



Labour Market Information **Product** Guidelines

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





Table of Contents

Background	1
Why Labour Market Information Guidelines Are Needed	1
Compelling Reasons for LMI Guidelines	1
Guidelines Framework Defined	2
How to Use the Labour Market Information Product Guidelines	2
Generic LMI Product Guidelines	6
1. Privacy and Ethical Practices	6
2. Accuracy, Completeness and Timeliness	8
3. Information Relevance to User Needs	9
4. Accessibility	9
Internet LMI Product Guidelines	10
5. Internet Delivery	10
Specific LMI Product Guidelines	12
6. Program and Service Information	12
7. Jobs and Recruiting Information	13
8. Career Planning Information	14
9. Education and Training Information	15
10. Labour Market Profile Information	17
Appendix	
Labour Market Information Product Guidelines Checklist	

Background

In 1999, the Forum of Labour Market Ministers Labour Market Information Working Group committed to producing guidelines for Labour Market Information (LMI) products and LMI service delivery. This document sets out the guidelines for LMI products.

These *Labour Market Information Product Guidelines* build on standard development work undertaken by the Canadian Labour Force Development Board just before its dissolution in 1999. In 2001, the Board's guidelines were reviewed in-depth by member organizations of the Forum of Labour Market Ministers with the objective to update these guidelines, to give them greater national prominence and to promote their adaptation and use by all Canadian providers and developers of labour market information.

Standards exist to regulate the development and sales of many products and services. Such standards may be voluntary or mandatory. The introduction and use of voluntary standards or guidelines for LMI product development and dissemination enables consumers to make better informed decisions and the right choices appropriate to their work and life situations.

Further to inviting national feedback to assess and support the value to consumers of the Labour Market Information Products Guidelines, the Forum of Labour Market Ministers, Labour Market Information Working Group chose to update the guide in 2010.

Why LMI Guidelines Are Needed

The development, application and use of LMI product guidelines address a need for standardization and quality assurance. Labour market information includes a great diversity of goods and services. The LMI consumer (whether an individual, employer, educator, employment counsellor, government or non-government organization) is required to choose from a wide and often confusing array of information to satisfy his or her needs.

Like many other commodities, LMI goods and services tend to vary in quality and have a limited shelf-life. Deficient, outdated and/or incomplete labour market information can have serious consequences for the consumer. The continuous enhancements in technological information and products must be current in order to remain pertinent to the users in a constant changing global market place. The adoption and implementation of the LMI Product Guidelines framework provides users with the assurance that they are accessing products and services that can meet their needs and are reliable.

Compelling reasons for LMI Guidelines

- In today's competitive and ever changing labour market environment, quality information about jobs, worker recruitment, trends in skills needed, career and skills training and the changing workplace is a key commodity for enabling people to make informed work and business-related choices.
- Guidelines that address workplace Essential Skills requirements of the workforce better serve the employed as well as unemployed in making realistic decisions when considering up-skilling, training and career mobility.
- Guidelines provide developers and suppliers of LMI with guidance as to what best serves the public interest. (Quality information cannot often be readily distinguished from information that is deficient, outdated and/or incomplete.)

- Ethical and privacy guidelines serve to govern the behaviour of governments, institutions, organizations and individuals and help ensure that the right purposes are realized.
- Developers and suppliers of LMI too often “dump” information on Internet web sites without due regard for whether consumers want, need and/or can make sense of it.
- Developers and suppliers of LMI far too often are remiss on maintaining website sites and information with current information and resources that have value to the users.

Guidelines Framework Defined

The Guidelines Framework for the development, supply and use of quality labour market information consists of a set of guidelines as well as the means for determining compliance. The guidelines prescribe the key elements that define quality LMI products, services and systems. However, guidelines only have meaning if there is a means of knowing that they are adhered to and that the desired results are achieved.

Relevant compliance measures have been formulated for each standard to enable LMI developers and suppliers to develop quality LMI products and services and to provide LMI users the means to trust their reliability and integrity. LMI developers and suppliers can translate these measures in their own performance checklists for the management, production and maintenance of their products and services.

The Guidelines have been organized in 10 sections. Sections 1–4 contain *generic* guidelines and compliance measures that are pertinent to *all* LMI products and *services* irrespective of the format—print, electronic, etc—in which they are produced. Section 5 contains product guidelines that pertain specifically to *Internet delivery*. Sections 6–10 deal with additional guidelines and compliance measures that apply to *specific* information products and services.

