

Career and Labour Market Information Service **Delivery** Guidelines

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





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Introduction

Labour market information (LMI) may be defined as the “information needed to make a labour market decision.” This includes career, occupational, learning and labour market information used by people looking for work, people currently employed, employers, educators, organizations or individuals who provide services, and the public in general. Good quality LMI helps all of us to make careful decisions about the labour market and about the transitions that affect our lives.

The Forum of Labour Market Ministers (FLMM) was established in 1983 to promote discussion and cooperation between federal, provincial, and territorial governments on labour market issues. It is dedicated to supporting a healthy labour market in Canada. Recognizing the importance of LMI and wishing to coordinate efforts, the FLMM agreed, in 1999, to work together to create a more coherent, relevant, individualized, accessible and coordinated approach to the development and delivery of labour market information at the local, provincial and national level. To realize this commitment, the FLMM Labour Market Information Working Group agreed to develop guidelines for labour market information.

This document presents guidelines focusing on the delivery of career and labour market information for in-person, Internet, telephone and mail (electronic and regular) services.

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

Why LMI Guidelines Are Needed

All information consumers have the right to expect that current and accurate information will be readily accessible and delivered in a professional manner that is appropriate to their learning style and individual needs. This includes having someone with expertise and knowledge available to help them understand and use the information.

Guidelines exist in Canada to regulate the development and sales of many products and services. They may be voluntary or mandatory. The LMI Working Group believes that the introduction and use of voluntary guidelines for career and labour market information service delivery in Canada gives organizations a useful tool to create and evaluate career and LMI service delivery initiatives.

These Guidelines have been produced to help career and labour market information service organizations in the public and private sector to improve the quality of their services. Adherence to these guidelines will benefit clients by:

- Improving the quality of the information delivery services available,
- Providing consistency of information delivery across Canada,
- Implementing services that meet client information needs
- Improving the awareness of services available in their area, and
- Ensuring current and cutting edge information and tools are available.

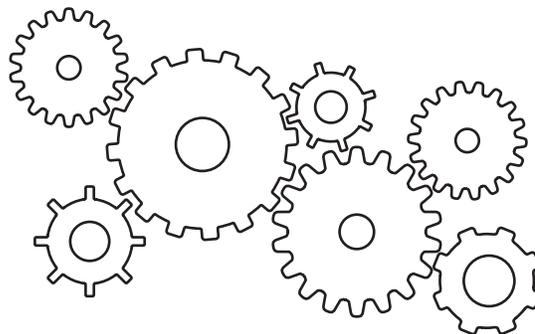
Guidelines Framework Defined

The 'guidelines framework' consists of a set of guidelines as well as the means for determining compliance. The guidelines prescribe the key elements that define quality LMI 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 guideline to enable career and labour market information service providers to develop quality services and to provide LMI users the means to trust their reliability and integrity. Service organizations can translate these measures into their own performance checklists for the management of their services.

The guidelines are divided into seven major topic areas:

1. Service delivery environment
2. Funding
3. Determining target group needs
4. Delivery methods
5. Staffing
6. Marketing and communication
7. Use of Technology



The appendices contain useful background information for implementation:

- Appendix A: A checklist to quickly and easily determine whether the product or service complies with each guideline in the Career and Labour Market Information Service Delivery Guidelines.
- Appendix B: Terms and definitions for career and labour market information. What is labour market information and who provides it?
- Appendix C: Competencies, duties and responsibilities expected of a Career and Labour Market Information Specialist in relation to the Canadian Standards and Guidelines for Career Development Practitioners (2012).

Other quality guidelines and standards were consulted in the development of this document. Therefore, the Career and Labour Market Information Service Delivery Guidelines are consistent with:

- The Association of Computer-Based systems for Information (ASCSI) Handbook of Standards for Computer-based Systems of Career Information, 2001 Edition Revised 2008 and 2009
- Matrix Quality Standard for Information Advice and Guidance Services, UK, 2002, revised 2010
- The Canadian Career Information Association Guide to Developing a Career Information Centre, 1998, 5th Edition, 2004
- The Canadian Quality Criteria for the Public Sector, 1999, updated 2007
- The Canadian Standards and Guidelines for Career Development Practitioners, 2012

How to Use the Guidelines

This guide is a stand-alone document, yet it is recommended that it be used in conjunction with the companion document Labour Market Information Product 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 Service Delivery Guidelines offer the key elements that define LMI service delivery systems, as well as the means to determine compliance. 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. Private and public sector professionals as well as individual users will have their LMI needs met by the information and recommendations of the guides.

