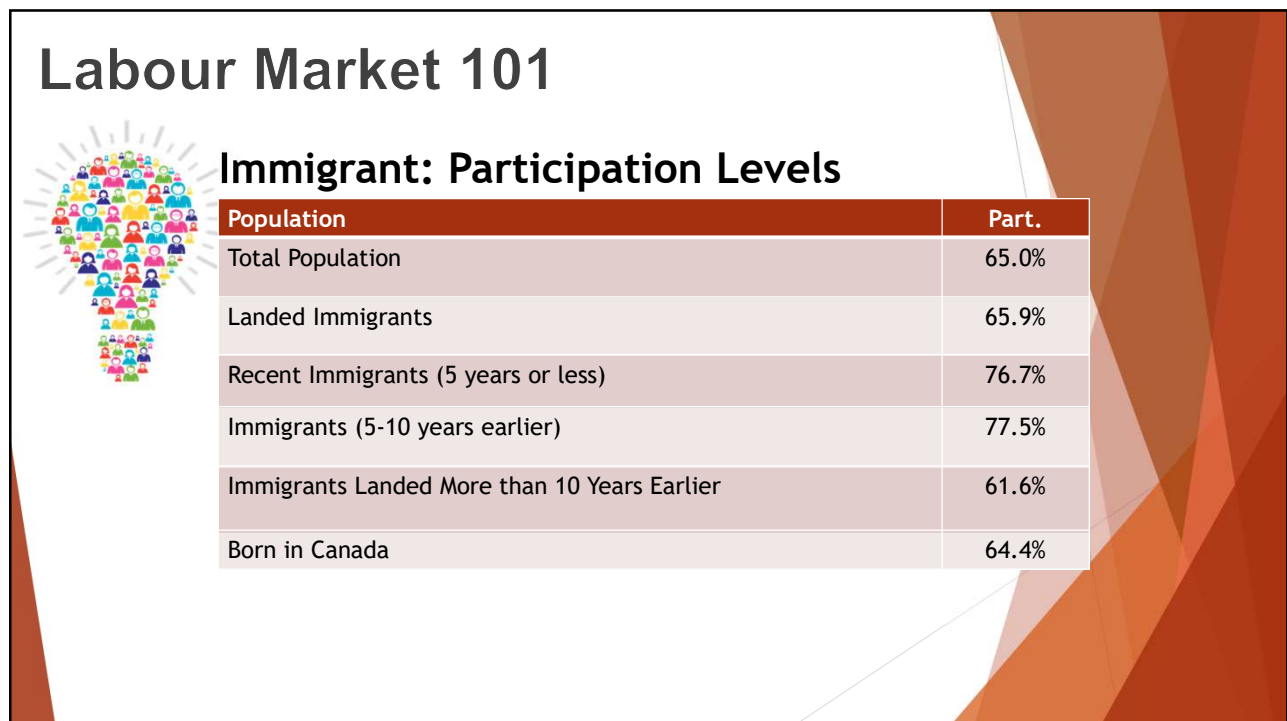
Research for Career Services Managers

- | | |
|--|--|
| • Canadian Federation of Independent Business | • Canadian Centre for Policy Alternatives |
| • Indeed Hiring Lab | • Future Skills Centre |
| • Robert Half | • CERIC |
| • Statistics Canada | • Labour Market Information Council |
| • Fraser Institute | • O*Net |
| • Conference Board of Canada | • Ipsos / Angus Reid |
| • CD Howe Institute | • KPMG / PwC |
| • Parliamentary Budget Office | • Scotiabank, TD, RBC, CIBC, BMO Economics |
| • BC Chamber of Commerce | • Small Business BC |
| • BC Stats | • Community Futures |
| • Business Council of BC | |
| • Brookfield Institute for Innovation + Entrepreneurship | |

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Visible Minority: Participation Levels

Population	Part.	Population	Part.
Total Population	61.7%	Japanese	67.1%
Visible Minority Population	66.0%	Visible Minority (Other)	64.6%
South Asian	67.6%	Multiple Visible Minorities	64.6%
Chinese	58.2%	Not a Visible Minority	60.1%
Black	66.3%		
Filipino	73.7%		
Arab	63.9%		
Latin American	70.0%		
Southeast Asian	68.0%		
West Asian	67.0%		
Korean	66.8%		