The Guidelines also include, in the appendix, a checklist which is designed to provide LMI product developers and suppliers with a quick and easy way to determine whether the product and/or service complies with each guideline cited in the *Labour Market Information Product Guidelines*.

How to Use the Labour Market Information Product Guidelines

This guide is a standalone document, yet it is recommended that it to be used in conjunction with the companion document Career and Labour Market Information Service Delivery Guidelines. Both guides offer users comprehensive guidelines in order to develop and provide quality Labour Market Information products and services by addressing everything from the physical environment to the pertinence of current and relevant information and resources.

The Product Guidelines present the framework for the development, supply and the use of quality and current LMI information while setting out guidelines for best practices, reliability and integrity. The Service Delivery Guidelines offer the key elements that define LMI service delivery systems, as well as the means to determine compliance.

Private and public sector professionals as well as individual users will have their LMI planning needs met by the information and recommendations of these guides.

The Labour Market Product Guidelines have been organized in 10 sections. Under each section headings is an explanation of the information made available for the user. Each of the 10 Sections are numbered in sub sections which breakdown the category in points with an adjacent list on “How to Comply”. These recommendations will provide users with the pertinent information tools for their services within their LMI centres.

1. Privacy and Ethical Practices

Addresses needs for respect of the rights of information users and developers as it relates to information privacy and the protection of basic human rights and copyrights. Subsections with compliance areas are:

- a. Legislative regulations
- b. Language laws in relation to discrimination, cultures and disabilities
- c. Copyright regulations

2. Accuracy, Completeness and Timeliness

Recommendations to ensure accuracy, completeness and timeliness with subsections and compliance areas are:

- a. Clarity and accuracy of information
- b. Information must be comprehensive in order to informed decisions
- c. Regularly updated information

3. Information Relevance to User Needs

Affirms the need for relevance for consumers as well the need for different information for all user groups. Sub-sections and compliance areas are:

- a. Design and development must be client-centred and relevant to life, work etc.

4. Accessibility

Outlines obligations of suppliers to deliver materials that will accommodate cultural, socio-economic, literacy and/or disability situations of users. Sub-sections and compliance areas are:

- a. Have technology to meet capabilities of users of a variety of abilities, cultural and socio-economic backgrounds
- b. Understandable text
- c. Information to obtain free products and services



5. Internet Delivery

Formulated to ensure that LMI product web sites are designed and built for easy use and navigation so that users can access content and work independently. Sub-sections and compliance areas are:

- a. Web-based products and service compatibility to the widest possible audience
- b. Lay-out and navigation must be user-friendly for independent use
- c. Users given choice to directly access information or use guided approach
- d. Access to on-line and/or human support
- e. Provision of security and data collection policies

6. Program and Service Information

Ensures that information provided on LMI program and service offerings to consumers is complete and transparent. A Sub-section and a list of compliance areas are:

- a. Information must be complete and transparent to enable users to make informed decisions

7. Jobs and Recruiting Information

Addresses the integrity of worker recruitment and job matching systems

- a. Products designed and built to promote fairness in recruitment, employment and selection practices
- b. Job vacancy and job recruitment products and/or services to provide information that enables users to make informed decisions
- c. Job recruitment products must identify occupational descriptions and skills checklists from appropriate authorities and government agencies

8. Career Planning Information

Addresses the quality and comparability of information to make informed career and skill development decisions. Sub-sections and compliance areas are:

- a. Must be linked to National Occupational Classifications (NOC) coding structure.
- b. Career Information must identify occupations that match skills, knowledge and interests, as well as learning and training to help bridge skills and knowledge requirements of desired occupations and ranges of wages
- c. Prior Learning Assessment and Recognition guidelines must be an integral component
- d. Information in order to make informed career and skill development decisions as it relates to Essential Skills requirements to succeed in training and work

9. Education and Training Information

Addresses the range of information that is required for users to make informed learning decisions. Sub-sections and compliance areas are:

- a. Public and Private training institutions responsible for providing sufficient information about their institution and courses



- b. Program and course entry information should list:
 - Skills, knowledge and aptitudes that lead to success
 - Previous course completion, graduation and employment results
 - Essential Skills levels required to succeed
- c. Must have full disclosure of financial assistance available for students

10. Labour Market Profile Information

Relates to the quality and comparability of information and information sources for understanding labour market trends and projections. Sub-sections and compliance areas are:

- a. Employment outlook and earnings information must be made available at national and provincial levels as well as local when available.