Under each of the main 7 sections, there is a definition statement which is broken up into specific areas or sub-sections that are numbered. With each of these sub-sections there are points on “How to Comply”, giving the reader pertinent information and best practices when setting up centres in their community.

Following is a breakdown of the guide’s 6 sections or topic areas with the sub-sections:

1. Service Delivery Environment

Provides information to individuals on the appropriate physical venues for service delivery e.g. space, equipment and information resources. These recommendations take into consideration all groups including persons with disabilities.

2. Funding

Recommendations on the need for dedicated funding in order to ensure to set up and maintain current and adequate resources and high efficiency equipment to meet user needs over time. It also addresses accountability measures and how partnerships can be effective for best practices and optimization of resources.

3. Determining Target Group Needs

Addresses the need to assess intended client needs and compares them to the methods of service delivery through regular assessments, surveys, and user feedback. It speaks to the need for data collection of attendance, participation and satisfaction levels.

4. Delivery Methods

Assists users in the determination and outline of clear delivery strategies for service delivery to meet the targeted clients needs through:

1. clear operational goals and policies
2. operational guidelines to meet the needs of individuals with disabilities as well as meeting all clients privacy needs
3. the delivery of information that is compatible with client LMI needs and abilities to access other delivery methods
4. ensuring enough skilled staffing available to assist

5. Staffing

Outlines the need for appropriate skilled and trained staff to ensure all functions by:

1. Staff in the role of Career and Labour Market Information Specialist have the necessary skills and abilities
2. Organization is providing training and professional development
3. Providing technical support to maintain equipment and technology for effective service delivery
4. The service having trained and skilled support staff

6. Marketing and Communications

Outlines the necessity to establish clear communications lines between all parties by:

1. Developing a marketing strategy
2. Making clients aware of services
3. Publicly displaying organization's LMI Mandate, goals and policies etc.
4. The development of a communication policy

7. Use of Technology

Outlines the components of an organization's website including:

1. Internet access and website maintenance
2. Provision of pertinent career-decision making information
3. Provision of relevant work search information
4. Provision of information on social networking

Examples of how individuals will utilize the guide:

Who will benefit from the guide	When will they use it
Executive Directors or Managers of Career Development and Work Search Services	<ul style="list-style-type: none">· To assist in planning location, physical setting, décor, equipment, work areas· To encourage awareness of service needs with all individuals of varying physical capabilities· To assist with determining budget start-up costs and on-going operational funding for proposals to Boards and funders· To encourage partnership initiatives to meet greater needs· To ensure services meet the needs of the client groups by identifying and providing a setting and materials that meet their LMI needs· To facilitate hiring of specialized staff for LMI roles· To help in determining professional development needs of staff· To maintain a lead role in service provision for target client groups in their communities

Who will benefit from the guide	When will they use it
<p>Career Development Practitioners</p>	<ul style="list-style-type: none"> · Provides Practitioners tools to be proactive and assists administration in meeting the needs of their target groups as it relates to LMI services · To assist in determining their own professional development goals and training objectives

There are Appendixes to assist users in evaluating their services as well as information about staffing.

Appendix A is the Career and Labour Market Information Service Delivery Guideline Checklist. This document provides users with a way of determining whether their services comply with the published guidelines. The numbers for the sections and sub-section correspond to the master document and it is a check off form.

Appendix B provides the Terms and Definitions to assist users as it relates to LMI and Career Development staffing.

Appendix C presents the Career and Labour Market Information Specialist Competencies and duties.



Career and Labour Market Information Service Delivery Guidelines



1. Service Delivery Environment

The career and labour market information service delivery organization should have appropriate physical space, equipment and information resources available at convenient locations and times to all target audiences including persons with disabilities.

