



LMI 101:

Job Developers

BCLMR ONLINE with Christian Saint Cyr, Publisher
BC Labour Market Report
www.LabourMarketOnline.com

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Housekeeping

1. The session will take just under three hours
2. If you have any questions, please include them in the **'questions tab'** or if you are watching a recording, please email: csaintcyr@labourmarketsolutions.ca
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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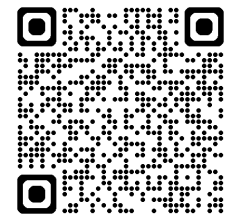
Canadian
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www.JobDevelopment.org

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JOB DEVELOPER MODULE OUTLINE

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

(...continued)

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JOB DEVELOPER 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:

Job Developers

CORE LABOUR MARKET COMPETENCIES

1. Skills in tracking, gathering and conveying labour market information which would be of value to employers
2. The ability to gather labour market information related to underrepresented groups and build this into employer communications
3. Capable in providing training and support to employers related to new and emerging employer practices

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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 Job Developer

- Review lists of new businesses and social media items to identify items of LMI relevant to local job seekers and employers
- Examine local job postings to identify changing expectations around experience, education, training and other qualifications
- Attend networking events and community meetings to gather anecdotal observations about the labour market
- Promote and attend networking events for job seekers such as volunteer days and Toastmasters

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Labour Market Research

A Day in the Life of a Job Developer

Where do you use LMI in your job?

Submit your thoughts using the
'Questions Tab'
in GotoWebinar

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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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What is labour market information to the person in Career Transition?

How do we help individuals care about labour market information?

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What is labour market information
to the person in Career Transition?



What factors do we need to consider if we're planning a vacation?

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What is labour market information
to the person in Career Transition?



Vacation Factors:

- Flights (duration / cost / connections)
- Accommodations (hotel vs. Airbnb, location, cost, amenities)
- Activities, buying tickets, transportation
- Dining, culture and shopping
- Travel Insurance
- Getting to and from the airport
- Packing, weather, passports
- Coordinating schedules, etc.

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What is labour market information
to the person in Career Transition?



What factors do we need to consider if we find the person we're going to spend our lives with?

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What is labour market information
to the person in Career Transition?



Life-Partner Factors:

- Personal compatibility
- Values, personality, temperament
- Life goals, desire to have children
- Values, faith, parenting styles
- Desire for travel vs. setting down roots
- Extended family, friends
- Plans for the future, career
- Dating vs. relationship persona

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What is labour market information to the person in Career Transition? Helping Individuals with LMI

- Quantifiable choices are easier to research than major life choices - lends to pro/con lists
- An inability to consider all factors overwhelms logic and left-brain functions
- People would prefer to trust feelings and intuition
- People should trust feelings and intuition but verify with facts and research

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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:

- 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.
- 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.
- 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., 2025-2035



2,937,000
Employed in 2025

+358,000
More people employed over the next 10 years

3,295,000
Employed in 2035

35%

65%

Total Job Openings (1,052,000)

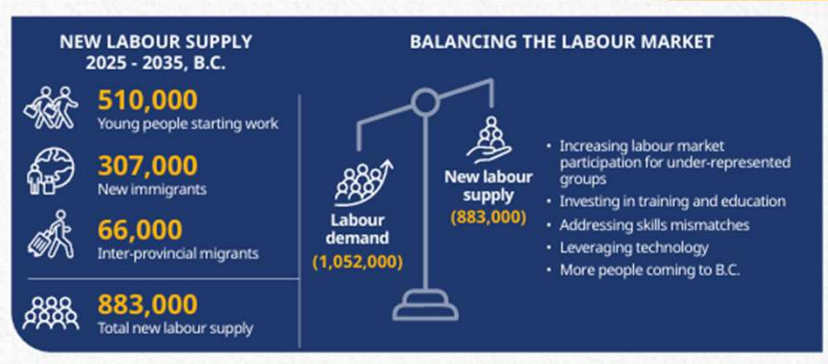
- Expansion (365,000)
- Replacement (687,000)

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Current State of BC's Labour Market

Job Openings in B.C., 2025-2035

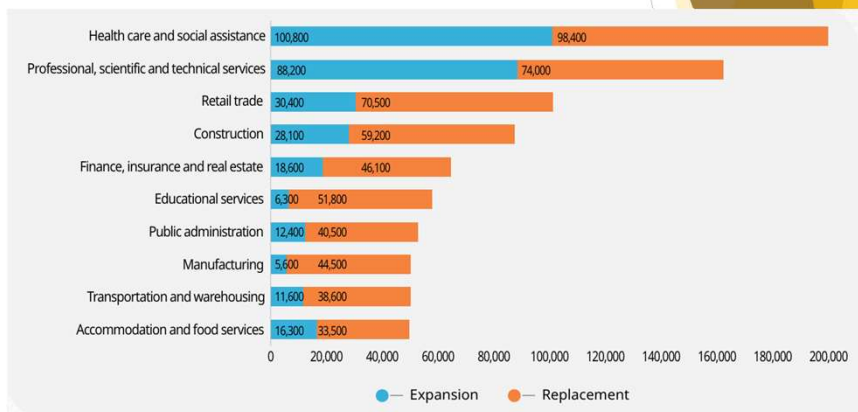


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Current State of BC's Labour Market

