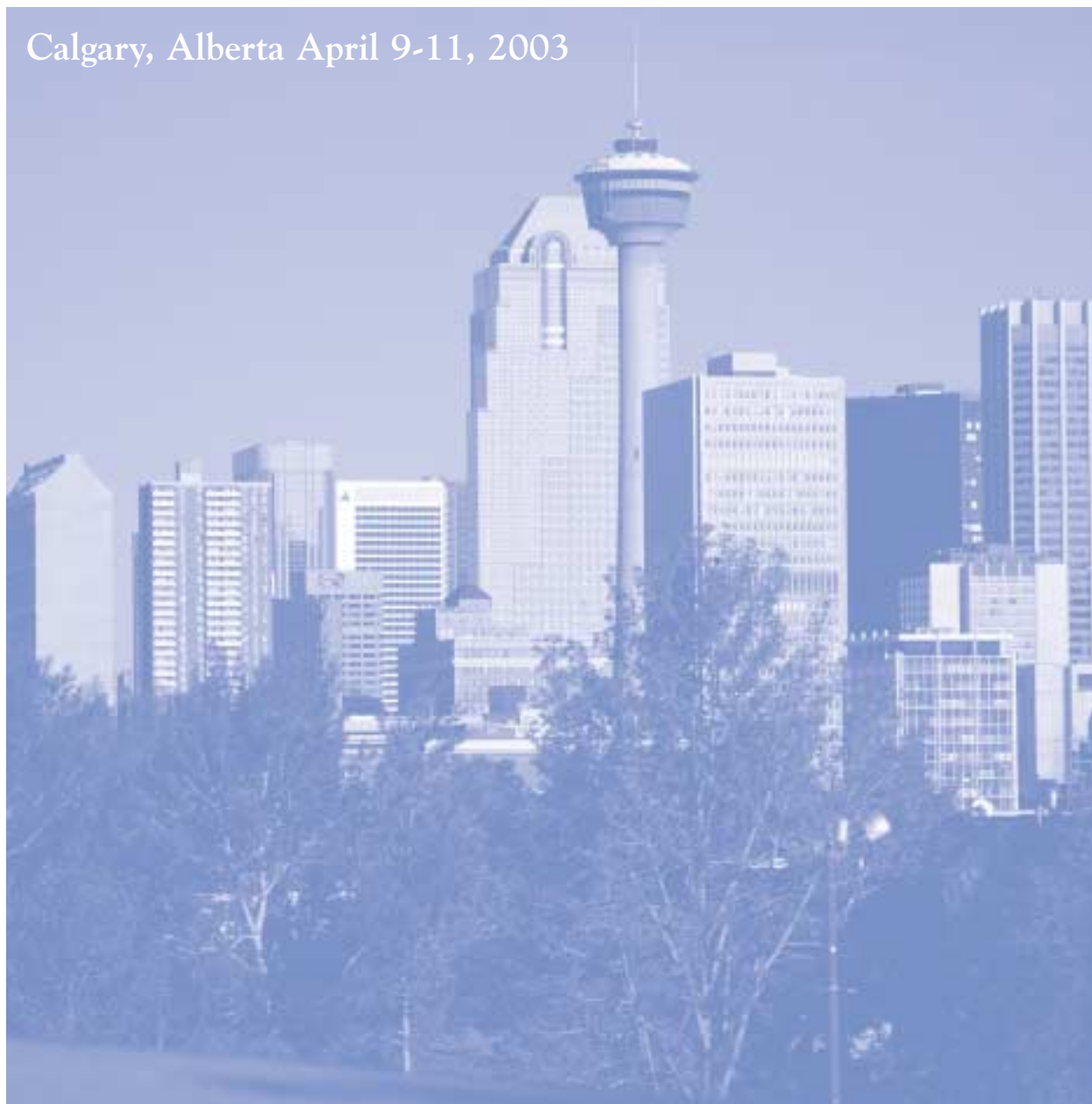


SUMMARY REPORT ON

2003 National LMI Forum

Knowledge in Action: The Importance of Labour
Market Information to Decision-Making

Calgary, Alberta April 9-11, 2003



flmm.lmi
Forum of Labour Market Ministers
Labour Market Information Working Group

Prepared by:

Labour Market Information Working Group
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1. FORUM OVERVIEW

The National LMI Forum 2003 was held in the Hyatt Hotel in Calgary, on April 9, 10 and 11, 2003. This was the second annual forum sponsored by the Forum of Labour Market Ministers, Labour Market Information (FLMM LMI) Working Group.

The theme of the 2003 Forum was "Knowledge in Action: The importance of Labour Market Information to Decision-Making." Three conference strands provided an opportunity for participants to focus on one or more theme areas:

- Transforming Data and Information into Knowledge and Understanding



- Helping decision makers use data, information and knowledge more effectively
- Ways to derive meaning from data and information
- Role of information in decision making
- Evidence based decision-making

- Building Links



- Linkages between research, policy and practice
- Smart alliances and partnerships
- Linkages for underrepresented groups
- Linking students, educators and employers with LMI information

- Innovative Practices



- New tools, products, trends, practices
- New ways to use, add value to and repackage LMI

Among the seventy-five (75) people who attended the Forum were officials from the provincial, territorial and federal governments as well as a cross-section of individuals from non-governmental stakeholders including sector councils, educational institutions, and career development organization. These individuals represented decision-makers, policy advisors and LMI professionals involved in planning and research, data/product development, or service delivery for their respective organizations. The forum was structured to provide the participants with the opportunity to:

- learn about recent development in labour market information in Canada and the U.S.;
- share local, regional or national practices that showcase what works; and
- discuss joint issues and challenges, and provide direction for future FLMM LMI initiatives related to pan-Canadian information needs.