Guideline 1.1	The organization provides services at convenient location(s) and times.
How to Comply	<ul style="list-style-type: none"> · Clients can easily access and use the career and labour market information resources at convenient and centralized locations during convenient hours.
Guideline 1.2	The organization creates a welcoming environment by having location(s) with sufficient space for the proper display and usage of resources with self-explanatory signage.
How to Comply	<ul style="list-style-type: none"> · Resources are displayed and can be easily accessed by clients. · The physical space is attractive with signs directing clients to the resources with adequate lighting. · Floor design and surface should be assessed in order to ensure independent use of manual and electric wheelchairs or scooters.
Guideline 1.3	The organization provides up-to-date, reliable, widely-available, cost-effective and appropriate equipment to service a wide variety of users with diverse needs.

How to Comply	<ul style="list-style-type: none"> · Clients indicate their needs have been met and they express satisfaction with the quantity, quality and types of print, audiovisual and electronic resources. · Adequate numbers of workstations with Internet access and printing capabilities are made available for independent users. · Resources include current occupational, educational, labour market, self-awareness, self-employment, work search techniques and career planning information. · Current and appropriate career and labour market information resources are available in print, audiovisual and electronic formats and are provided at the appropriate reading level for the target audience.
Guideline 1.4	The organization co-ordinates their efforts with those of other related services.
How to Comply	<ul style="list-style-type: none"> · There is the coordination with other related services taking place with in-person, telephone and e-mail services.

2. Funding

The career and labour market information service delivery organization allocates appropriate budget resources in order to provide current information resources, equipment, and staff fulfilling the career and labour market information delivery function and, where appropriate, physical space.

Guideline 2.1	The organization dedicates funds for the development and maintenance of career and labour market information delivery services.
How to Comply	<ul style="list-style-type: none"> · Appropriate, sufficient and current resources, high-efficiency equipment (technological and office) and career and labour market information staffing resources are present to meet client needs.
Guideline 2.2	The organization provides reporting to funder(s) to satisfy their accountability needs.
How to Comply	<ul style="list-style-type: none"> · The service delivery organization is able to provide consistent and accurate information on expenditures and other accountability indicators (e.g. clients served).
Guideline 2.3	The organization develops partnerships or collaborative arrangements to optimize resources for users.
How to Comply	<ul style="list-style-type: none"> · Partnerships and collaborative relationships are developed and maintained among local resource centres through one to one or group meetings, telephone and/or e-mail.

3. Determining Target Group Needs

The career and labour market information service delivery organization regularly identifies its intended clientele, their information needs and the methods of service delivery.

<p>Guideline 3.1</p>	<p>The organization regularly assesses clients' needs (and compares them to services/products provided) including staff performance, to ensure that the overall needs of clients with varying abilities and needs are being adequately met.</p>
<p>How to Comply</p>	<ul style="list-style-type: none"> · The organization regularly reviews its services and resources against their clients' needs and makes improvements to provide appropriate services and resources. · Through feedback and evaluation mechanisms, clients indicate high levels of satisfaction with the services and the quantity and quality of resources. · High levels of attendance, participation and satisfaction are achieved among the target audience(s).

4. Delivery Methods

The career and labour market information service delivery organization determines and outlines clear delivery strategies for providing career and labour market information that effectively meets the needs of all targeted clients.

<p>Guideline 4.1</p>	<p>The organization establishes a clear mandate and a set of goals and policies for both the development and the maintenance of the career and labour market information delivery service.</p>
<p>How to Comply</p>	<ul style="list-style-type: none"> · The methods of access to career and labour market information can easily be understood by clients and implemented by staff. · The mandate, goals and policies are available to the funder(s) and the staff through such means as contracts, staff manuals, on-going training of staff, and marketing plans. · The mandate, goals and policies are available to clients through such means as posters, pamphlets or information posted on the organization's website.
<p>Guideline 4.2</p>	<p>The organization has established operational guidelines that ensure (a) accessibility for persons with disabilities, (b) the privacy and confidentiality of personal information, and (c) ethical and professional behaviour for staff.</p>
<p>How to Comply</p>	<ul style="list-style-type: none"> · Operational guidelines are implemented and persons with disabilities have access to service. · Staff protects the privacy and confidentiality of client information according to organizational policy and government legislation. · Staff abides by the code(s) of ethics that governs their professional body. (See the Canadian Standards and Guidelines for Career Development Practitioners, 2012).