Job Openings in B.C., 2025-2035



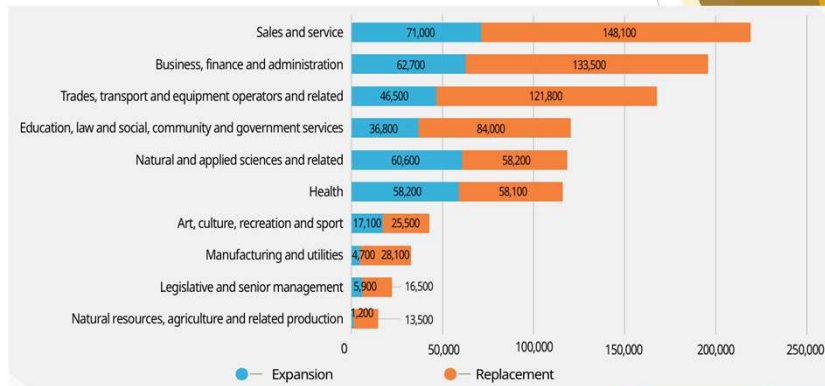
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Current State of BC's Labour Market

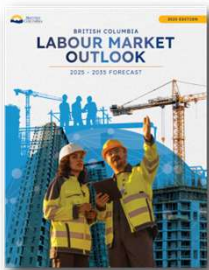


Job Openings in B.C., 2025-2035



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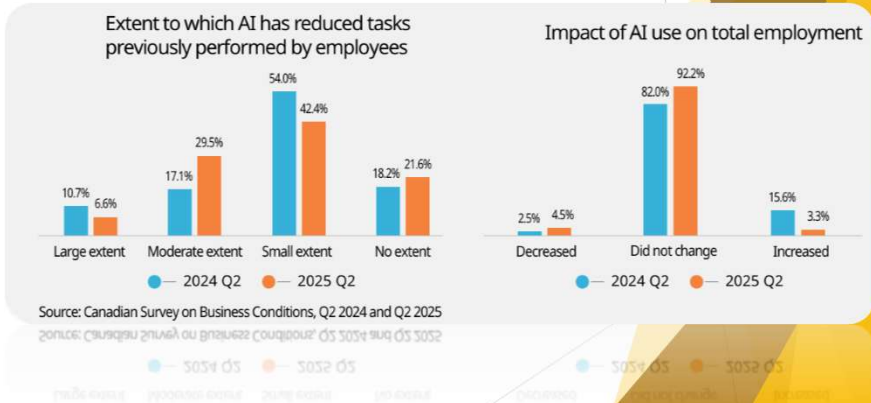
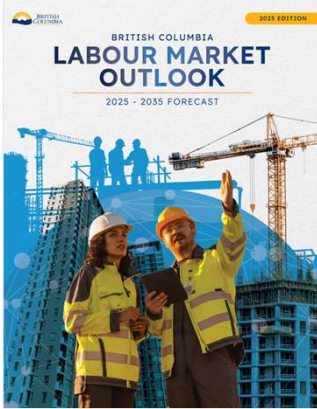
	0	1	2	3	4	5	6	7	8	9
100 High Opportunity Occupations	Management	Business	Science	Health	Social / Gov	Information	Sales/Service	Trades	Manuf. / Util.	Agric/Nat. R.
Bachelors/Professional Degree (56)	20	8	10	7	9	1	1	0	0	0
Percentage	35%	14%	18%	13%	16%	2%	2%			
College Diploma / Certificate (34)	7	8	6	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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Current State of BC's Labour Market