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Women: Participation Levels

Women	Part.	Men	Part.
15 to 24	66.6%	15 to 24	58.9%
25 and Over	59.8%	25 and Over	69.4%
25-44	83.4%	25-44	91.7%
45-64	71.3%	45-64	81.8%
45 and Over	46.0%	45 and Over	55.0%
25 to 54	83.3%	25 to 54	91.3%
55 and Over	32.4%	55 and Over	41.8%
15-64	75.6%	15-64	81.9%
65 and Over	13.4%	65 and Over	18.9%

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Indigenous Canadians: Participation Levels

Population	Part.
Total Population	61.7%
Indigenous Population	59.8%
First Nations People Living off Reserve	56.2%
Metis	63.8%
Non-Indigenous Population	63.8%

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Educational Attainment: Participation Levels

Educational Attainment	Part.
All Education Levels	65.5%
Nothing to Grade 8	22.4%
Some High School	40.6%
Some Postsecondary	62.9%
Postsecondary Certificate or Diploma	68.3%
University Degree	77.8%
Bachelor's Degree	77.4%
Above Bachelor's Degree	78.7%

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Youth: Participation Levels

Population	Part.
All Populations	65.0%
15-19	47.3%
20-24	75.0%
25-29	86.9%

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Mature Workers: Participation Levels

Population	Part.
All Populations	65.0%
50-54	87.4%
55-59	76.6%
60-64	58.2%
65-69	28.5%
70 and Over	8.2%

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Disability: Employment Levels

Population	No Disability	Mild Disability	Severe Disability
25-34 Years	81.8%	78.6%	54.2%
35-44 Years	85.6%	79.3%	52.7%
45-54 Years	84.9%	79.2%	41.4%
55-64 Years	67.2%	57.9%	29.8%

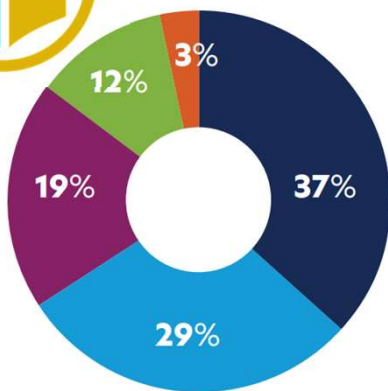
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Education and Training Outlook

Job Openings by Type of Education, 2022-2032



37%
Bachelor's, graduate or first professional degree
(373,100)

19%
High school and/or occupation-specific training
(196,600)

29%
Diploma/certificate excluding apprenticeship
(297,700)

12%
Apprenticeship certificate
(117,800)

3%
Less than high school
(31,600)

1,017,000 Job Openings

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Education and Training Outlook

Projected Demand for Skills and Competencies, 2022-2023

British Columbia

Highest Level of Education	2016	2021	Change
No certificate; diploma or degree	244,000	216,660	-11.2%
Secondary (high) school diploma or equiv.	671,010	694,785	3.5%
College; CEGEP / non-university cert. or dipl.	528,805	507,405	-4.0%
University cert. or dipl. below bachelor level	99,695	113,915	14.3%
University degree at bachelor level or above	758,015	941,735	24.2%
Bachelor's degree	497,845	610,735	22.7%
University diploma above bachelor level	52,955	63,310	19.6%
Degree, medicine; dentistry; vet'nary, optom.	22,440	24,675	10.0%
Master's degree	159,740	212,745	33.2%
Earned doctorate	25,030	30,275	21.0%

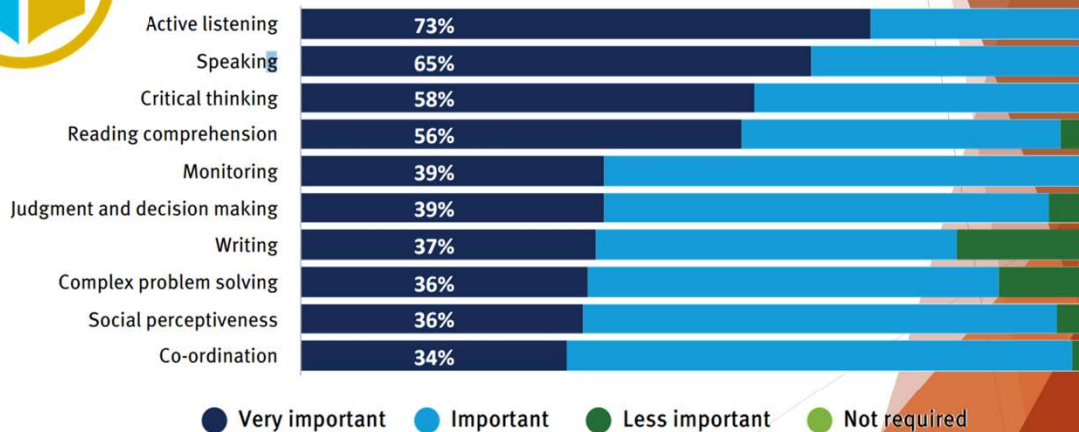
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Education and Training Outlook