2. FORUM DESIGN

The Forum was structured to provide a blend of plenary presentations and concurrent sessions. At the end of each day's presentations and sessions, the response panelists provided their observations back to the general forum. The Forum was launched with a pre-conference evening reception aimed at fostering networking among participants.

Pre-Conference Reception and Poster Session

The reception and poster session event provided the ideal opportunity for jurisdictions and invited stakeholders to showcase innovative initiatives and best practices. The poster session event encouraged participants to engage in informal information exchange and networking.

The evening 's events began with greetings and opening remarks from the FLMM LMI Provincial and Federal co-chairs, Shelley Ewart-Johnston, Deputy Minister, Human Resources and Employment, Alberta and Phil Jensen, Assistant Deputy Minister, Human Resources Development Canada. They reiterated the Forum theme and strands of the conference and encouraged participants to learn from presenters and to contribute through discussion and informal exchanges throughout the evening and the conference.

Response Panels

There were two groups of three panelists representing governments and invited stakeholders. The role of the panelists was to provide a wrap up of key ideas, observations and comments from the sessions at the end of each day. As panelists were expected to visit the various sessions to extract good ideas to share with the plenary, the coordinators of the Forum wish to formally acknowledge the efforts of the panelists during the conference. The members of the panels were: Elaine O'Reilly (*Canadian Career Development Foundation*), Michel Monette (*Ministère de l'Emploi et de la Solidarité Sociale*), Gary Greenman (*The Alliance of Sector Councils*), Stephen Loyd (*HRDC - National Headquarters*), Phil Jarvis (*National Life/Work Centre*) and Dr. Doug May (*Memorial University of Newfoundland*).

Plenary and Concurrent Sessions

Plenary and concurrent session speakers represented a diverse group of North American experts in the field of labour market information, including the Conference Board of Canada, the Canadian Council of Chief Executives, Investment Partnerships Canada, the Canadian Career Consortium and America's Labour Market Information System (ALMIS). National, provincial and local examples of how labour market information is disseminated and transformed into knowledge were also showcased. Concurrent and plenary session summaries are organized by the three conference themes.

3. HIGHLIGHTS OF OPENING REMARKS

Shirley Cyr, FLMM LMI Provincial Co-Chair

- Over the past two and a half years, the FLMM LMI Working Group has worked together to complete projects identified in the Group's Three-Year Action Plan (a joint work-plan) and discuss common issues and concerns.
- The Working Group has laid a strong foundation for collaborative action with demonstrated results. All jurisdictions have actively participated in identifying data and information gaps and developing tools and products that have pan-Canadian application and strengthen labour market information in Canada.



Marie Gravel, FLMM LMI Acting Federal Co-Chair (on behalf of Germaine Belzile, Federal Co-Chair)

- Through this event, the Working Group encourages and facilitates linkages and communication between those developing policy and programs, the research community, data analysts and service deliverers.
- The common thread is labour market information and how, in a variety of ways, LMI is used to influence and inform decision-making at the policy, program and personal levels.

Shelley Ewart-Johnston, Deputy Minister, Alberta Human Resources and Employment

- The Forum theme suggests the multiple spheres of action of people who need labour market information: Policy and program planners for education and training programs; international business leaders regarding strategic decisions on locating in Canada; skilled workers in other countries need it to make knowledgeable decisions about moving to Canada; and Canadians in general need it to make informed decisions about education, training, employment and career development.
- The LMI Working Group has been instrumental in advancing the national agenda by getting all levels of government working together on a more coherent, individualized and coordinated approach to the development and delivery of LMI.
- The FLMM LMI process has laid a solid foundation for a strong F/P/T partnership and is an excellent example of the continued collaboration among F/P/T governments and non-government organizations.
- In the near future, FLMM Senior Officials will be reviewing options for further collaboration.

Phil Jensen, Assistant Deputy Minister, Human Resources Development Canada (HRDC)

- Mr. Jensen congratulated the FLMM LMI Working Group for their success in building and maintaining partnerships with jurisdictions.
- He challenged the LMI Forum participants to consider pushing the forum theme further to Knowledge in Action to Achieve Results.
- He encouraged the exchange of views by asking questions such as: how we can better understand and measure LMI results/outcomes and impacts? Could we develop LMI evaluation frameworks and performance indicators together?
- HRDC's Renewal Initiatives are challenging management and staff to take a hard look at all of HRDC's policies, programs, services, partnerships and organizational structures.
- The Labour Market Information Task Force was struck within HRDC to develop a more integrated approach to LMI at National Headquarters, across regions and into local HRCCs and communities.
- The department faces similar LMI issues as those addressed by the FLMM LMI Working Group members during the forum. For example, what are the most effective ways we can address client-centered, data development, analysis, products and services issues?
- Federal, provincial, territorial and municipal governments, NGOs, Sector Councils, educational institutions and research groups must continue to work collaboratively to increase our collective effectiveness and to benefit Canadians.