Examples of how individuals will utilize the guide:

Who might use this guide	When might they use it
Executive Directors or Managers of Career Development and Work Search Services	<ul style="list-style-type: none"> • To develop policies and practices as it relates to use of technology in the service centre • To write and/or edit staff materials for client use • To develop guidelines for staff to ensure target client groups have access to free resources • To ensure technology services are at optimum level for efficiency of service • To advocate or propose for funding assistance to keep technological operations at cutting edge function and levels for services • To direct staff on set up of equipment and resources for user friendly use by clients • To recruit for Career Development Practitioners, LMI specialists and administration staff • To act as a resource for staff when it comes to directing them on community resources clients can access • To ensure best practices as it relates to access of community resources and information for client group usage
Career Development Practitioners	<ul style="list-style-type: none"> • To play a role with management in the develop of best practices, policy and procedure design for the LMI services in the agency • To ensure knowledge and fairness when dealing with target client groups • To determine personal professional development needs

The Appendix is the Labour Market Information Product Guidelines Checklist. The checklist is listed in the same numbered sections of the guide. It offers users a way to determine whether their products and services are in compliance with the guidelines cited in the guide.

Generic LMI Product Guidelines

1. Privacy and Ethical Practices

This section of the Guidelines has been formulated to ensure that suppliers of LMI products and services fully respect the rights of information users and developers with regard to information privacy, the protection of basic human rights and copyright considerations.

LMI Product Guidelines	How to Comply
<p>1.a</p> <p>Product and service suppliers must abide by the Canadian Standards Association (CSA) voluntary national code for the protection of personal information, and by existing federal and provincial freedom of information, privacy and human rights legislation (e.g., Canadian Human Rights Act and the Personal Information Protection and Electronic Documents Act)</p>	<ul style="list-style-type: none">• Accountability: An organization is responsible for personal information under its control and shall designate an individual or individuals that are accountable for the organization's compliance.• Consent: The knowledge of the individual is required for the collection of personal information and written consent for use or disclosure.• Identifying purposes: The purposes for which personal information is collected shall be identified by the organization at or before the time the information is acquired.• Limiting collection: The collection of personal information shall be limited to that which is necessary for the purposes identified by the organization. Information shall be collected by fair and lawful means.• Limiting use, disclosure, and retention: Personal information shall not be used or disclosed for purposes other than those for which it was collected, except with the written consent of the individual or as required by law. Personal information shall be retained only as long as necessary for the fulfillment of those purposes.• Accuracy: Personal information shall be as accurate, complete, and up-to-date as is necessary for the purposes for which it is to be used.

LMI Product Guidelines	How to Comply
<p>1.a continued</p>	<ul style="list-style-type: none"> · Safeguards: Personal information shall be protected by security safeguards appropriate to the sensitivity of the information. · Openness: An organization shall make readily available to individuals specific information about its policies and practices relating to the management of personal information. There should be a privacy statement on the product and/or organization’s web site or referred to in any print documentation. · Individual access: Upon request, an individual shall be informed of the existence, use, and disclosure of his or her personal information, and shall be given access to that information. An individual shall be able to challenge the accuracy, completeness, and the length of time that is considered reasonable for the information to be retained and have it amended as appropriate.
<p>1.b</p> <p>LMI products and services must use language that adheres to the principle of equity, is non-discriminatory, is inclusive and sensitive to people of different cultures and/or with special needs.</p>	<ul style="list-style-type: none"> · LMI products should be edited and reviewed by a third party prior to publication to ensure that the text, graphics and visual representations are free from gender, racial and ethnic bias or stereotypes and that they are not offensive to users. · Contact information for suppliers of LMI products and services is identified within the product and/or service to enable users to initiate comments and pursue complaints.
<p>1.c</p> <p>Copyright of information featured in LMI products and services must be respected and appropriately attributed.</p>	<ul style="list-style-type: none"> · Ownership and contact information is identified on all LMI products enabling copyright owners or their agents to obtain proper attribution and to exercise their rights.