Impact of Artificial Intelligence

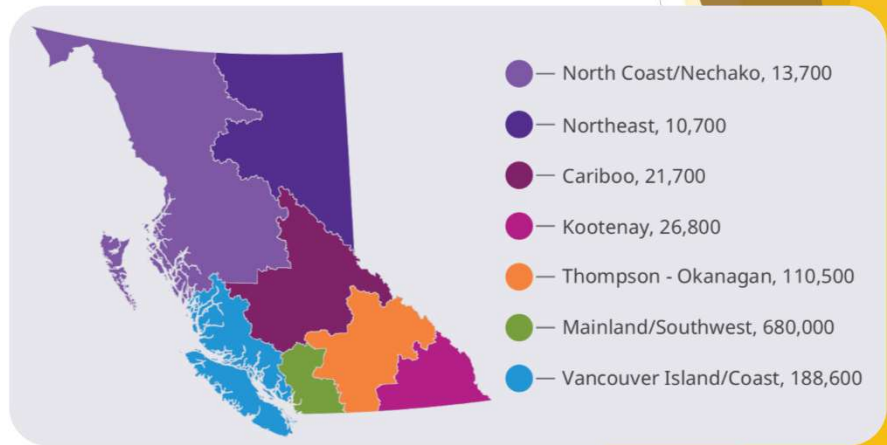


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Current State of BC's Labour Market

Impact based on Region



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Current State of BC's Labour Market



Impact based on Region

Region	Employment	Annual employment growth rate (%)	Job openings 2025-2035		
	2025	2025-2035	Expansion	Replacement	Total
Vancouver Island/Coast	471,500	1.3	64,800	123,800	188,600
Mainland/Southwest	1,906,100	1.3	260,900	419,100	680,000
Thompson-Okanagan	308,500	0.9	28,400	82,100	110,500
Kootenay	85,700	0.5	4,100	22,700	26,800
Cariboo	82,600	0.3	2,200	19,500	21,700
Northeast	36,800	0.5	1,900	8,800	10,700
North Coast/Nechako	46,200	0.5	2,500	11,200	13,700
British Columbia	2,937,000	1.2	365,000	687,000	1,052,000

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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

Client LMI for Job Developers

Labour market information is what makes you a trusted professional local employers can turn to in the community for their recruitment and retention needs. As you gather information about employer needs, local trends and the skilled workforce, I would encourage you to share this with employers.

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Labour Market Research

Client LMI for Job Developers

You might want to, for instance:

- Prepare a 'Labour Market Insights' newsletter you share on a monthly basis with all of the employers you are working with
- Organize a labour market committee for your local chamber of commerce or board of trade
- Distribute monthly press releases on the labour market to media or community stakeholders
- Develop 'Labour Market Tips', you distribute through social media
- Prepare a labour market FAQ sheet you distribute to each new employer you meet
- Provide a brochure on the little understood benefits of inclusive hiring in building a lasting workforce

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Labour Market Research

Client LMI for Job Developers

Job development is at its core a marketing role. We're out there to help employers see the value of our supports, our clients or students. Through the effective sharing of LMI, we're able to bring greater credibility to our supports and the sector overall.

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Labour Market Research

Research for Resource Room Advisors

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

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Labour Market Research

Top 5 LMI Resources for Career Professionals

2025 BC Labour Market Outlook

www.workbc.ca/research-labour-market/bc-labour-market-outlook

WorkBC Explore Careers

www.workbc.ca/plan-career/explore-careers

B.C.'s Industries and Sectors

www.workbc.ca/research-labour-market/bcs-industries-and-sectors

Job Bank Labour Market Information

www.jobbank.gc.ca/trend-analysis

BC Labour Market Online

www.labourmarketonline.com

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Labour Market Research

Top 3 LMI Resources for Job Developers

British Columbia Chamber of Commerce

<https://bccchamber.org/>

Canadian Federation of Independent Business

<https://www.cfib-fcei.ca/en/site/research-economic-analysis>

Canadian Job Development Network

<https://www.jobdevelopment.org/>

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How is the Census relevant in job development?

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Labour Market Research
A Day in the Life of a Job Developer

How open are clients to doing LMI research?