4. KEY ISSUES, COMMENTS, AND SUGGESTIONS EMERGING FROM THE FORUM

The following represents a summary of the key issues, comments and suggestions that were raised by the panelists, rapporteurs, conference facilitators, and participants after some of the Forum presentations. The key issues, comments, and suggestions are grouped under the headings of Policy, Collaboration, and Collecting, Interpreting and Using Information:

Policy

Issues

- How can relevant issues gain greater visibility from policy makers?
- Are we ready for the new source of immigrant labour?

Comments

- There is a need to differentiate between people who may be 'classified' as unemployed but are really 'working' under a non-traditional 'contract' or entrepreneurial format. It is important to understand that some individuals may view their attachment to the labour force differently from conventional paradigms. This shift in perceptions is necessary to inform policy in various contexts (Employment Insurance, occupational classifications, etc.)
- A broad range of information needed to make investment decisions (in human capital and other resources). Investment in Canada will depend on smooth systems, skilled and talented people. Industry needs information on the labour supply, the requirements needed to develop existing labour force, and how to attract the appropriate labour force from elsewhere.
- As scarcity of labour supply issues begin to dominate the Canadian labour market landscape, traditional issues surrounding unemployment give way to more complex challenges such as mobility. In an attempt to match labour supply and demand, immigration and the international spanning of boundaries will become the norm.
- From a management point of view, the importance of the individual in the decision making process must be at the forefront of public policy.

Suggestions

- Develop evaluation frameworks that provide consistency among elements of data collection, analysis, interpretation and presentation
- Coordinate approaches on skill development through connectivity with Council of Ministers of Education; emulate the coordinated approaches to skill development between Statistics Canada and HRDC
- Develop new constructs and concepts regarding the definition of 'attachment' to the labour force
- Recognition for the value of LMI to business and the public good, along with the necessary investments; a federally funded agency with the capacity for provincial application/control; development of province-specific data marts



Collaboration

Issues

- None identified.

Comments

- Regional control of LMI is important for regional manipulation of data in response to local needs such as rapid changes to local economies (e.g., the impact of the softwood lumber policies between Canada and the U.S.).
- Partnerships are critical; we need to develop better coordination among Sector Councils; government should be a stakeholder not just a funder.
- Canadian Council for Human Resources in the Environment Industry's (CCHREI) projects should be shared with and implemented in other Sector Councils; continue development of industry and sector approaches
- A labour market strategy is a complex challenge requiring multiple jurisdictions' contribution across Canada.
- Better links between those who produce data and those who need it/use it.

Suggestions

- Propose a process to enable the development and coordination among Sector Councils in which government would be a stakeholder
- Support for the coordination and development of formal linkages between data producers and data users
- Institute a coordinated approach within the sectors to have local LMI for all Canadians in order to minimize 'reinventing the wheel'
- Build models for relationships to collaborate on national initiatives
- Expand and replicate across Canada the use of EI wage and occupational data for practical business and individual job search use

Collecting, Interpreting and Using Information

Issues

- None identified.

Comments

- The importance of moving through the stages of collection of data to the analysis and contextualization of data into information is useful for individual and policy decision makers. Making the information accessible and understandable will enable decision makers and individuals to make informed choices.
- More energy and effort in enabling users to make decisions about their future, although LMI also helps inform public policy.
- Systematic teaching about using, not just access to LMI.
- Selecting the right data to collect and using it (interpreting it) to help decision makers make the right decisions.
- There is a need to place data in context and look at relationships.
- Comparability of data; need consistent methodology and classification.
- There exists a need to develop evaluation frameworks.
- The importance of using the language of the local labour market and bringing it down to the individual level so as to make it easily understood.
- Industry is focused on investing in people "just in time", it is difficult to plan and envisage needs in 5 years.