Guideline 4.3	The organization delivers information in ways that are compatible with the target groups' career and labour market information needs and their abilities to access various delivery methods.
How to Comply	<ul style="list-style-type: none"> · There are at least two different delivery modes provided, which may include group information sessions, in-person, Internet, computers, telephone and mail (electronic and regular). · Through third party evaluation processes, it is determined that clients have access to the career and labour market information that they need. · User surveys and feedback comments are encouraged and routinely collected.
Guideline 4.4	The organization has enough staff able to fulfill the career and labour market information specialist function in order to assist clients with their information needs.
How to Comply	<ul style="list-style-type: none"> · Through ongoing surveys and feedback, clients express opinions on the amount, quality and timeliness of career and labour market information assistance available to them.

5. Staffing

The career and labour market information service delivery organization ensures that it has access to appropriately skilled and trained staff to carry out all its functions.

Guideline 5.1	Staff members doing the job of the Career and Labour Market Information Specialist have the necessary skills and abilities (see Appendix B).
How to Comply	<ul style="list-style-type: none"> · Staff members possess the necessary competencies and are evaluated on these competencies in the performance of their duties. · Through surveys and feedback, clients indicate satisfaction levels with the services provided by the staff fulfilling the career and labour market information specialist function (i.e., providing, displaying and assisting with the use of the resources).



Guideline 5.2	The organization provides training and professional development based on skills assessments for the individuals fulfilling the career and labour market information specialist function (see Appendix B).
How to Comply	<ul style="list-style-type: none"> · Staff who perform the Career and Labour Market Information Specialist role know what is required and expected of them. · Staff are provided with orientation and on-going training to stay current. · Staff pursue and access training and development opportunities to improve their skills and reduce skill deficits.
Guideline 5.3	The organization provides technical support to maintain the equipment and technology necessary to effectively deliver career and labour market information.
How to Comply	<ul style="list-style-type: none"> · During operational hours, all equipment must function efficiently and effectively. · Repairs and updates are provided in a timely manner.
Guideline 5.4	The service has trained and skilled support staff
How to Comply	<ul style="list-style-type: none"> · Through surveys and feedback, clients express high levels of satisfaction with the services provided, even during times of high traffic volumes.

6. Marketing and Communication

The career and labour market information service delivery organization establishes clear communication lines between those delivering the career and labour market information and all pertinent parties: internally, externally to the public, and to clients and other relevant community and government organizations.

Guideline 6.1	The organization has a marketing strategy and a plan to promote the importance and use of career and labour market information resources and programs.
How to Comply	<ul style="list-style-type: none"> · Through the implementation of their marketing strategy and plan, the organization promotes the resources and programs available for users in the local and broader community.
Guideline 6.2	Clients are made aware of services provided.
How to Comply	<ul style="list-style-type: none"> · Through a variety of advertising media and promotional outreach, clients are made aware of the full range of services provided, hours of service, locations (including online or telephone), and the appropriate means of access.

Guideline 6.3	The organization's LMI mandate, goals and policies are available to the public.
How to Comply	<ul style="list-style-type: none"> · The organization's LMI mandate, goals and policies are provided and displayed in a user-friendly format and area that is available to clients.
Guideline 6.4	The organization has a communication policy for internal and external information sharing.
How to Comply	<ul style="list-style-type: none"> · Internal and external communication networks are established. · All communication partners are regularly informed about career and labour market information resources and services.

7. Use of Technology

The career and labour market information service delivery organization has access to the Internet and maintains an organization website.

Guideline 7.1	The delivery organization has access to the Internet and maintains an organization website.
How to Comply	<ul style="list-style-type: none"> · The organization has and maintains a website that provides information about their organization (who they are, who they serve and programs offered). · One of the primary focuses of the organization's website is on their target groups.
Guideline 7.2	The organization website has information pertinent to users in order to facilitate career decision making, employment, LMI trends, education and training.
How to Comply	<p>Components of the organization website include:</p> <ul style="list-style-type: none"> · career information and options (e.g. video case studies) · on-line free assessments for career decision making · work search strategies, resume building and job boards · information on local, regional, provincial and national current employment trends · information on self-employment · information of the role of volunteerism · current programs and services · education and training · notation of funding sources · contact information by e-mail, toll-free phone number, address, phone number and contact person

Guideline 7.3	The organization website will provide resources and links to career information, work search, job boards, LMI trends, as well as education and training.
How to Comply	<ul style="list-style-type: none"> · The organization website provides links to existing and current services · The organization website indicates when the user is being referred to a link outside of the organization's content control.
Guideline 7.4	The organization website provides a component on social networking and notes the realities of this mode of technology on use and success.
How to Comply	<ul style="list-style-type: none"> · A brief summary of the site should be provided with the link to other career decision-making facets of social media tools. · Users are cautioned about privacy, misrepresentation and costs. · Once user accesses link, mechanism in place to indicate that user has left the organization's website.



