

## NYCLMIS Wins Workforce Innovation Award for Enriching the Field with Tools to Be Demand and Data Driven

The [New York City Labor Market Information Service \(NYCLMIS\)](#) was formed in 2008 and is housed at the City University of New York Graduate Center. In the years since its founding, NYCLMIS has become the go-to resource for labor market intelligence (LMI) and a frequent partner of the local workforce development community. Their mission is to help workforce development providers and policy makers make data-driven decisions based on an accurate understanding of the labor market so that they can better help their customers and constituents achieve success. They accomplish their mission by conducting research, developing information tools, and providing consulting and technical assistance. For their work in enriching the workforce field with invaluable data and information, NYCLMIS will be awarded the Workforce Innovation Award at NYCETC's 2015 Opportunity Awards

NYCLMIS derives its value to the workforce development field from its firm grounding in both research and practice. NYCLMIS' research is conducted to the highest standards, and is accentuated by years of close collaboration with providers, policy makers, and a network of industry experts and employers who provide insights into the current and emerging staffing needs in their industries. NYCLMIS' research is accessible via reports on industries, populations, emerging trends, and policy issues, as well as trainings and collaborations with individual organizations on how to find and use a range of LMI sources and become more strategic as they develop new programs or improve upon existing ones.

Though NYCLMIS has had numerous impacts on the social services and workforce community, the organization's innovations in two specific arenas merit its receiving the Workforce Innovation Award: 1) working hand in glove with providers to use data and other forms of LMI to address their program development and improvement needs, especially for sector-focused programming; and 2) using real-time LMI as a tool to shed light on current labor market standards. In both arenas, NYCLMIS has increased awareness of the need to use labor-market information and the capacity of organizations to do so in all facets of their programming.

Working directly with a variety of workforce development providers, NYCLMIS has helped foster quality organizational change and capacity building, leading to more nuanced and impactful programming. Through the NYCLMIS team's work with the five partnerships in the [Young Adult Sectoral Employment Project](#), eight colleges in [CUNY CareerPATH](#), and the nine organizations in the [Demand-Side Immersion Academy](#), NYCLMIS has worked closely with management and line staff to infuse the strategic use of labor market intelligence into their program planning and improvement processes. These processes include but go well beyond the uses of intelligence for job development, helping organizations to align their marketing, orientation, and assessment; program content, format and timing; and staff and board development among other practices.

"We began working with LMIS 2 years ago and we wanted to diversify the sectors where we placed IT professionals, as well as make our work more efficient to prospect and find new employer opportunities," said Angie Kamath, Executive Director of Per Scholas New York. "Today in 2015, I am happy to report back that we have a stronger and more diverse set of employers across 3 occupations. We regularly use job postings detail in addition to our direct employer connections to source out trends in the sector that inform our curriculum and alumni programming."

NYCLMIS developed a framework for this type of organizational change and capacity building process, which is being applied in the Robin Hood funded Demand-Side Immersion Academy. This initiative has with a cohort of nine workforce and training grantees to locate, assemble and strategically use targeted LMI on a single industry with the goal of improving organizational capacity in the short term and employment outcomes over time. This has been especially impactful in helping organizations diversify employer relationships, leading to more opportunities for program participants, as well as a more nuanced understanding of employers' skill needs that are reflected on all facets of organizational capacity such as program curriculums, job coaching, and client outreach.

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Through the second phase of the Demand-Side Immersion Academy, NYCLMIS developed data "super users" within five of the participating organization to provide up to the minute intelligence in the organizations, leading to greatly increased capacity on the front-lines of pivotal workforce development providers. This phase consisted of Per Scholas, Green City Force, City Tech, The HOPE Program and Grace Institute.

"The NYCLMIS team have been a wonderful resource and guide to understanding how to effectively use Labor Market data to inform organizational decision-making. We have partnered as part of their Demand Side Immersion Academy where we've been given not only resources but viable tools to integrate our key learnings into practice," noted Mara Cerzo, Director of Career & Alumni Services at Green City Force, who trained as the organization's Data Super User. "Most recently, I gathered labor market data and had a wonderful exchange with an employer partner to discuss hiring trends and how their industry knowledge and observations aligned with the data I was able to pull together."

NYCLMIS has also become nationally known as an innovator in the use of real-time labor market information (RTLMI) to inform workforce development practice, using RTLMI in monthly reports, occupational profiles, and career maps. RTLMI tools use data from job postings to develop analytics, helping workforce organizations better understand hiring trends and employer demand in their areas, including certifications and skill requirements. In addition, NYCLMIS participated in two USDOL funded projects to provide technical assistance to State LMI departments on integrating RTLMI into their data "toolkits." As part of this project, NYCLMIS worked with Jobs for the Future and Maher & Maher to co-author a vendor scan of the RTLMI landscape which highlighted sources, their similarities and differences, and examples of creative end use of this new tool. Director Lesley Hirsch has presented and served on numerous panels at national and regional venues on the strengths and limitations of RTLMI data use.