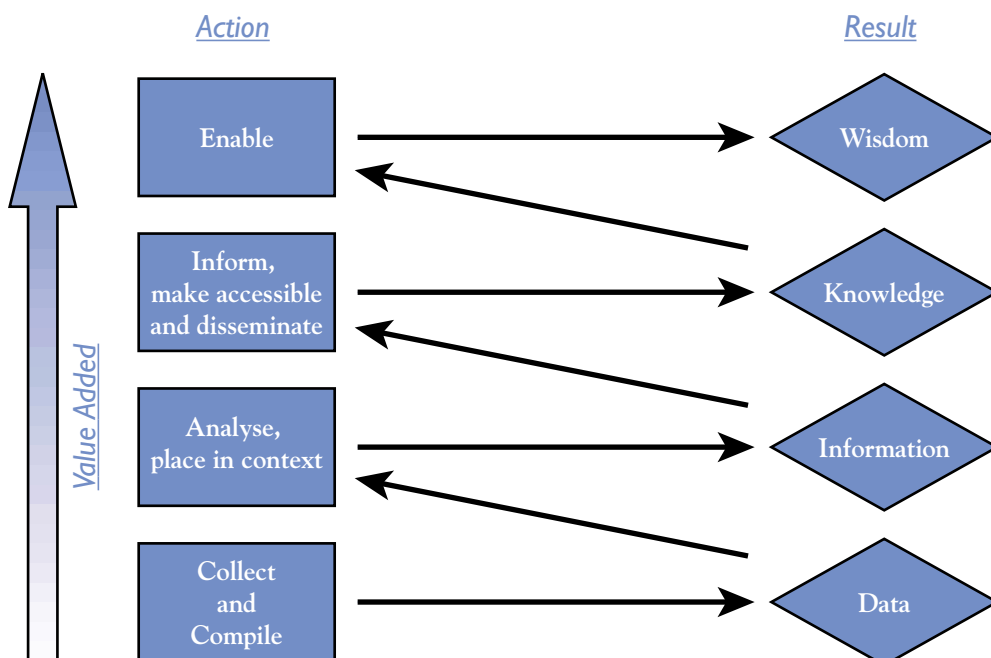
Suggestions

- Participate in the development of consistent methodology for classifying information to be collected; in data collection methods; and in the analysis and interpretation of data. Local factors and drivers must be taken into account.
- Certification for LMI specialists; 'LMI 101' for career practitioners; training field workers (including case studies); further development of LMI modules under FLMM
- Seek mechanisms that would integrate government and private sector LMI
- Propose that Provinces and Territories should be involved in populating a national data base; we need a pan-Canadian approach to its development and maintenance
- Develop a more coherent, relevant, consistent national LMI data development and dissemination system that can contribute to the overall Canadian economy and quality of life.

Perspectives from the Moderator

The Moderator, Dr. Norm Wagner, also provided some insights and perspectives about the conference:

1. LMI is a determinant of social inclusion. It has to be owned and the responsibility for it falls to both the provider and the user. It has to be made personal to be useful. As well, more links are needed between those who produce LMI and those who need it. Connections are the key.
2. There is a new digital divide emerging. Traditionally there have been the have and have-nots. But now we also have the "want-nots." While the web is a wonderful tool for most, we must recognize there are those who do not wish to use this type of interaction to get their information. Some of the sessions at the conference focused on this issue.
3. LMI has been undergoing fundamental change in both role and purpose. To illustrate this process, the following diagram demonstrates how organizations have moved from compiling and collecting stages through to the analysis, informing, and enabling stages. The action of moving through each of the stages has improved the results and usage of LMI. Labour market information has gone from being used as a data tool to an information source and from an information source to knowledge exchange. When the knowledge is transformed, it begins to enable users and leads them to wisdom.





5. PRESENTATIONS

Transforming Data and Information into Knowledge and Understanding

David Stewart-Patterson

Senior Vice President of Policy - Canadian Council of Chief Executives

Competing for Investment, Competing for Talent

Companies investing in new operations today often must serve continental or even global markets from a single location. In making investment decisions and assembling the necessary workforce, they need to know more than just the skills and characteristics of local labour markets. They also need to know whether the communities they are considering will be attractive to existing employees and future hires from other locations and other cultures. What investors need is not just information about the current labour force, but also a broader range of information for current and potential employees, both domestic and foreign.

Good information about labour markets matters to all Canadians. It helps individuals make smart choices about when to invest in further training and whether to move in search of greater opportunities. It helps employers determine how much they need to invest in training, and where to invest in new and expanded operations. And it helps communities from coast to coast to shape their brands and to refine their pitches in the never-ending struggle to attract the new investment that drives growth in jobs and incomes.

The challenge is to figure out what information about labour markets is most relevant and how best to collect and report this information to Canadians.

The availability of skilled and talented people is an increasingly important factor in determining which communities will win new investment and enjoy rising prosperity. The growing importance of human resources arises from the transition from an industrial to a post-industrial economy making the task of collecting and assessing labour market information more difficult.

Instead of rigidly defined skill sets able to fill relatively standardized job descriptions, these skill sets and functions have become fuzzier and are changing rapidly and unpredictably. Secondly skilled and talented people are increasingly mobile.

The task of collecting and analyzing labour market information is therefore affected by the following: what supply of labour is available today? What is the community's capacity to increase this supply? How strong is the community's potential to recruit talent from elsewhere?

In the global struggle to attract and retain skilled and mobile people, communities have to consider a wide range of factors that affect both their ability to do a job from a particular location and their desire to live in that community, including: the quality of the educational infrastructure; immigration rules; tax rates and the local cost of living; transportation links, the social and economic infrastructure, including the quality of health care.



**Alton Hollett, Director, Newfoundland/Labrador Statistics Agency, and
Dr. Doug May, Professor of Economics, Memorial University of Newfoundland**

Transforming Data and Information into Knowledge, Understanding and Policy that is Relevant

The unemployment rate in Newfoundland and Labrador has historically been at high levels, often double the national level according to Statistics Canada's (STC) Labour Force Survey. However, it can be demonstrated using other benchmark STC surveys that the unemployment rate in NL is less than 5 percent and within a percentage point or so of the rate for Canada. Where do these numbers come from, how are they to be interpreted and what do they mean for designing policies that "answer the right question"? Getting beneath commonly used numbers to show what they tell, or do not tell, policy makers as they face the challenge of designing policy that answers the "right question". NL is developing a Labour Market Development Strategy using an evidence-based approach. This session discussed the challenges of developing a labour market strategy; it outlined the steps taken to collect the data needed to understand what is happening in the labour market using its own and STC surveys; and it showed the pitfalls of developing policy without appropriate data and knowledge. The upshot of this discussion is how policy can be well founded and informed, or not, using the right information.