Submit your thoughts using the
'Questions Tab'
in GotoWebinar

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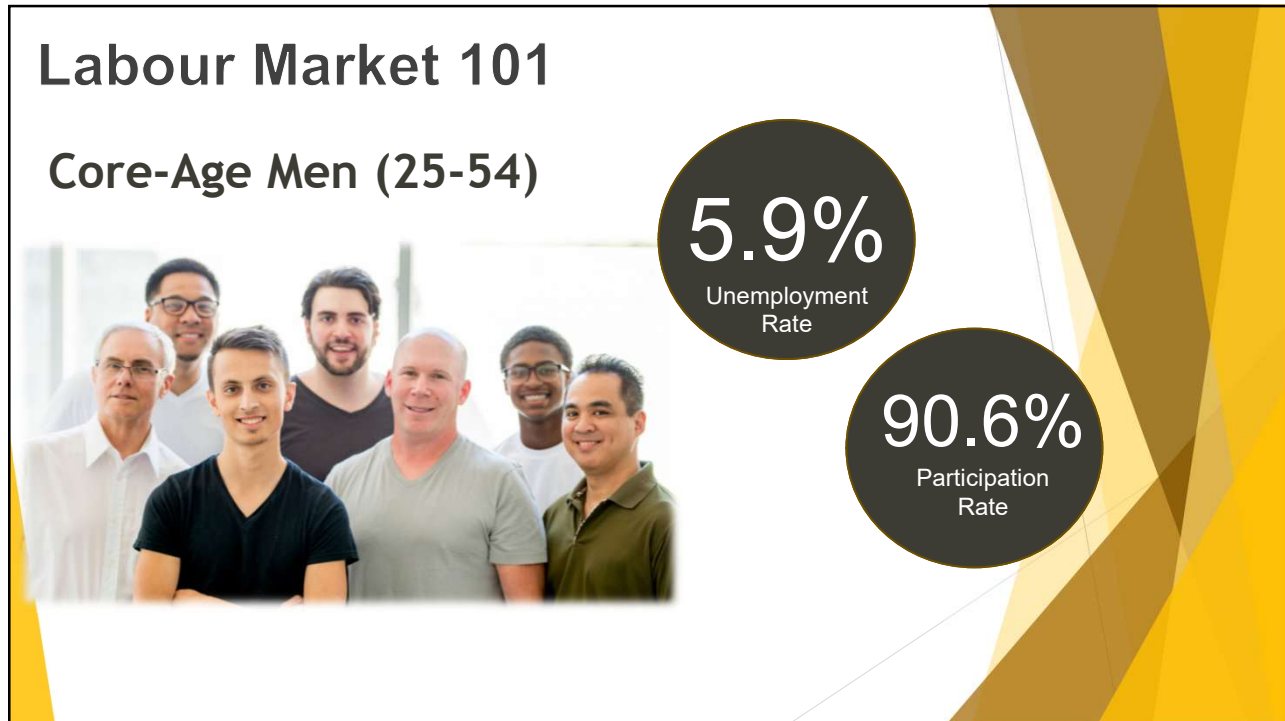
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Unemployment in British Columbia

Unique Population	Unem. Rt.	Unem. Pop
Immigrants (5 yrs or less)	9.7%	51,765
Indigenous Canadians	10.1%	58,990
Those with Disabilities	8.1%	137,400
Women	6.1%	239,900
Youth (15-24)	14.2%	155,960

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Women



75.4% Participation Rate
5,195,540 Labour Force
3,917,400 Workers
4,785,100 Potential Workforce
867,700 Labour Force Shortfall

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Youth



58.5% Participation Rate
1,872,000 Labour Force
1,095,200 Workers
1,724,300 Potential Workforce
629,100 Labour Force Shortfall

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Education and Training Outlook

Job Developer | 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 increased levels of education and training.

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Education and Training Outlook

Job Developer | Strategies for Integration

- Identify and share employer-friendly training strategies so you can speak intelligently about options with employers. This options might include: wage subsidy; short-term training options; apprenticeship; Skills for Success; and on the job training
- Create training sessions for local employers discussing emerging trends around hybrid employment, flexible work schedules, gig-employment, etc.
- Create training sessions for job seekers discussing employer expectations, negotiation, personal presentation and employment maintenance
- Develop a list of resources for local employers with details about community resources as well as government programs, including employment standards

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Education and Training Outlook

Case 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

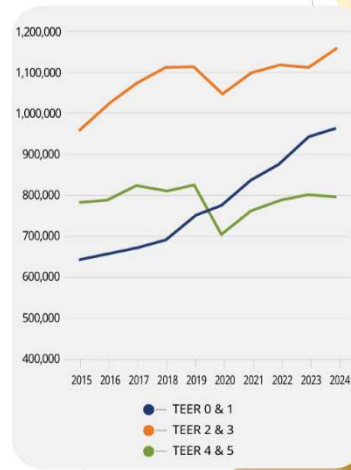
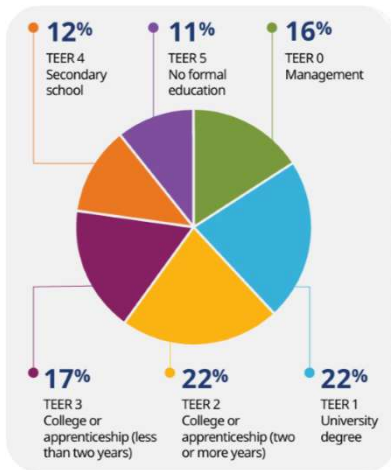
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Current State of BC's Labour Market