APPENDIX A Career and Labour Market Information Service Delivery Guidelines



Checklist

This checklist is designed to provide service delivery organizations with a quick and easy way to determine whether their service complies with each career and labour information service delivery guideline.

Name of Service



1 Service Delivery Environment	Yes	No	N/A
1.1 Does the organization provide services at a convenient location(s) during convenient hours?			
1.1 Has the organization created a welcoming environment by having location(s) with sufficient space for the proper display and usage of resources with self-explanatory signage?			
1.3 Does the organization provide up-to-date, reliable, widely-available, cost-effective and appropriate resources to service a wide variety of users with diverse needs?			
1.4 Does the organization co-ordinate their efforts with those of other related services?			

2 Funding	Yes	No	N/A
2.1 Does the organization dedicate funds for the development and maintenance of career and LMI delivery services?			
2.2 Does the organization provide reporting to funder(s) to satisfy their accountability needs?			
2.3 Has the organization developed partnerships or collaborative arrangements to optimize resources for users?			
3 Determining Target Group Needs	Yes	No	N/A
3.1 Does the organization regularly assess clients' needs and compare them to services/products provided, including staff performance, to ensure that the overall needs of clients with varying abilities and needs are being adequately met?			
4 Delivery Methods	Yes	No	N/A
4.1 Has the organization established a clear mandate and a set of goals and policies for the development and the maintenance of the career and labour market information delivery service?			
4.2 Has the organization established operational guidelines that ensure: a. accessibility for persons with disabilities, b. the privacy and confidentiality of personal information, and c. ethical and professional behaviour for staff?			
4.3 Does the organization deliver information in ways that are compatible with the target groups' career and LMI needs and their abilities to access various delivery methods?			
4.4 Does the organization have enough staff able to fulfill the career and LMI specialist function in order to assist clients with their information needs?			



5 Staffing	Yes	No	N/A
5.1 Do the staff members, doing the job of a Career and LMI Specialist, have the necessary skills and abilities?			
5.2 Does the organization provide training and professional development based on skills assessments for the individuals fulfilling the career and labour market information specialist function?			
5.3 Does the organization provide technical support to maintain the equipment and technology necessary to effectively deliver career and labour market information?			
5.4 Does the service have trained and skilled support staff?			
6 Marketing and Communication	Yes	No	N/A
6.1 Does the organization have a marketing strategy and a plan to promote the importance and use of career and LMI resources and programs?			
6.2 Are clients made aware of services provided?			
6.3 Are the organizations' LMI mandate, goals and policies available to the public?			
6.4 Does the organization have a communication policy for internal and external information sharing?			
7 Use of Technology	Yes	No	N/A
7.1 Does the organization have access to the Internet and does the organization maintain a website?			
7.2 Does the organization's website have information pertinent to users in order to facilitate career decision making, employment, LMI trends, education and training?			
7.3 Does the organization's website provide resources and links to career information, work search, job boards, LMI trends as well as education and training?			
7.4 Does the organization's website provide a component on social networking and notes the realities of this mode of technology on use and success?			

Career and Labour Market Information Service Delivery Guidelines



Terms and Definitions

Career and Labour Market Information

For the purpose of these guidelines, career and labour market information (LMI) is the *“information needed to make a labour market decision.”*

This includes career, occupational, learning and labour market information, used by those looking for work, those currently employed, employers, educators, those who provide services, and people in general to make careful decisions about the labour market and about the transitions which affect their lives. It also includes information not normally associated with the labour market, but which does impact on labour market decisions. For example, transportation information is not usually associated with LMI, but it can significantly impact the mobility of labour.

Categories of Staff

Staff found in service organizations that provide career and LMI information include:

- Career and Labour Market Information Specialist
- Career Counsellor
- Employment Counsellor
- Employment Coach
- Career Coach

Career and LMI Specialist Staff

In resource centres, career and LMI specialist staff help LMI consumers identify the type of information they need, find that information, assess it in relation to their needs, and facilitate its use. LMI specialist staff may also refer consumers of the information to employment or to career counsellors as appropriate. Career and LMI specialist staff also have the responsibility for acquiring information products and for organizing the information in the resource centre.