2. Accuracy, Completeness and Timeliness

The guidelines in this section serve to ensure the accuracy, completeness and timeliness of labour market information products and services.

LMI Product Guidelines	How to Comply
<p style="text-align: center;">2.a</p> <p>Information must be clear, concise, current and accurate.</p>	<ul style="list-style-type: none"> · The ownership, authorship and sources of information used in LMI products and services are clearly identified. · Information featured is generated using accepted analytical techniques and drawn from, or validated by reputable, expert sources, for example, Statistics Canada, government ministries, sector councils, professional organizations and industry professionals. · Advice, estimates, forecasts and opinions are clearly distinguished from factual information and the limitations are explained to users. · Internet links are regularly reviewed and evaluated to ensure compliance with information quality guidelines. Users are informed when they are referred or linked to information products and/or web sites containing content that has not been verified by a disclaimer statement. · Internet links are regularly reviewed to ensure they are functional and steps are made to verify existence and/or to make modifications and deletions.
<p style="text-align: center;">2.b</p> <p>Information must be sufficiently comprehensive to enable intended users to make informed labour market decisions.</p>	<ul style="list-style-type: none"> · Users of LMI products and services are regularly consulted on whether the information is appropriate and sufficient to meet their needs, as well as on the format in which these products and services are delivered (paper, Internet, assisted delivery, etc.). · Users are provided with multiple reputable sources of LMI products and services whether it is print, Internet, and/or assisted delivery or independently. · Users are encouraged to query comparable data sets and information sources for different geographic areas and communities of interest, where such information is available and reliable.
<p style="text-align: center;">2.c</p> <p>LMI products and services must be regularly updated to reflect recent findings and developments (job openings, on-line assessments, Labour Force Survey data, etc).</p>	<ul style="list-style-type: none"> · The date of publication or system entry and the date that the information was last reviewed or amended are clearly indicated for all information products, (for example, date of last update 2010-06-24). · Information is reviewed for timeliness at least once a year—more frequently in the case of short shelf-life information (for example every 4 months). · Information is updated as often as necessary to ensure accuracy and timeliness. Frequency of updates will be determined by nature of the information in question and the date recorded.

3. Information Relevance to User Needs

This section of the guidelines is important because it affirms that LMI products and services need to be relevant to the particular information needs of consumers. The section also implies that different products and services may be required for different users groups, for example, workers, students, researchers, counsellors or other service providers.

LMI Product Guidelines	How to Comply
<p style="text-align: center;">3.a</p> <p>LMI products and services must be designed and developed to be client-centered and be relevant to life, work, career decision-making and education.</p>	<ul style="list-style-type: none"> · The design, development, promotion and ongoing maintenance of products and services are based on user needs assessments. · User feedback methods (Web-based software, etc.) are in place for measuring client satisfaction and concerns. · Contact information (postal address, e-mail address, and/or a toll-free telephone number with contact person) is provided for users to register their suggestions and comments. · Target audiences, learning objectives and expected outcomes of using each LMI product is clearly stated.

4. Accessibility

Accessibility guidelines impose obligations on suppliers of LMI products and services to design, develop and deliver these in ways that accommodate cultural, socio-economic, literacy and/or disability situations of users.

LMI Product Guidelines	How to Comply
<p style="text-align: center;">4.a</p> <p>Suppliers of LMI products and services must use methods and technology that meet the needs of users with varying ability, experience, cultural and socio-economic backgrounds. (ACSCI, p. 10 – Core Information Standard, Core Standard 1.6 Unbiased; and ACSCI, p. 23 Comprehensive System Standards for Accessibility).</p>	<ul style="list-style-type: none"> · A variety of media methods and channels are used to reach the widest possible audience (for example, printed format, Internet, in-person assisted service, public access points such as CAP sites, libraries, etc.). · Print information is often available in government offices and community information centres. · The needs of persons with disabilities are accommodated (for example, by providing access ramps or computer-based applications, such as voice activation technology and on screen large print options). · Web-based formats should make available adaptations, which include text enlargement, text interpretation, voice commands, keyboard commands and other ways to facilitate special needs of users.