Projected Demand for Skills and Competencies, 2022-2023



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Education and Training Outlook

Projected Demand for Skills and Competencies, 2022-2023

2021-2031	2022-2032
1. Active listening	1. Active listening
2. Speaking	2. Speaking
3. Critical thinking	3. Critical thinking
4. Reading comprehension	4. Reading comprehension
5. Monitoring	5. Monitoring
6. Social perceptiveness	6. Judgment and decision making
7. Writing	7. Writing
8. Judgment and decision making	8. Complex problem solving
9. Complex problem solving	9. Social perceptiveness
10. Co-ordination	10. Co-ordination

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Education and Training Outlook

Projected Demand for Skills and Competencies, 2022-2023

2021-2031	2022-2032
1. Active listening	1. Active listening
2. Speaking	2. Speaking
3. Critical thinking	3. Critical thinking
4. Reading comprehension	4. Reading comprehension
5. Monitoring	5. Monitoring
6. Social perceptiveness	6. Judgment and decision making
7. Writing	7. Writing
8. Judgment and decision making	8. Complex problem solving
9. Complex problem solving	9. Social perceptiveness
10. Co-ordination	10. Co-ordination

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Education and Training Outlook

Career Services Managers | Strategies for Integration

One of the areas where career professionals have the greatest impact on people's lives is the effective utilization of education and training. While the data supports stronger employment outcomes for more highly educated and trained individuals, the greatest challenge in career development is encouraging job seekers to seek increase levels of education and training.

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Education and Training Outlook

Career Services Managers | Strategies for Integration

- Utilize Census data sets to identify the fastest growing industries, NOC groups and educational pathways to develop a list of the growth areas
- Identify the largest occupation groups and industries in the community but also the occupations and industries that exceeded the 5-year provincial growth and have a higher concentration of local jobs than the provincial avg.
- Review the BC Labour Market Outlook 2022 Edition to identify the high-growth occupations - align this data with education and training programs at local colleges and universities
- Gather feedback from local employers on the benefits of local short-term training programs and Skills for Success
- Conduct research into the benefits of wage subsidy

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Education and Training Outlook

Career Services Managers | Website Resources

BC Student Outcomes
www.outcomes.bcstats.gov.bc.ca

BC Transfer Guide
www.bctransferguide.ca

**British Columbia Council on Admissions
& Transfer**
www.bccat.ca

**Canadian Information Centre for
International Credentials**
www.cicic.ca/

Education Planner BC
www.educationplannerbc.ca

Education Quality Assurance
www2.gov.bc.ca/gov/content/education-training/post-secondary-education/institution-resources-administration/education-quality-assurance

Skilled Trades BC
<https://skilledtradesbc.ca/>

International Credential Evaluation Service (ICES)
www.bcit.ca/ices/

Skills for Success
www.canada.ca/en/employment-social-development/programs/essential-skills.html

Private Training Institutions Branch
www.privatetraininginstitutions.gov.bc.ca

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Self-Employment and the Gig Economy

Rethinking the gig economy

What's attracting workers?



It overcomes geographical barriers to work.



There's little bias around age or inexperience.



It allows those with disabilities to work on their terms.



It offers greater flexibility for people with responsibilities outside work, such as caregivers and parents.