Susan A. Williams, ADM, Skills Investment, Alberta Human Resources and Employment

Alberta's Labour Market Strategy

Alberta has experienced rapid economic growth and a declining unemployment rate that is one of the lowest in the country. This has led to growing reports of shortages of skilled workers. So, a cross-ministry team came together to share data, knowledge and understanding to determine the needs of Alberta's labour market both now and in the future. This presentation covered the data sources that were used, how they were interpreted and the challenges that were faced. In November 2001, Alberta's labour market strategy was released in the report "*Prepared for Growth: Building Alberta's Labour Supply*". Now, over a year later, the Ministry has moved forward with several new initiatives and is in the stage of monitoring progress. The presentation covered what was learned as the strategy moved forward, and discussed the range of data that was considered for targets and indicators to measure success. The discussion focused on how labour market information can be used to develop, implement and monitor policy that makes a positive difference.

James Barnes, LMI Director, Texas Workforce Commission

America's Labor Market Information System (ALMIS)

ALMIS is a very broad initiative that covers activities from a National training institute to counting transactions on a system that matches jobs and people. It has had significant impact on the capabilities of the states to meet their customers' data needs quickly and reliably. It has also brought a measure of conformity to what was a very fractured part of our business, data dissemination. The many aspects of the system and how it is being used as a way to organize and package data were presented.



**Joanne Sasges, Manager, and David Tymchak, Senior Data Coordinator,
Data Development and Statistics, Alberta Human Resources and Employment**

Alberta's LMI DATA Mart

Alberta Human Resources and Employment has developed and is continuing to expand the Strategic Information Environment (SIE) a large data warehouse that maximizes the collection and use of information, knowledge and technology to improve the way Labour Market Information is delivered to department staff, other ministries, and to Albertans.

The LMI Data Mart integrates community profiles, education and training, occupations, industry, and employment data. At its completion, the LMI Data Mart will have retrieved and aggregated statistical data from in excess of fifty (50) internal and external data sources and provided user access via the Internet.

As a result the LMI Data Mart will enable the department to be the primary provider of labour market and labour force planning information including statistics, trend analysis and projections. As well as providing evidence based decision making capabilities, SIE enhances the information by linking the data to business rules and data definitions that help derive meaning to the statistical data available.

The presentation provided a descriptive summary overview of the project and the foundation of the system, followed by an online demonstration of the capabilities surrounding the data warehouse and the benefits of bringing data to users' fingertips.

France Pitre, Manager, LMI Operations, HRDC - NHQ

HRDC's National LMI Web Application

The National LMI site was one of the first HRDC websites to be available to the public in the mid 1990s. It was designed as a delivery channel for the Pan Canadian LMI Program. Its purpose was to facilitate the dissemination of information to different groups of clients on local labour markets across Canada. The information provided focused mainly on occupations, potential employers, labour market trends and communities for a series of geographic areas.

Given the significant technological changes and the increased use of the Internet by Canadians since the mid 1990s, the site needed to be revamped drastically. The redesign of the site started in 2002 and it will be launched shortly. This design adopted for the new site is very client oriented as the result of consultations with different types of clients that were held in the last two years. The information provided is similar to what was offered before but now, the site allows the clients to search for specific pieces of information they are interested in, as it is supported by a huge local LMI database.

Dr. Michael Bloom, Director, Education and Learning, Conference Board of Canada

Success by Design: What Works in Workforce Development

This presentation highlighted skill gains and benefits of the Joint Training Programs (JTP) model. The model identifies and explains strengths and weaknesses and points out key design elements that enable employers, unions and workers to get more from their investments in worker training. The presentation shared best practices for others to replicate in developing programs and suggested a Program Development Process to follow.



James Barnes, LMI Director, Texas Workforce Commission

Building an Infrastructure for Labor Market Information

State analysts and economists are good at providing the numbers, but who tells employers and jobseekers how to use the data to their advantage? The Labor Market Information (LMI) Department of the Texas Workforce Commission has initiated several coordinated programs designed to increase the use and the effectiveness of labor statistics.

The Labor Market Information Department of the Texas Workforce Commission recognized a knowledge gap among people designated as LMI specialists by their local workforce boards. In an effort to turn data into information and to make the information useful to the local boards and career centers, the department initiated several programs designed to complement each other. These programs include: a Statewide data users conference (aimed at the career center employees); an outreach program to offer training and services; an LMI Specialist Certification Program; a Statewide Employment Statistics Committee; and expanded services for the local boards, including producing an area-specific newsletter and specialized surveys and reports.