LMI Product Guidelines	How to Comply
<p style="text-align: center;">4.b</p> <p>Text must be written in plain language and at a readability level that will enable the maximum number of target users to understand the text. (ACSCI, p. 10 – Core Standard 1.5 Understandable).</p>	<ul style="list-style-type: none"> · Information is presented in plain language and at the reading skill level of targeted groups, applying a recognized readability index, such as International Adult Literacy Survey.
<p style="text-align: center;">4.c</p> <p>Users must be provided with information on where to obtain access to free LMI products and services. (ACSCI, p.17 – Process Component Standard 9.4 Conditions and Costs).</p>	<ul style="list-style-type: none"> · Suppliers of LMI products and services provide users with a choice of free and fee-charging products and services that meet accepted quality guidelines. · Users are warned that when searching for information on-line, some websites dealing with service and products have fees attached.

Note: Technical guidelines on Internet accessibility can be found on w3.org (World Wide Web consortium), an international group that sets standards for web site development. The federal government and some provincial/territorial governments apply these guidelines for web sites.

Internet LMI Product Guidelines

5. Internet Delivery

This section of the guidelines and corresponding compliance measures has been formulated to ensure that LMI product web sites are designed and built to be easy to use, easy to navigate and provide the necessary help features that will enable users to access the content and to work independently with the technology.

LMI Product Guidelines	How to Comply
<p style="text-align: center;">5.a</p> <p>Internet-based products and services must be compatible with the level of technology that is accessible by the widest possible audience for whom the information is intended. (ACSCI, p. 23 Comprehensive System Standard for Accessibility).</p>	<ul style="list-style-type: none"> · Products are designed and developed to operate on a wide range of technology and to download quickly. · Servers have sufficient capacity (memory, bandwidth and server speed) to handle peak demand loads, especially for a comprehensive offering with multiple features. · Target user views and opinions are sought on web site functionality and platform issues.

5.b

The layout and navigation of web sites must be intuitive, user-friendly, easy for people to use independently, and interesting to work with. (ACSCI, p.16–18 Process Component Search and Sorting Standards).

- LMI web sites incorporate an appropriate choice of instruction, help menus, indexing, cross-reference and dictionary tools, user checklists, tutoring, coaching and navigation software, enabling users to effectively access and use featured services and products.
- LMI web sites include information about all elements of career development, work search, occupational, educational, and current employment in order for user to make informed and correct decisions.
- LMI web sites are laid-out and organized enabling users to easily migrate between menu areas and/or link to other relevant web sites featuring complementary LMI products and services.
- The primary function of graphics, colours and sound is to maximize users understanding, learning and navigation of the content.
- Video case studies, graphs, quizzes and on-line career assessments add variety and comprehension to the website information for users.
- Links are clearly identified and relevant to the user's needs to broaden information comprehension during the search.
- Verification of internal and external links of web site function is current and correct.
- LMI web sites ensure functionality of all components within the site from dropdown boxes to video clarity.
- Target user views and opinions are sought on web site functionality and platform issues.
- Providing the LMI web site in both official languages broadens the availability of the resources to a greater number of users.

5.c

Users of LMI web sites must be given the choice of going directly to desired information or using a guided approach that will lead them through a structured decision making process tailored to their life and work transition needs. (ACSCI, p.16–18. Process Component Search and Sorting Standards).

- LMI sites are designed and laid out to encourage users to use a variety of options to obtain the information they need, either on-site or by linking them to other existing and current quality sites that feature these options.
- LMI sites that provide all elements of LMI with pertinent links gives more relevant information for user learning and practice as well as making choices.

LMI Product Guidelines	How to Comply
<p style="text-align: center;">5.d</p> <p>Users must have access to on-line help and/or human support. (ACSCI, p. 11 – Core Support Standards).</p>	<ul style="list-style-type: none"> · A toll-free number, hyperlinked e-mail address and/or other help options with a contact name are prominently featured and explained in LMI products, services and systems. · On-line help and/or human support are designed to be user friendly and ensure minimal user query response times.
<p style="text-align: center;">5.e</p> <p>Sponsoring organizations of web-based products and services that collect data must provide security and data collection policies (ACSCI, p. 13–16 Core Confidentiality Standards).</p>	<ul style="list-style-type: none"> · LMI websites have secure equipment and the measures to guarantee users of the safety and confidentiality of their information. · LMI websites must have the option to allow users to delete their information or subscription to newsletters and updates. · LMI websites must make available on the website their privacy and confidentiality policies for their users. · LMI organization must not utilize private information for uses other than what they were intended.