Job Openings Based on TEER



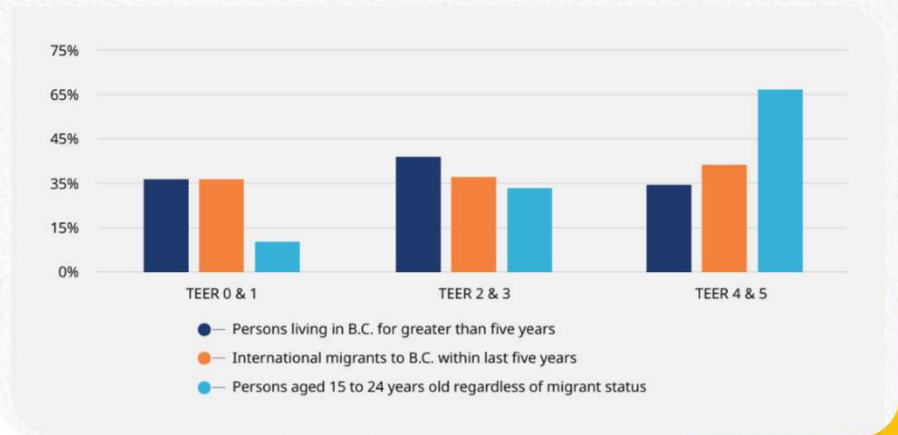
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Current State of BC's Labour Market

FIGURE 2-3: EMPLOYMENT SHARE BY TEER CATEGORIES AND SELECTED POPULATION GROUPS, 2021, B.C.



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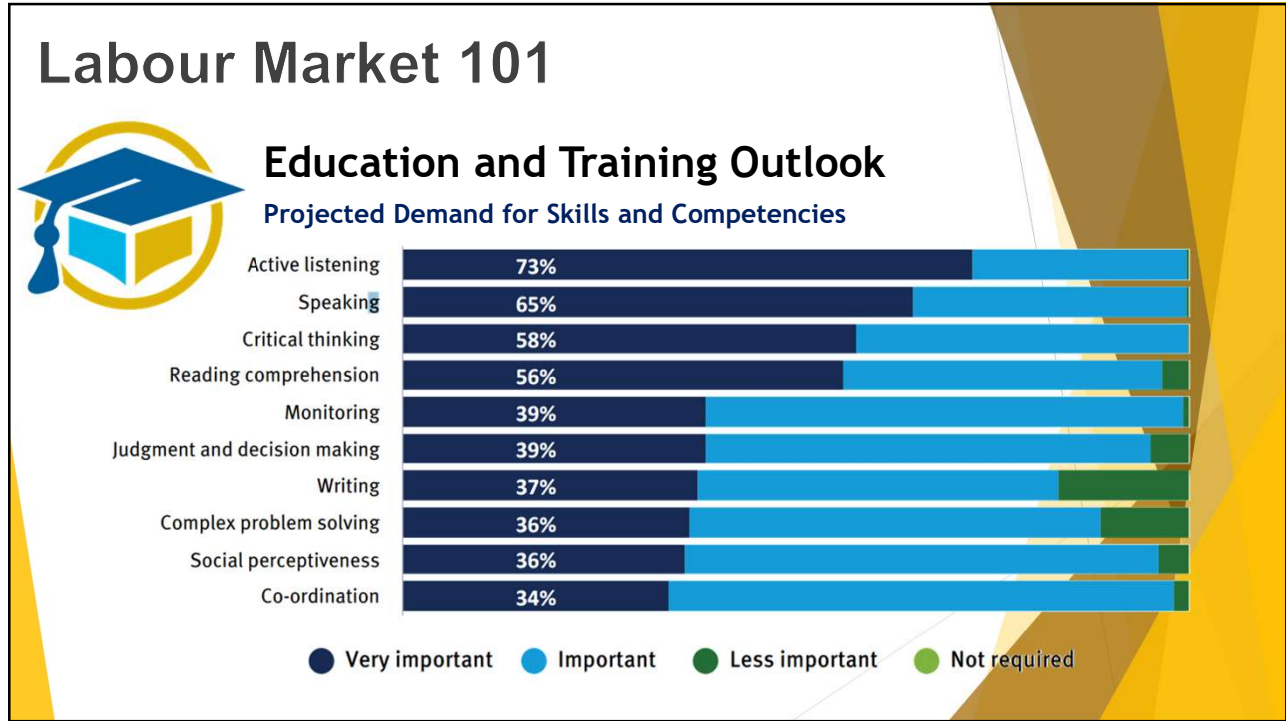