Mark Foley, Senior Project Executive, Investment Partnership Canada

Consistent and Current Local Level Occupational Information

In July 4 and 5, 2001 a workshop involving the participation of Human Resources Development Canada (HRDC), provincial officials from investment and education areas, Statistics Canada (STC) and Investment Partnerships Canada (IPC), was held to develop options for establishing a national, annual wage and benefits survey. Subsequently, research was undertaken in Washington on the National Compensation Survey (NCS) and Occupational Employment Statistics (OES) Survey conducted by the Bureau of Labour Statistics. This session reported on the outcomes of these two initiatives.

Jonathan Dutton, Chief LMI and Research, HRDC – Ontario Region

Wage Data: Mining Government Corporate Databanks

One of the most important pieces of labour market information demanded by both employers and job seekers is the wage/income paid for various types of occupations. Such information is often the determining factor into an employer's decision to expand or re-locate, or career decisions of young people. Despite this apparent ubiquitous demand, wage/income information is often not available at the level of detail required by market participants. One potential source being explored is the income information reported on the "Employment Insurance" application form administered by Human Resources Development Canada. Initial analysis of this data series suggests that it may well serve a viable source of accurate and relevant wage/income information for a large segment of detailed occupational groups. As well, the analysis has also provided valuable insight into the unique characteristics of wage/income data, and has challenged some of our own long held views of how wage/income should be collected and presented to end users of the information. This session presented some of the more significant findings of the analysis by way of a graphical comparative presentation of the data.



Don Cochrane, Regional Economist and LMI Coordinator, HRDC – New Brunswick Region

New Brunswick/PEI Wage Survey

A presentation on the New Brunswick and PEI wage survey, 2003. This presentation provided some insight into the partnership process that was embarked upon, highlighted some of the details around the survey, and shared some lessons learned.

Phil Jarvis: Vice-President, Partnership Development, National Life/Work Centre

The Economic Impact of Unintentional Career Decision-Making

What is the annual economic impact of ineffective career decision-making across Canada? Why is it so prevalent? Why is the best possible LMI not enough? How can we use the answers to these questions to help more Canadians benefit more from LMI to connect with viable work and learning opportunities congruent with Canada's emerging workforce needs? At the same time, how can we obtain more support for what we do from legislators, policy-makers and the public? This session featured compelling current statistics on the economic and social impacts of continuing to adhere to an out-of-date vocational guidance mindset. It illuminated the career management paradigm shift now underway, which sees LMI increasingly used in a skills development and lifelong learning context. By inciting more citizens to improve their skills, knowledge and attitudes, they will be able to optimize the potential impact of quality LMI in managing their careers, and their lives.



Building Links

Jacques Pelletier, Director, Canada Career Consortium

Career Information: Partnering for Success

Partnering with national and regional organizations, the Canada Career Consortium (CCC) identifies, creates and shares best practices in the development, delivery, implementation and evaluation of career-related resources and information.

This session demonstrated how, based on CCC's research for Industry Sector Councils into the delivery of career resources, a guide entitled *Career Resources: Planning for Success* is now being used by Councils and other organizations as a guide in resource development. Working with provincial partners, the CCC also produced a matrix of processes and protocols for the delivery of career resources in each of Canada's provinces and territories.

To ensure end users' needs are met, the CCC consults regularly with its 12 constituency groups and has documented and shared the common and individual recommendations from that process. This ensures a voice for Equity Groups and other under-represented Canadians and enables the CCC to better identify gaps and issues in career development.

The CCC also presented its latest project proposal to implement regional, network-based delivery mechanisms, enabling target populations to access career information and LMI *how and when they need it*.



Grant Trump, President and CEO, Canadian Council for Human Resources in the Environment Industry

Three Novel Initiatives in the Environmental Industry

The Canadian Council for Human Resources in the Environment Industry, CCHREI, is an industry initiated and lead not-for-profit Canadian corporation formed under the government of Canada's Sector Partnership initiative. Over the past 10 years CCHREI has established itself as a national institution dedicated to the business of the environment by focusing on environmental employment. Developing programs based upon current LMI has been critical to CCHREI's success.

The presentation focused on three novel new initiatives; the Environmental Recruitment, Retention and Learning (ERRL) project, a new Environmental Employment Electronic Immigration Screening Tool and The Building Environmental Aboriginal Human Resources (BEAHR) project.

Alton Hollett, Director, Newfoundland/Labrador Statistics Agency

Newfoundland Community Accounts

In 1998 the Province of Newfoundland and Labrador announced a Strategic Social Plan (SSP). One of the Plan's main objectives was to advance Government's usage of data and information in its policy formulation and decision making. In response, the Newfoundland and Labrador Statistics Agency formed a partnership with Memorial University, which led to the development of the Community Accounts (CAs). The Web-based system provides data and social and economic indicators at the level of 400 communities, 80 local areas (Statistics Canada geography) 20 economic zones, SSP regions, health and education administrative areas and geographies used by the Federal Department of Human Resources and Development (HRDC). It also allows users to extract information based on their own geographies of choice and provides a wide range of powerful data handling tools that are easy to use. The best part of all is that, although the system was designed to accommodate the needs of academic and government researchers, it was also developed to be accessible and helpful to citizens. Reaction since its implementation indicates that the CAs have been highly successful and valuable to all intended users. The CAs have great potential to be used for a wide variety of purposes. The system and how it can be used to develop and disseminate data and knowledge in the area of labour market information was described and discussed in the session.