Specific LMI Product Guidelines

6. Program and Service Information

This section of the guidelines ensures that information on LMI program and service offerings presented to the consumer is complete and transparent.

LMI Product Guidelines	How to Comply
<p style="text-align: center;">6.a</p> <p>Information on programs and services offered by public and private organizations, agencies and institutions must be complete and transparent to enable users to make informed decisions.</p>	<ul style="list-style-type: none"> · Users of service offerings are provided with information on: <ul style="list-style-type: none"> · the organization’s objectives, location, specialties, and programs and services offered · program and service entry requirements, fees and conditions, and user entitlements such as eligibility for financial help · contact sources for additional information and to invite feedback by providing a postal address, e-mail address, and/or a toll-free telephone number with contact name · comprehensive scope of services through website, print products, e-services/subscriptions, videos, web links and on-line career counselling · program information and service calendars should be dated to ensure current information

7. Jobs and Recruiting Information

This section of the guidelines was formulated to ensure the integrity of worker recruitment and job matching systems.

LMI Product Guidelines	How to Comply
<p>7.a</p> <p>Job vacancy and job recruitment products and/or services must be designed and built to support and promote fair recruitment, employment and selection practices.</p>	<ul style="list-style-type: none"> · Contact information and opportunity for feedback is provided to enable users to suggest improvements, particularly with regard to the promotion of fairness in job matching practices in compliance with Federal and Provincial Labour Guidelines and Human Rights legislation. · Job recruitment postings are dated and the length of time the posting is available for responses is noted. · A transparent process is in place to register and resolve complaints.
<p>7.b</p> <p>Job vacancy and job recruitment products and/or services must be operated and maintained to provide job seekers and employers with the opportunity to provide, enter and access sufficient and accurate information, enabling job seekers to make informed job and work decisions.</p>	<ul style="list-style-type: none"> · Systems permit employers to enter textual information on work experience, education and other work-related assets that are required to carry out a job. · Job listings provide information on job duties, number of hours per week, skills level requirements, working conditions, equipment and/or tools needed, and pay ranges. · Job posting information is removed once vacancies are filled. · Job posting information and worker profiles are periodically reviewed and systems frequently purged for stale-dated information.
<p>7.c</p> <p>Job recruitment products must identify occupational descriptions and skill checklists, which are compiled and maintained by authoritative institutions or organizations representative of government and/or industry or business sectors.</p>	<ul style="list-style-type: none"> · The identity and contact information of organizations responsible for the maintenance and validation of occupational descriptions and skill checklists is readily accessible to users. · Skill checklists are reviewed and validated at least every year or as needed. · Referral to National Occupational Classifications (NOC) codes for up to date and complete skills level requirements.

8. Career Planning Information

These career-planning guidelines relate to the quality and comparability of information that users require to make informed career and skill development decisions.

LMI Product Guidelines	How to Comply
<p>8.a</p> <p>Occupational and skill information must be linked to the National Occupation Classification (NOC) coding structure.</p>	<ul style="list-style-type: none"> · NOC codes offer users updated occupational and skills requirements for jobs in order to compile information for careers and training in relation to the national labour market.
<p>8.b</p> <p>Career information must enable users to identify: occupations that match their skills, knowledge, interests and/or aptitudes as closely as possible; learning and training opportunities to help them bridge the skills and knowledge requirements of desired occupations; and wage or salary ranges for occupations.</p>	<ul style="list-style-type: none"> · The qualifications profile for an occupation clearly states what is generally mandatory for certain occupations. · Products are designed to permit users to obtain occupational matches by entering their personal profiles, including their knowledge, skills, interests and aptitudes. · Users are referred and/or linked to reputable education and training resources sites. · Wage and starting salaries (given as both salary ranges and averages) for each occupation or group of occupations are provided by geographic area, where available, and include accurate updates.
<p>8.c</p> <p>The application and use of Prior Learning Assessment and Recognition guidelines and/or other learning assessment methods and products must be an integral component of an integrated career and skill development service or system.</p>	<ul style="list-style-type: none"> · Users of on-line and in-person career planning services are informed what benefit they can derive from prior learning assessment methods and products. · Users are informed that standards and criteria are determined by individual learning and post-secondary institutions.