Education and Training Outlook

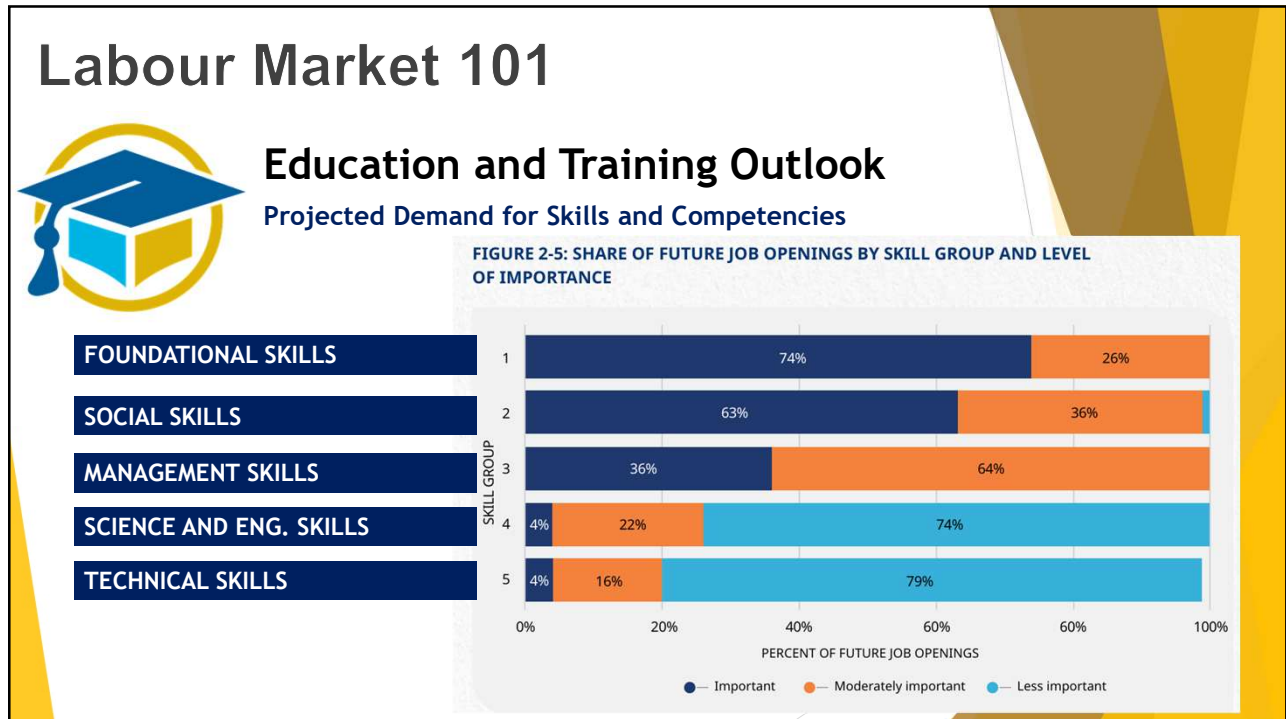
Projected Demand for Skills and Competencies

Highest Level of Education	British Columbia		
	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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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

Case Managers | Website Resources

BC Business Registration
www.bcregistry.gov.bc.ca/en-CA

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

Ease of Doing Business
www2.gov.bc.ca/gov/content/employment-business/business/ease-of-doing-business

Futurpreneur Canada
www.futurpreneur.ca

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

WorkBC - Self Employment
www.workbc.ca/plan-career/explore-careers/self-employment

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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.

Deloitte.

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Self-Employment and the Gig Economy