The Career and LMI Specialist function is different from that of **employment counselling, career counselling or employment coaches**. People in these functions facilitate individuals to plan their job search strategy or career development strategy respectively. However, sometimes career or employment counsellors perform the duties of career and labour market information specialists in addition to their other role.

Career and Labour Market Information Service Delivery Guidelines



Career and Labour Market Information Specialist Competencies and Duties

Career and Labour Market Information

The Career and Labour Market Information Specialist helps clients with their career and LMI needs. They help determine the client's information needs, identify and locate resources and, if needed, provide assistance using them. They also ensure that current, accurate and appropriate career information resources to meet the needs of all clients are acquired/ purchased, catalogued and displayed in a logical and easily accessible arrangement in an information area.

The Career and Labour Market Information Specialist must also ensure that the information area and its contents are integrated with all other services offered in the centre in which s/he is employed. These are typically career, employment and administrative areas.

Career and Labour Market Information Specialists often work closely with employment counsellors, career counsellors and employment coaches. People in all these roles help clients with job search strategies and career decision-making, respectively.

To perform the job of Career and Labour Market Information Specialist, the following competencies and duties are required for successful job performance. Reference is made to the Canadian Standards and Guidelines for Career Development Practitioners (2012)¹.



¹ Source: Competencies are based on the *Canadian Standards and Guidelines for Career Development Practitioners* (2012) http://www.career-dev-guidelines.org/career_dev

Competencies & Duties	Job Performance Responsibilities	Canadian Standards and Guidelines 2012
Communication Skills	<ul style="list-style-type: none"> · Conveys ideas and information (orally and in writing) clearly and concisely · Adjusts style of communication, written or verbal, in order to meet the needs of the audience 	Core Competencies C.2 Interpersonal Competence C 2.2 Communicate Effectively
Interpersonal and Consulting Skills	<ul style="list-style-type: none"> · Creates a comfortable rapport with clients · Adjusts approach to meet individual client needs · Attends to verbal and non-verbal cues · Effectively assists the client in assessing needs and options, and suggests courses of action · Is accessible and responsive to clients · Develops and maintains a referral network · Interacts effectively with people of diverse backgrounds 	Core Competencies C.2 Interpersonal Competence C2.1 Respect Diversity C2.2 Communicate Effectively
Information Gathering or Assessment Skills	<ul style="list-style-type: none"> · Quickly acquires and applies relevant information · Recognizes pertinent facts and issues · Identifies the specific information needed to clarify a situation or make a decision · Identifies and acquires information products/ services based on client and community needs · Identifies the most useful and appropriate tools and technologies to meet requirements of the task 	Core Competencies C1 Professional Behaviour C1.3 Deliver Career Development Services
Organizational and Planning Skills	<ul style="list-style-type: none"> · Develops and implements plans and projects · Organizes work and resources to meet goals and objectives 	Core Competencies C.1 Professional Behaviour C 1.4 Manage Work

Competencies & Duties	Job Performance Responsibilities	Canadian Standards and Guidelines 2012
<p>Staff Management Skills (if applicable)</p>	<ul style="list-style-type: none"> · Demonstrates fairness and equity in the delegation of tasks and assignments · Sets realistic and challenging goals, objectives, and deadlines while respecting others' needs for a balanced work life · Communicates expectations so that they can be acted upon and assists in establishing priorities · Strives to ensure that employees are aware of management goals and how individual efforts assist in accomplishing these · Ensures that appropriate resources are available to accomplish work plan commitments 	
<p>Knowledge of Relevant Processes, Procedures and Legislation</p>	<ul style="list-style-type: none"> · Career development processes and the role of information in those processes · Decision-making processes and the role of information in those processes · Equipment or technology used in the information resource centre (e.g., computers, Internet) · Government and community service providers · Relevant codes of ethics and privacy legislation · Ordering/purchasing/accounting procedures (if applicable) · Local/regional labour market and economic conditions · Marketing and promotional techniques of their organization 	<p>Areas of Specialization — Career Counselling</p> <p>S3.1 Possess Career Counselling Knowledge</p> <p>S3.1.5 Access, critically evaluate, and make use of career resources, labour market information, and educational/training information</p> <p>S3.1.6 Describe types of education/training opportunities and resources</p> <p>S3.1.7 Work with labour market information</p>