LMI Product Guidelines	How to Comply
<p style="text-align: center;">8.d</p> <p>Information to make informed career and skill development decisions must state the Essential Skills requirements and enhancement strategies to succeed in learning, training and work in different occupations</p>	<ul style="list-style-type: none"> · Users are informed of the role of Essential Skills requirements in the workforce, how assessments can be accessed and what the user can derive from information acquired as it relates to skills enhancement for work and career success.

9. Education and Training Information

The guidelines in this section address the range of information that is required to enable users to make informed learning decisions.

LMI Product Guidelines	How to Comply
<p style="text-align: center;">9.a</p> <p>Public and private suppliers of education and training provide sufficient information on their institutions and course offerings to enable users to make informed learning decisions.</p>	<ul style="list-style-type: none"> · Institutional information includes: <ul style="list-style-type: none"> · tombstone information (location, history, philosophy) · student population · classroom size (if appropriate) · modes of program/course delivery (in-class, correspondence, distance education, new learning technologies, etc.) · library holdings · housing and day care availability and costs · recreational/sports programs and facilities · transportation availability, parking availability and costs · health and counselling programs · refund policy · contact name and e-mail or phone number

LMI Product Guidelines	How to Comply
<p>9.a continued</p>	<ul style="list-style-type: none"> · Course information includes: <ul style="list-style-type: none"> · course objectives · course entrance requirements · application requirements · dates of courses · date of approval/rejection notification · contact name and e-mail or phone number · Post-secondary education in Canada is the responsibility of provincial and territorial governments. Learners are provided with information on and/or link to regulating bodies that oversee professional accreditation, policies and procedures that govern the operation of institutions, as well as the issue of trade licenses and insurance (e.g., PCTIA Private Career Training Institutions Agency of BC).
<p>9.b</p> <p>Program or course entry information should list: the skills, knowledge and aptitudes that are most likely to lead to success; previous course completion, graduation and employment placement results; and Essential Skills levels required to succeed</p>	<ul style="list-style-type: none"> · Program/course information includes as a basic requirement: <ul style="list-style-type: none"> · actual entry requirements · course prerequisites · other success factors · professional qualifying exam guidelines · Essential Skills assessment sources, evaluators and coaching availability · Helpful to learners are: <ul style="list-style-type: none"> · previous course completion statistics · employment placement statistics
<p>9.c</p> <p>Program and course information must provide full disclosure of the financial assistance programs that are available to students.</p>	<ul style="list-style-type: none"> · Financial help information includes: <ul style="list-style-type: none"> · access to financial planning and debt management information · access to financial literacy information and coaching · access to information about student loan programs and long-term implications · listings of scholarships, bursaries, grants and other student assistance programs/funds (e.g., childcare, transportation and housing) · Resource material of government funded and industry specific support · the purposes and objectives of these student assistance programs and the obligations they give rise to for recipients · application requirements and logistics

10. Labour Market Profile Information

The guidelines in this section relate to the quality and comparability of information and information sources that users require for understanding labour market trends and projections.

LMI Product Guidelines	How to Comply
<p>10.a</p> <p>Employment outlook and earnings information by occupation and/or industry must be useful, reliable and be made available at the national and provincial levels. Local employment and earnings information should be made available where this information exists and is reliable.</p>	<ul style="list-style-type: none">· Employment and earnings information is generated using accepted analytical techniques and drawn from, or validated by, reputable, expert sources such as Statistics Canada surveys, government ministries, sector councils, local and regional government and economic development departments, professional organizations, etc.· Information includes narrative explanations of causes and effects of current and future labour market conditions and trends.· Advice, estimates, forecasts and opinions are clearly distinguished from factual information and the limitations are explained to users.· Users are offered and are able to query comparable data sets and information sources for different geographic areas and communities of interest, where such information is available and reliable.· Information, trend outlooks, and earning levels must be kept up-to-date and current.



Labour Market Information Product Guidelines



Labour Market Information Product Guidelines Checklist

This checklist is designed to provide LMI product developers and suppliers with a quick and easy way to determine whether their products and/or services are in compliance with each guideline cited in the Labour Market Information Product Guidelines.