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Self-Employment and the Gig Economy

Rethinking the gig economy

True or false:

 <p>Gig workers face discrimination when trying to access financial services, like getting approved for a mortgage.</p> <p>True</p> <p>There's still stigma associated with gig work, and gig workers can be denied access to financial products that people in full-time employment are more readily granted.</p>	 <p>There's a formalized classification for gig workers and they are granted worker rights in the same way as full-time employees.</p> <p>False</p> <p>Gig workers don't enjoy the same workplace policy and compliance protections.</p>	 <p>The gig economy spans industries and sectors—it's not just for ride-share drivers.</p> <p>True</p> <p>The gig economy is growing across multiple sectors, with many workers finding it a better alternative to contract or full-time employment.</p>	 <p>The gig economy is a last resort for people who can't find full-time employment.</p> <p>False</p> <p>Many gig workers find that flexible work arrangements better suit their lifestyles.</p>
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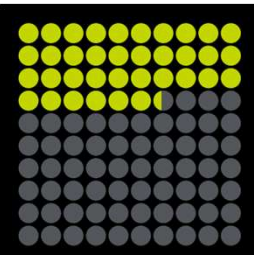
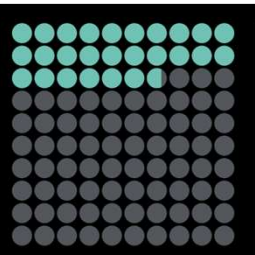
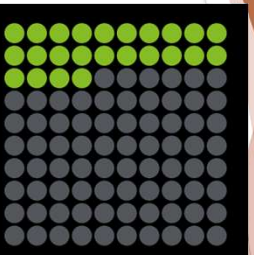
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Self-Employment and the Gig Economy

Distribution of Canadian Gig Workers

 <p>36.4%</p> <p>Professional, scientific, and technical services</p>	 <p>26.7%</p> <p>Health care and social assistance</p>	 <p>24.0%</p> <p>Administration and support, waste management, and remediation services</p>
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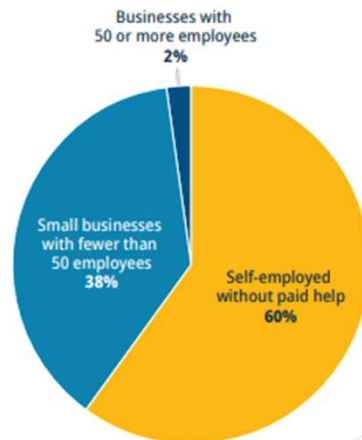
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Small Business Profile 2022

Share of Businesses by Employment Size in British Columbia, 2021



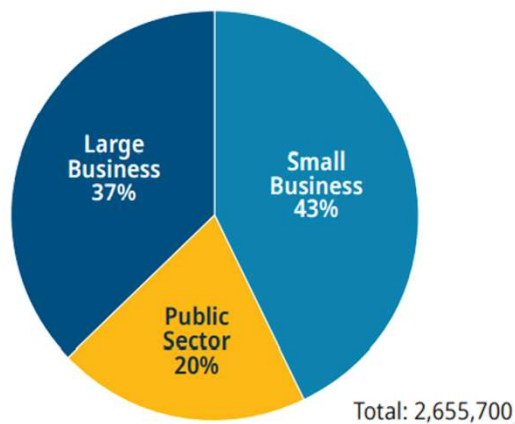
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Small Business Profile 2022

Share of total employment in British Columbia, 2021



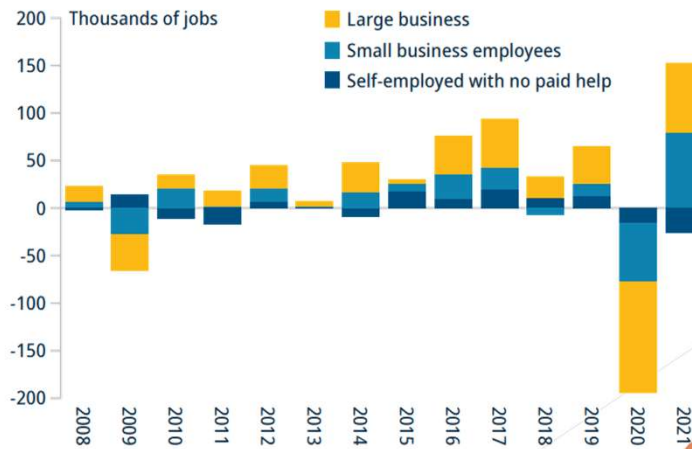
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Small Business Profile 2022