Rethinking the gig economy

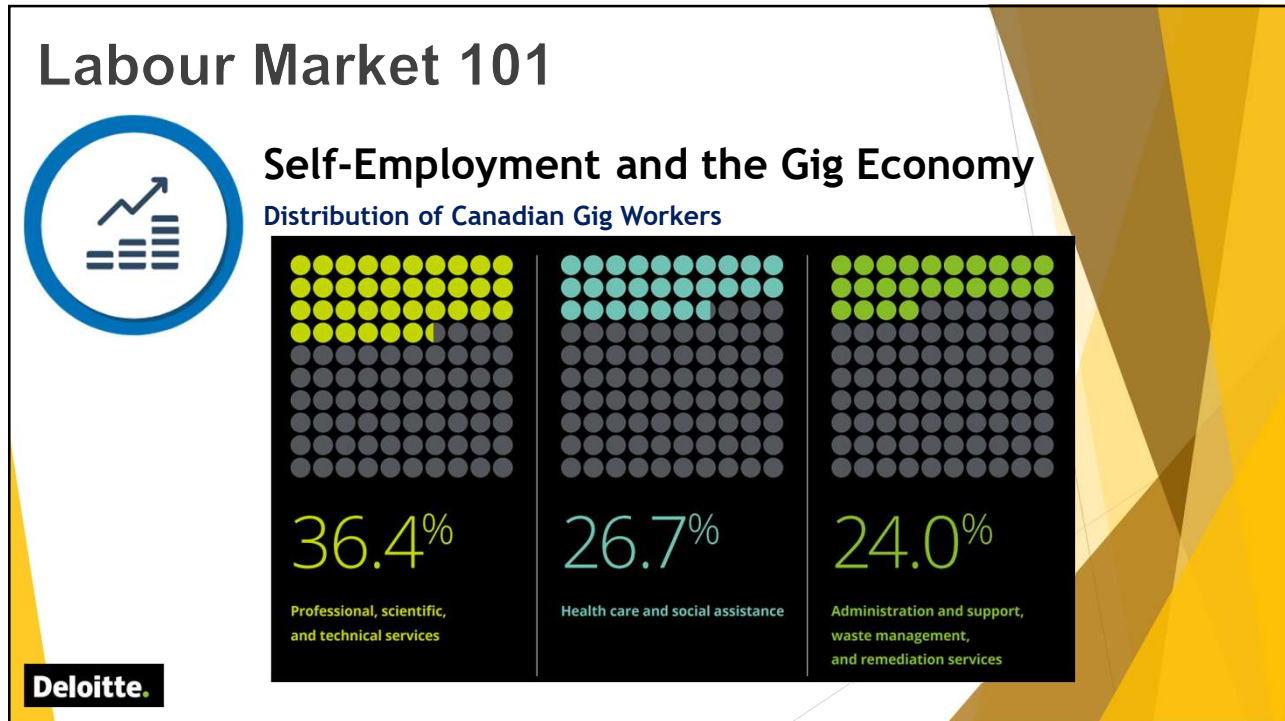


True or false:

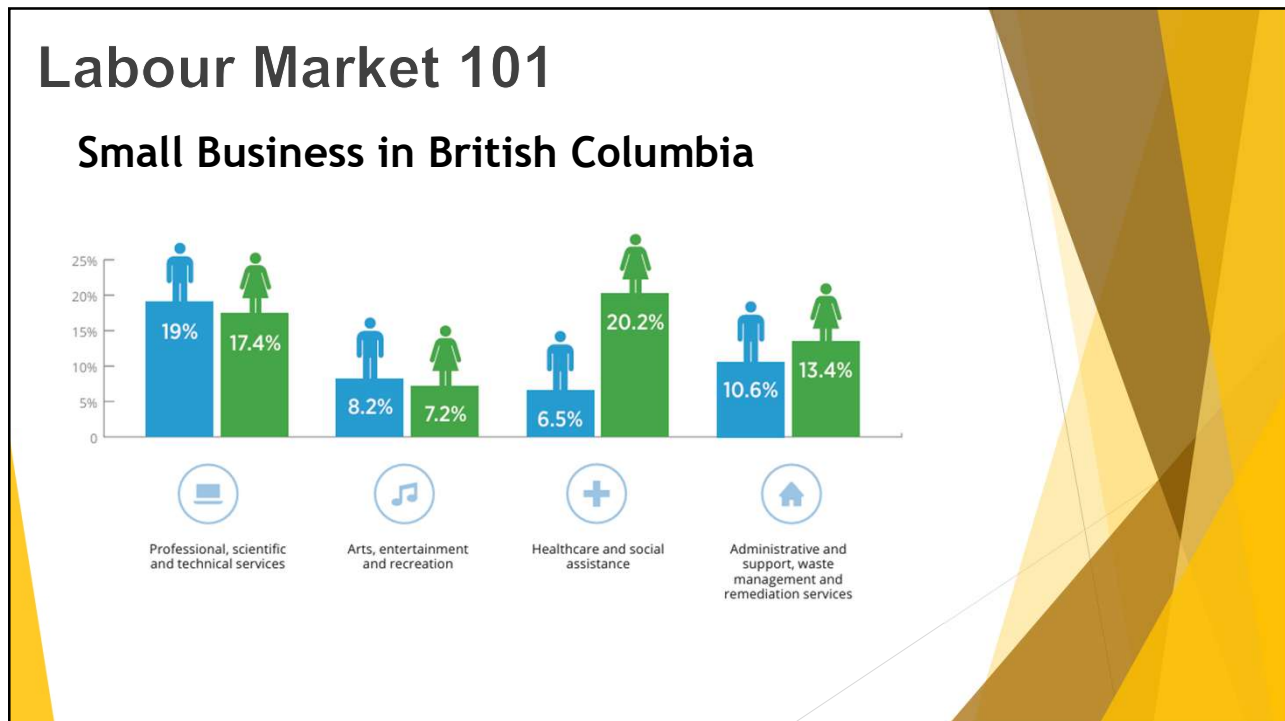
-  **True**
Gig workers face discrimination when trying to access financial services, like getting approved for a mortgage.
There's still stigma associated with gig work, and gig workers can be denied access to financial products that people in full-time employment are more readily granted.
-  **False**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

Deloitte.

