Customers / Actions Influenced by LMI

**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** – repackaging state LMI data for export into proprietary tools and user interfaces.

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