Year-over-year growth in private sector employment



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Small Business Profile 2022

Breakdown of businesses in British Columbia, 2021*

	Number of businesses	Per cent of all businesses	Growth 2016-2021 (#)	Growth rate 2016-2021
Total businesses with 0 to 4 employees	430,600	83%	25,100	6.2%
Self-employed without paid help	311,900	60%	17,400	5.9%
Businesses with 1 to 4 employees	118,700	23%	7,700	6.9%
Businesses with 5 to 9 employees	39,000	8%	1,100	2.8%
Businesses with 10 to 19 employees	25,300	5%	1,100	4.4%
Businesses with 20 to 29 employees	9,100	2%	1,000	12.2%
Businesses with 30 to 49 employees	6,700	1%	-100	-1.3%
Total small businesses	510,700	98%	28,100	5.8%
Total large businesses (50+ employees)	8,600	2%	700	8.6%
Total all businesses	519,300	100%	28,800	5.9%

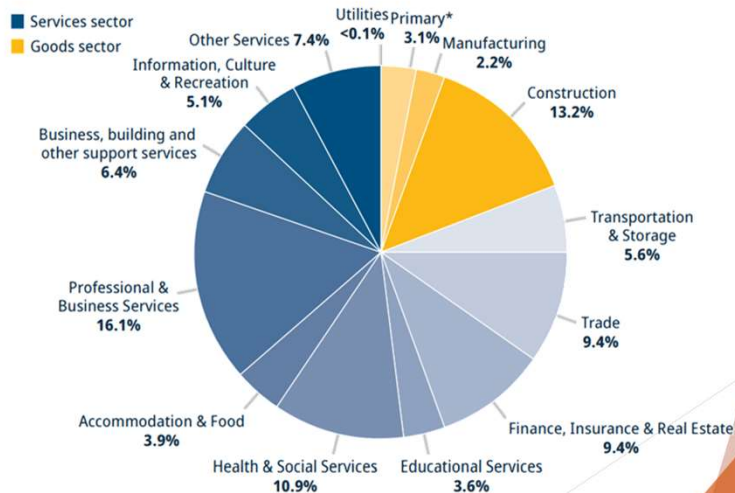
*Figures do not add to 100% due to rounding
Source: BC Stats using data supplied by Statistics Canada

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Small Business Profile 2022

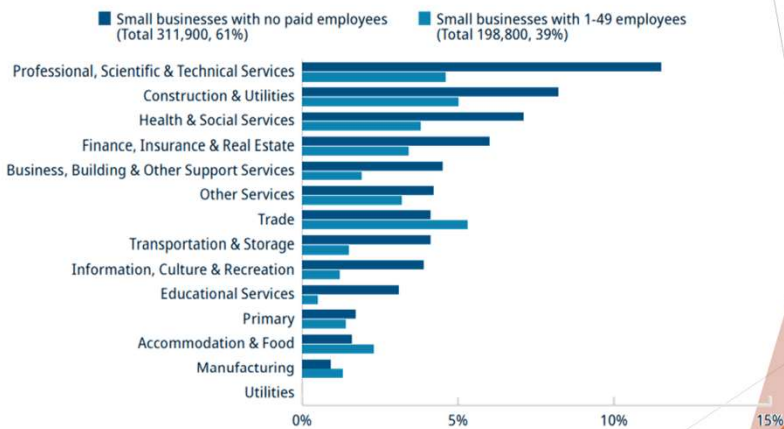


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Small Business Profile 2022



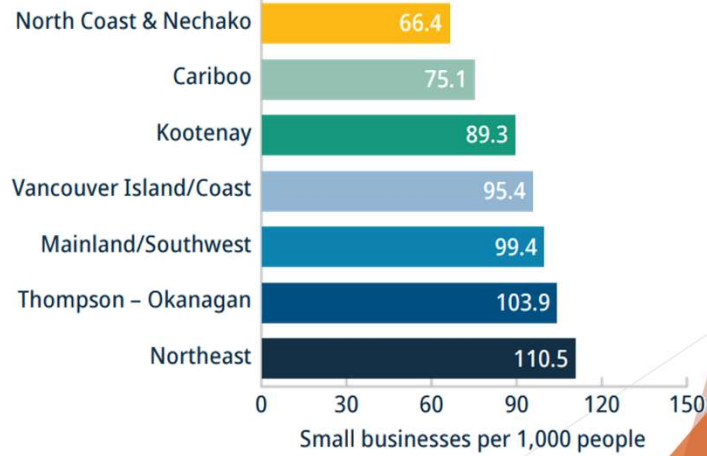
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Small Business Profile 2022