Mark Foley, Senior Project Executive, Investment Partnership Canada

Community Investment Profiles

In 1999, the International Economic Development Council (IEDC) and the Economic Development Association of Canada (EDAC) endorsed a Site Selection Data Standard, a template consisting of 25 detailed tables and over 2,200 data factors. The goal was for local Economic Development Organizations (EDOs) to adopt a US standard for the ready "apples to apples" comparisons of locations for capital projects. Over the next 3 years, Investment Partnerships Canada worked in collaboration with provinces, municipalities and Stats Can to produce "investment profiles" for Canada's 33 major metro areas, the equivalents to the 258 metropolitan statistical areas (MSA) in the US.

The presentation outlined the lessons learned with respect to, among other things, data availability and challenges, including education profiles by institution and local level, occupational data on the availability and cost of labour, a key consideration in the investment decision-making process. It also outlined local level labour market data available in the US and in Canada and potential uses from domestic and global perspectives.



**Richard Holden, Senior Director and Chief, Labour Market Information Division,
California Employment Development Department**

Labour Market Supply and Demand Analysis Using a Collage of Evidence

This presentation focused on the use of various types of evidence in assisting to identify labor market supply and demand issues. Employers, workforce development planners and educators are interested in current and projected measures of labor market supply and demand. Unfortunately, this assessment is not simple and straightforward, particularly because of difficulties in identifying the supply of labor in a particular occupational class. Moreover, the wages offered for a particular occupation must be factored into an assessment of supply as well as the demand for the occupation. This presentation focused on the methods and findings from two reports produced under the auspices of the California Employment Development Department. These reports use an evidence-based approach to identify the labor market supply and demand indicators. One report uses a variety of survey evidence as well as other indicators to report on possible supply issues. The second report evaluates the use of nominal wage changes reported in administrative records as a means of evaluating labor market stress.

Hélène Lapointe, Economist, HRDC-Québec Region

LMI Strategic Scanning in HRDC's Everyday Operations

In the province of Quebec, HRDC's network of economists and LMI researchers has been focusing on the development of a strategic local environment scanning mechanism. This innovative approach will help network members research labour market trends and events in the socio-economic environment. It will also make it easier to share findings with other members of the network. As well as reinforcing local and regional economic analysis, the goal of the strategic scanning mechanism is to clarify strategic and operational planning and support services provided to the citizens.

For example, labour market information is used on a daily basis to support the referral of Employment Insurance (EI) clients to Employment Support Measures, a program which has been the government of Quebec's responsibility since April 1st 1998. Among other things, high quality and up to date information on the client and on the labour market are essential to the identification of problems in the labour market, which must be solved, and to the provision of quality services to Canadian citizens.

**Patrick Walters, Corporate Strategy and Economics, and
Derek Cook, Research Social Planner, Community Strategies, City of Calgary**

The Calgary Labour Market: Current and Future Trends

This presentation provided an overview of the Calgary labour market, focusing on critical factors impacting current and future labour market development. The impacts of future labour market growth and sectoral change were also presented.



Innovative Practices

Sharon Carry, President, and Andy Cichos, VP External Relations, Bow Valley College, Calgary

Economic Analysis: Investment Rate of Return in Education

- Background information and rationale for launching the research
- Measurements and metrics utilized
- Results and benefits for students, taxpayers, government
- Savings to the social system
- Economic impact of colleges
- Highlights of Alberta wide results
- Highlights of Bow Valley College results
- Strategic use of the information for influencing the future

Diane-Gabrielle Tremblay, Professor and Research Director, Télé-université, Université du Québec

New Careers and Current Challenges in LMI

In the general context of career transformation and human resource management, this presentation attempted to show how these factors influence the search for information on the labour market. There is a certain connection between the new modes of learning and collaboration in companies and this transformation in modes of research and information sources relating to the labour market. Some key questions in this regard are:

- How can workers find and understand the LMI they need in a context of increased mobility?
- How do companies manage human resources and the various fields of knowledge, and how do they locate relevant information?
- How can the company's collective skills and effectiveness be developed?
- How can information be circulated to take advantage of informal learning and specialist know-how in a context of projects and mobility?



6. POSTER SESSIONS

Manitoba Advanced Education and Training (John Harper)

Career Options

Career Options is a searchable database containing information about careers and the many opportunities for education, training and skills development available in Manitoba.

This online guide was developed for a variety of users, including students, parents, education and employment counselors, and people planning to return to school.

The Career Options Search Page allows users to:

- Search for Post-Secondary Institutions by type of institution (university, college...)
- Search for Training Programs by certification received (certificate, diploma, degree...)
- Search Careers by the ten major National Occupational Classification (NOC) skill type and skill level groups, or by entering a four-digit NOC code.
- Explore over 200 careers you could find in Manitoba! Included is detailed job information, potential employers, long-term job outlook, salaries, training and education routes, and recommended high school focus.
- Print reports from various screens you are interested in keeping.

Education, Culture and Employment and NWT Bureau of Statistics (Krista Rivet and Jill Wourms)

How can smaller jurisdictions make data meaningful?