Name of Product / Service:

1 Privacy and Ethical Practices	Yes	No	N/A
1.a Do the product and service suppliers abide by the Canadian Standards Association (CSA) voluntary national code for the protection of personal information, and by existing federal and provincial freedom of information, privacy and human rights legislation (e.g., Canadian Human Rights Act and the Personal Information Protection and Electronic Documents Act)?			
1.b Do the LMI products and services use language that adheres to the principle of equity, is non-discriminatory, inclusive and sensitive to people from different cultures and/or with special needs?			
1.c Is the copyright of information featured in the LMI products and services respected and appropriately attributed?			

2 Accuracy, Completeness And Timeliness	Yes	No	N/A
2.a Is the information clear, concise, current and accurate?			
2.b Is the information sufficiently comprehensive to enable intended users to make informed labour market decisions?			
2.c Is there a plan to regularly update this LMI product and/or services to reflect recent findings and developments (job openings, on-line assessments, Labour Force Survey data, etc.)?			
3 Information Relevance To User Needs	Yes	No	N/A
3.a Are the LMI products and services designed and developed to be client-centred and relevant to life, work, career decision-making and education?			
4 Accessibility	Yes	No	N/A
4.a Do the suppliers of LMI products and services use methods and technology that meet the needs of users with varying ability, experience, and cultural and socio-economic backgrounds?			
4.b Is the text written in plain language and at a readability level that will enable the maximum number of target users to understand the text?			
4.c Are users provided with information on where to obtain access to free LMI products and services?			
5 Internet Delivery (For LMI Product websites)	Yes	No	N/A
5.a Are Internet-based products and services compatible with the level of technology that is accessible by the widest possible audience for whom the information is intended?			
5.b Is the layout and navigation of the web site intuitive, user-friendly, easy for people to use independently, and interesting to work with?			
5.c Are the users of this LMI web site given the choice of going directly to desired information or using a guided approach that will lead them through a structured decision making process tailored to their life and work transition needs?			
5.d Do users have access to on-line help and/or human support?			
5.e Do sponsoring organizations of web-based products and services that collect data provide security and data collection policies?			

6 Program And Service Information	Yes	No	N/A
6.a Is the information on programs and services offered by public and private organizations, agencies and institutions complete and transparent to enable users to make informed decisions?			
7 Jobs And Recruiting Information	Yes	No	N/A
7.a Are the job vacancy and job recruitment products and services designed and built to support and promote fair recruitment, employment and selection practices?			
7.b Are the job vacancy and job recruitment products and services operated and maintained to provide job seekers and employers with the opportunity to provide, enter and access sufficient and accurate information, enabling job seekers to make informed job and work decisions?			
7.c Do the job recruitment products identify occupational descriptions and skill checklists, which are compiled and maintained by authoritative institutions or organizations representative of government and/or industry or business sectors?			
8 Career Planning Information	Yes	No	N/A
8.a Is the occupational and skill information linked to the National Occupation Classification (NOC) coding structure?			
8.b Does the career information enable users to identify: <ul style="list-style-type: none"> · occupations that match their skills, knowledge, interests and/or aptitudes as closely as possible; · learning and training opportunities to help them bridge the skills and knowledge requirements of desired occupations; and · wage or salary ranges for occupations? 			
8.c Is the application and use of Prior Learning Assessment and Recognition guidelines and/or other learning assessment methods and products an integral component of the integrated career and skill development service or system?			
8.d Does the information to make informed career and skill development decisions include the Essential Skills requirements and enhancement strategies to succeed in learning, training and working in different occupations?			

9 Education And Training Information	Yes	No	N/A
9.a Do the public and private suppliers of education and training provide sufficient information on their institution(s) and course offerings to enable users to make informed learning decisions?			
9.b Does the program or course entry information list: <ul style="list-style-type: none"> · the skills, knowledge and aptitudes that are most likely to lead to success; · previous course completion, graduation and employment placement results; and · the Essential Skills levels required to succeed? 			
9.c Does the program and course information provide full disclosure of the financial assistance programs that are available to students?			
10 Labour Market Profile Information	Yes	No	N/A
10.a Is the employment outlook and earnings information by occupation and/or industry useful, reliable and available at the national and provincial levels? Where it exists, are local employment and earnings made available and is it reliable?			





Prepared by:

Labour Market Information Working Group
June 2002
Revised January 2012

Comments and feedback on this guide
may be directed to:

email: info@flmm-lmi.org

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

www.flmm-lmi.org