Small businesses per 1,000 people



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Small Business Profile 2022

Net change, number of small businesses by region, 2016 - 2021

	Total, 2021	Net change (#)	Growth rate
Vancouver Island/Coast	85,200	6,200	7.9%
Mainland/Southwest	317,600	25,900	8.9%
Thompson-Okanagan	64,400	8,700	15.7%
Kootenay	14,700	100	0.9%
Cariboo	12,800	-100	-1.0%
North Coast & Nechako	6,700	-200	-3.5%
Northeast	8,000	-2,400	-23.4%
Provincial Total¹	510,700	37,800	8.0%

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Self-Employment and the Gig Economy

Preparing those in Career Transition

The pandemic has driven a new desire for hybrid employment and flexible hours. Coupled with a generational skills shortage, workers are seeking self-employment opportunities to pursue contract and app-based employment to provide better financial rewards and more control.

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Self-Employment and the Gig Economy

Career Services Managers | Website Resources

BC Business Registration
www.bcregistry.ca/business/auth/home/decide-business

BC Chamber of Commerce
www.bcchamber.org

BC Innovation Council
<https://bcic.ca/>

Business Council of British Columbia
www.bcbc.com

Community Futures British Columbia
www.communityfutures.ca

Futurpreneur Canada
www.futurpreneur.ca

Small Business BC
<https://smallbusinessbc.ca/>

Small Business Roundtable
www.smallbusinessroundtable.ca

WeBC
<https://we-bc.ca/>

WorkBC - Self Employment
www.workbc.ca/Jobs-Careers/Explore-Careers/Learn-about-self-employment.aspx

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Labour Market 101



Career Planning

Preparing those in Career Transition

At the onset of a multi-generational skills shortage, this is an opportunity for people to better identify their temperament, personality, values, skills, aptitudes, academic potential, personal goals and ambitions to craft career plans that better suit their abilities and plans.

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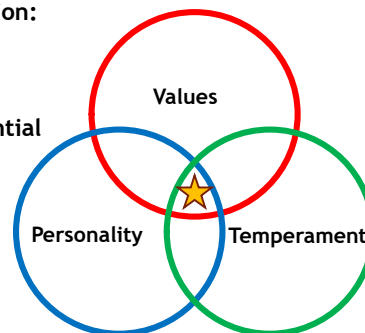


Career Planning

Preparing those in Career Transition

Taking into consideration:

- Interests
- Aptitudes
- Skills
- Academic Potential
- Learning Styles



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Career Planning

Preparing those in Career Transition

Career Discovery Quizzes

<https://careerdiscoveryquizzes.workbc.ca/>

Explore Careers with WorkBC

<https://www.workbc.ca/plan-career/explore-careers>

Career Cruising

www.careercruising.com

O*NET OnLine

www.onetonline.org

Career / Lifeskills Resources

www.career-lifeskills.com

Psychometrics Canada

www.psychometrics.com

Job Bank Career Planning

www.jobbank.gc.ca/career-planning

Typefocus

www.typefocus.com

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Employment Maintenance

Supporting Those Post-Career Transition

Multiple jobs over a short-period of time can be a sign of employment maintenance challenges which need to be addressed to successfully transition into sustainable employment. As the unemployment rate falls, it becomes more critical to address employment maintenance in an effective career plan.

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Labour Market 101



Making Labour Market Information Fun

Strategies for Career Services Managers

Labour market information is most often associated with dry statistics, abstract trends and high-level data lacking personal relevance. To address this, career professionals need to focus on: (1) personal relevance in job search, career planning and choosing education; (2) information that is current and local; and (3) encourage individuals to buy into a bigger 'yes'.

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Making Labour Market Information Fun

Strategies for Career Services Managers

- Post 'did you know' moments in social media outlining interesting local LMI
- Infuse staff training with LMI contests and games
- Organize an annual labour market Olympics where staff can be measured on their labour market knowledge and athletic ability
- Assign staff with LMI subject matter specialties and ask them to present at staff meetings
- At staff development events, use a Jenga tower and ask LMI questions of staff eliminating those who get a question wrong and have people remove a block when they are correct

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The important role of Career Services Managers

The use and embrace of labour market information starts from the top down. Leaders who value LMI place a priority on training staff, gathering information that makes a real difference in peoples' lives and the development of future programming. Embracing a comprehensive understanding of labour market information not only creates better programs but improves the lives of people in career transition.

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Labour Market 101



The important role of Career Services Managers



IF YOU HAVE A QUESTION ABOUT TODAY'S SESSION, PLEASE EMAIL:

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