The Northwest Territories showcased innovative projects and resources that relate to the three conference stands. Some of the highlights include labour force data at a community level, sectoral labour market information publications, "Labour Market Trends" planning document, and regional labour market posters.

HRDC – NHQ and Ontario Region (France Pitre and Marie Gravel)

Career and Labour Market Information Specialists Course Overview

This poster session provided people with internet access to the online section of the course and a handout describing the course content. The course was developed to provide training for front line staff who help clients use career and labour market information and has three modes:

Classroom Session, Online Exercises and Final Assignment

The five topic areas are:

- Understanding the Career/Life Planning Model
- Locating the information
- Managing the information
- Using the information
- Promoting the Information Service

HRDC is planning a sixth module on Researching Labour Market Information

Alberta Human Resources and Employment (Diane Paul)

Data Development and Evaluation Branch provided handouts including projects such as Alberta's wage and salary survey, the regional occupational projection model, a Labour Market Outlook presentation, and the 2002 Annual Labour Market Review.



Canadian Foundation for Economic Education (Kevin Maynard)

VECTOR (Video Explorations of Careers, Transitions, Opportunities, and Realities) provides more than 120 six-minute video vignettes profiling some of Canada's most-needed careers and occupations.

The VRC database and VRC online provide information on a wide array of programs and activities (e.g., mentorship, exchange, internship and placement programs); Internet-based resources (e.g., HRDC's Youth Resource Network); along with print and multimedia resources (e.g., books, CD-ROMs, videos).

Labour Markets, Laws and Unions – This downloadable program offers students the ability to learn about numerous labour related laws, unions, collective agreements, etc.

Saskatchewan Department of Learning and HRDC - Saskatchewan Region (Carla Hill)

The Saskatchewan Job Futures Job Chart is a publication jointly produced by Saskatchewan Learning and HRDC – Saskatchewan Region. This booklet provides valuable Saskatchewan-specific information on education and training requirements, work duties, wages and employment trends.

HRDC – Ontario Region (Carol Dupuis)

Quality Assurance for LMI Products in Ontario Region HRDC

This framework ensures that proper steps are followed to provide LMI of consistent quality across Ontario. The first product chosen was the Labour Market Bulletin

(LMB). The documentation on display consisted of:

- Protocol for Production, Review and Release of a local Labour Market Bulletin
- Standards for the Production of a local Labour Market Bulletin
- Templates for the Production of a local Labour Market Bulletin
- Guidelines for the Review of a local Labour Market Bulletin
- Review and Release Process of a local Labour Market Bulletin
- Tracking Sign-off Sheet of a local Labour Market Bulletin

Alberta Human Resources and Employment (Lorette Bruce)

Alberta Human Resources and Employment displayed a number of new products; the two new publications that are directly related to the theme of the forum are Alberta Careers Update and Making Sense of LMI. These resources support Albertans in making informed career decisions.

FLMM LMI Working Group (MaryEllen Skinner)

The Forum of Labour Market Ministers (FLMM) recently released two reports on older workers and labour mobility.

The FLMM Labour Market Information Working Group showcased several products - including an LMI Resource Guide, guidelines to assist career and labour market information product developers, and an F/P/T data action plan consultations results.



7. EVALUATIONS

- In order to evaluate the overall success of the Forum, short session feedback forms were provided in the workbook for each concurrent session. In addition, evaluation forms for items specifically related to the Forum/Program design, objectives, theme, and logistics were also included in the workbook.
- The results and comments obtained from the participants will serve as a benchmark for future FLMM LMI conferences.

Highlights

- There was a 32% response rate from the forum participants.
- Of the respondents, 78% indicated that they were "very satisfied" with the theme of the Forum. General comments revealed that people were largely satisfied with the opportunity to learn about recent developments and to share local, regional and national practices.
- The four plenary sessions were rated individually. The overall results showed that the participants rated the sessions as "very good" to "excellent".
- Program/speaker content was also evaluated. Over 87% of the respondents judged their satisfaction of program/speaker content as "good" to "very good".
- The feedback results of the logistics of the conference (including accommodation, venue, meals, translation, organization etc) were very positive with over 90% of the respondents indicating that the logistics were "very good" to "excellent".

Participant Comments on "What worked well?"

- Variety of presenters and variety of presentation formats (plenary, concurrent, panels, poster sessions)
- Moderator's input which challenged our thinking
- 3 themes (Building Links, Transforming Data and Knowledge, Innovative Practices) from which to choose
- Excellent choice of plenary speakers
- Poster sessions are a great way to "kick off" the Forum and to network ("great format")
- Broader group of participants than the first Forum

Participant Comments on "Potential Improvements":

- More time for discussion (some concurrent sessions had too many speakers for the time allotted)
- More focus on small group discussion to explore joint issues and challenges
- Some participants would trade off the panel discussion for more open discussion and debate (contingent upon size of plenary session)
- More time between sessions to increase networking opportunities

Suggested Topics for Next Forum:

- Qualitative LMI
- Marketing of LMI
- Resolving F/P/T relations and politics that impact on services to consumers
- Establishing a consistent evaluation framework to measure impact of LMI policies/practices on consumers
- Outcome measures (how is the LMI system impacting consumer decision-making?)
- Partnerships with industry; collaboration among all sectors
- Role of Sector Councils



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