

Issue Briefing: Connecting Job Seekers to Jobs in Demand

The State's sector-based workforce development approach involves fulfilling business demand for skilled workers in a regional economy. One challenge of this approach for the workforce system ("the system") lies in how best to align regional labor demand, supply, and job placement. To overcome this challenge, the system must be able to:

- Establish what the priority job needs are;
- Measure accurately the skills of the available workforce;
- Address skills gaps through appropriate training;
- Identify sources of skilled job seekers;
- Serve as a broker to match skilled workers with business demand; and
- Provide incentives to fill demand jobs.

Utilizing available assets to improve these components will serve to augment the capacity of the system to successfully connect workers to demand jobs.

Job Demand

- Jobs in Demand – There are many sources of data the system provides and examines to establish which jobs are and will be in high demand in regional job markets. This helps to guide workforce development efforts, and better inform workers, trainers, and businesses. Data sources include:
 - Job posting data;
 - DOL Research & Statistics Labor Market Information for Workforce Planning; and
 - Local Workforce Investment Board Regional Plans.
- Skills Needed for Regional Demand Jobs – In order to assess the ability of the workforce to fill demand jobs, the system must know the skills needed in those jobs. The tools used by the system to establish these skill inventories include:
 - Business intermediary* work to assess business skill needs;
 - DOL Business Services team contact; and
 - Information in job postings.

Job Seeker Supply

- Training Options for Skills in Demand – If the inventory of job skills reveals a gap with the skills of the available workforce, strategies to provide those skills must be established. Strategies to address these skills gaps include:
 - Work-based training opportunities;
 - Enlisting the services of a business intermediary;
 - Career pathway development for long-term business needs; and
 - Custom curriculum development.

- Sources of Skilled Job Seekers – The system must continue to be aware of the sources of trained job seekers and align training offerings with the skill needs of business. Strategies for supporting the supply of skilled job seekers include:
 - Apprenticeship programs;
 - Developing credential programs; and
 - Tailoring course offerings of secondary and higher education to support business needs.

Job Placement

- Connecting business and workers to encourage hiring – The system can take steps to improve the relationship between business and job seekers. In addition, the alignment of available skills to demand jobs is not always self-evident, and the system and other entities can help to broker the matching of skills to demand positions. Steps the system can take to improve this relationship include:
 - Better connecting business, worker, and system representation through entities like the SWIB, REDCs, LWIBs, and Business Advisory Committees;
 - DOL Business Services team contact;
 - Improving the dissemination of regional job demand data to inform the workforce of the needs of businesses; and
 - Utilizing the services of a business intermediary or skills broker.
- Incentives to Hire – The system can provide incentives to business to promote job placement. Some incentives include:
 - On-the-Job training programs; and
 - Tax credit programs such as New York Youth Works, Work Opportunity Tax Credit, Hire-a-Vet Credit and Work for Success.

**Business Intermediaries are organizations that act as a conduit between job seekers and the job demands of specific businesses and industry sectors. They identify job seekers and prepare them for employment in those businesses and sectors.*

Resources for Further Information:

Labor Market Information (regional data and job projections)

<http://labor.ny.gov/stats/index.shtm>

Job Seeker Career Services

<http://labor.ny.gov/careerservices/planyourcareer/planningyourcareerindex.shtm>

Business Services (including hiring incentives)

<http://labor.ny.gov/businessservices/landing.shtm>