Competencies & Duties	Job Performance Responsibilities	Canadian Standards and Guidelines 2012
<p>Personal Qualities</p>	<ul style="list-style-type: none"> · Adjusts readily to change · Engages in learning and professional development · Is creative and innovative · Is attentive to the needs, concerns and ideas of others · Respects individual differences · Works well with others · Willingly uses available technologies to work and learn 	<p>Core Competencies</p> <p>C1 Professional Behaviour</p> <p>C1.2 Demonstrates a Commitment to Professional Development</p> <p>C1.3 Deliver Career Development Services</p> <p>C1.4 Manage Work</p>
<p>Client Services Duties</p>	<ol style="list-style-type: none"> 1. Assist clients to clarify their career decision-making questions, and connect them to the appropriate information 2. Assess client needs and determine the most appropriate information delivery modes 3. Assist clients to use career and labour market information effectively and in an integrated way with other career and labour market services available to them, so as to foster client self-reliance and self-management 4. Makes appropriate client referrals (including financial), both internal and external to the organization 	<p>Areas of Specialization — Career Counselling</p> <p>S3.1 Possess Career Counselling Knowledge</p> <p>S3.1.5 Access, critically evaluate, and make use of career resources, labour market information, and educational/training information</p> <p>S3.1.6 Describe types of education/training opportunities and resources</p> <p>S3.1 Work with labour market information</p>



Competencies & Duties	Job Performance Responsibilities	Canadian Standards and Guidelines 2012
<p>Service Delivery Duties</p>	<ol style="list-style-type: none"> 1. Provide group presentations related to the delivery of career information both internally and externally to the organization 2. Ensure ease of access and use of the information area through such things as providing appropriate signage, adequate floor space and furnishings, and convenient and efficient display of resources 3. Oversee the day-to-day operations of managing the information and the information area 4. Determine any gaps in programs and services and develop the necessary information/programs/services to meet client needs 5. Provide manuals of operations/procedures for the day-to-day running of the information area and the resource classification system 6. Establish internal and external communication and networking channels to ensure acquisition and distribution of information 	<p>Area of Specialization – Facilitated and Individual Group Learning</p> <p>S2 Facilitated and Individual Group Learning</p> <p>S4 Information and Resource Management</p>
<p>Information Management Duties</p>	<ol style="list-style-type: none"> 1. Locate the resources/information on occupations, workplace, industry trends and education programs/services locally, regionally, nationally and internationally 2. Determines appropriate content for the information resource centre to meet client and community needs 3. Developing the information area, including such functions as acquiring and managing (i) career information resources, (ii) capital equipment, and (iii) staff 4. Research, recommend or select, and acquire appropriate display mechanisms 	<p>Core Competencies</p> <p>C3 Career Development Knowledge</p>

Competencies & Duties	Job Performance Responsibilities	Canadian Standards and Guidelines 2012
<p>Administration Duties</p>	<ol style="list-style-type: none"> 1. Ensure privacy, confidentiality, ethical behaviour, and adherence to professional guidelines (including those in the Career Practitioners Guidelines and Standards) pertinent to the career and labour market information specialist functions 2. Provide input to and implement the centre's marketing plan as it relates to the information area 3. Provide and catalogue print, audiovisual and electronic resources that are current, accurate, sufficient and appropriate to client needs. 4. Maintain the structures necessary for tracking the resources 5. Participate in events such as job fairs and community career fairs 6. Participate in professional association/ organizations involved with career information, career development and labour market information 7. Assist in special projects (e.g., website content, design and updates) 8. Implement evaluation/feedback mechanisms to gauge client satisfaction with career information delivery 9. Develop and maintain statistical reports of client usage of career information delivery service 10. Administer the annually dedicated funds for the acquisition and maintenance of information resources (print, audiovisual and electronic) and capital equipment 	<p>Core Competencies C1 Professional Behaviour Code of Ethics Ethical Principles for Career Development Practitioner-Client Relationship</p>

Source: Competencies are based on the *Canadian Standards and Guidelines for Career Development Practitioners* (2012) http://www.career-dev-guidelines.org/career_dev



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