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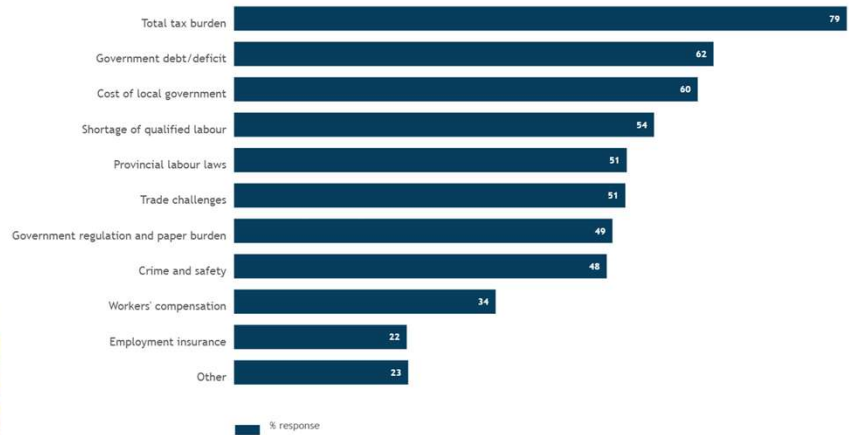


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Small Business in British Columbia

Small businesses' most important issues, BC, Q4 2025

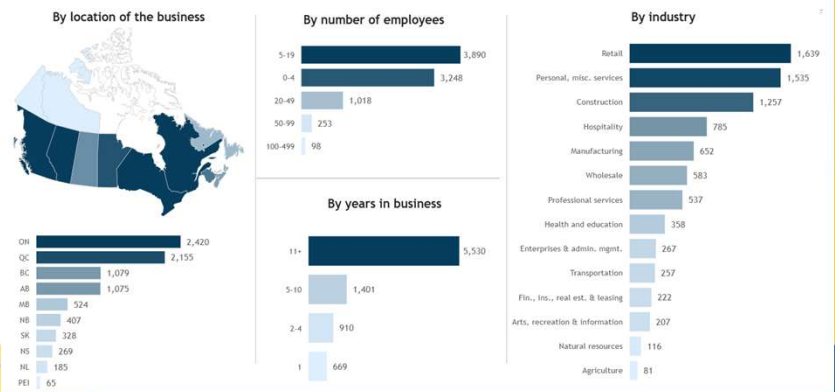


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Small Business in British Columbia

Small businesses' most important issues by sample distribution, Q4 2025



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Small Business in British Columbia

Considering self-employment in job development



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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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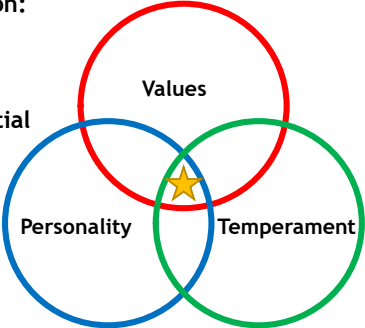
Career Planning

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



<p>Career Discovery Quizzes https://careerdiscoveryquizzes.workbc.ca/</p> <p>Career Cruising www.careercruising.com</p> <p>Career / Lifeskills Resources www.career-lifeskills.com</p> <p>Job Bank Career Planning www.jobbank.gc.ca/career-planning</p>	<p>Explore Careers with WorkBC https://www.workbc.ca/plan-career/explore-careers</p> <p>O*NET OnLine www.onetonline.org</p> <p>Psychometrics Canada www.psychometrics.com</p> <p>Typefocus www.typefocus.com</p>
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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 Information | All in One-Area

Revisiting the Framework



Career Exploration

Skills Development

Job Search

Employment Maintenance



www.labourmarketonline.com

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Making Labour Market Information Fun

Strategies for Job Developers

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 Job Developers

- Create a 'Welcome Wagon' package of community resources and treats for new businesses
- Identify one day a month/week as 'Employer Day' - where an employer is celebrated on social media, in the centre and in communications with clients
- Host employer appreciation open houses in your office
- For large employers, offer to conduct an independent survey of staff to share both the good and the bad
- Develop a quarterly 'State of the Labour Market Survey' geared towards employer needs and experience
- Build a scavenger hunt into your larger job fairs

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The important role of Job Developers

Job Developers hold a unique space in our labour market, balancing the needs and expectations of both job seekers and employers. This said, both groups hold considerable misconceptions about employment and a Job Developer can utilize LMI to better inform both groups and help to ensure improved employment outcomes.

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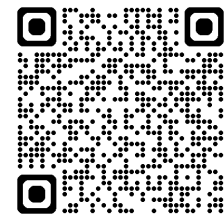
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If you have a question about today's session, please email:
csaintcyr@labourmarketsolutions.ca