



THE FUTURE OF
Workforce Development
WHERE RESEARCH MEETS PRACTICE

Session:

Evolving Models in Workforce Intelligence Systems

Speaker:

Susan Goldberger
Burning Glass Technologies

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Federal Reserve Bank of Kansas City, Kansas City, Mo.

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Leveraging Real-Time Labor Market Data to Track Emerging Opportunities

PRESENTED BY:

Susan Goldberger, Director of Education & Career Advancement Services



Matching People
& Jobs



Resume Parsing &
Management



Reemployment
& Education
Pathways



Real-Time
Labor Market
Intelligence

About Burning Glass

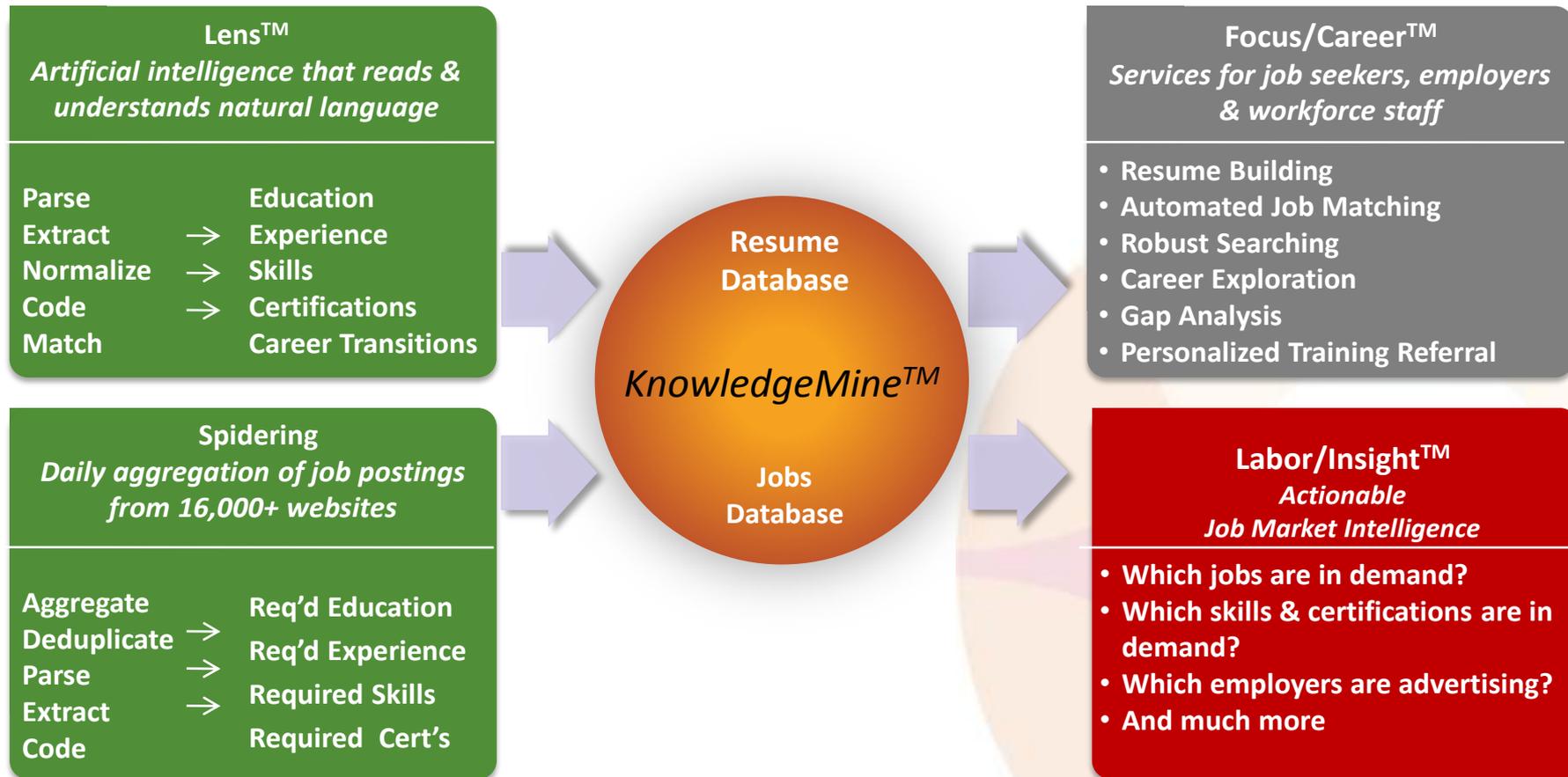
Since 1999, leading developer of intelligent job market technologies, including data parsing, coding & analysis for supply and demand data as well as pattern-based matching applications and work search support.

Holder of multiple patents in human capital analytics and predictive matching.

Clients include:

- **Public sector:** Statewide deployments in the workforce systems of 9 U.S. states and for a national ministry of labor; Supporting the efforts of the 8 northeastern states and Arizona under a U.S. DOL grant to define, identify, and inventory green jobs; Numerous WIBs & other regional agencies
- **Education:** Jobs for the Future, NCHEMS, Northeastern University, The Education Advisory Board, the Kentucky Community College system
- **Staffing companies & job boards:** Adecco, Kelly Services, Michael Page, Manpower, Randstad, Volt, etc.; LinkedIn, Dice, Trinity Mirror, etc.
- **Employers:** Google, Accenture, Bloomberg, General Electric, etc.

Unique Capabilities Power Unique Products



Our technology can understand, code, and categorize dozens of facts about each job

Company Profile

Clark Research International (CRI) offers clients

of multidisciplinary skills in science, policy analysis, and data collection and analysis.

Position

a full-time **IT project** office. He/she must be a team player; establish partnerships; communicate with project managers; and be able to manage operational and technical projects. He/she must have strong background with C++, preferably in C++, with experience implementing Sybase. Responsibilities include:

environmental assessment, documentation, process improvement, systems testing, and training.

Compensation & Benefits

Salary: \$70,000 per year. Benefits include dental, and child care available. BA/BS with 2 - 4 years of experience or equivalent combination of education and experience; PMP Certification required.

Conventional Extracts:

- **Job title:** IT Project Manager
- **Occupation Code:** 15-1099.11 (Information Technology Project Managers)
- **NAICS** 541690 (Other Scientific and Technical Consulting Services)
- **Location:** Boston

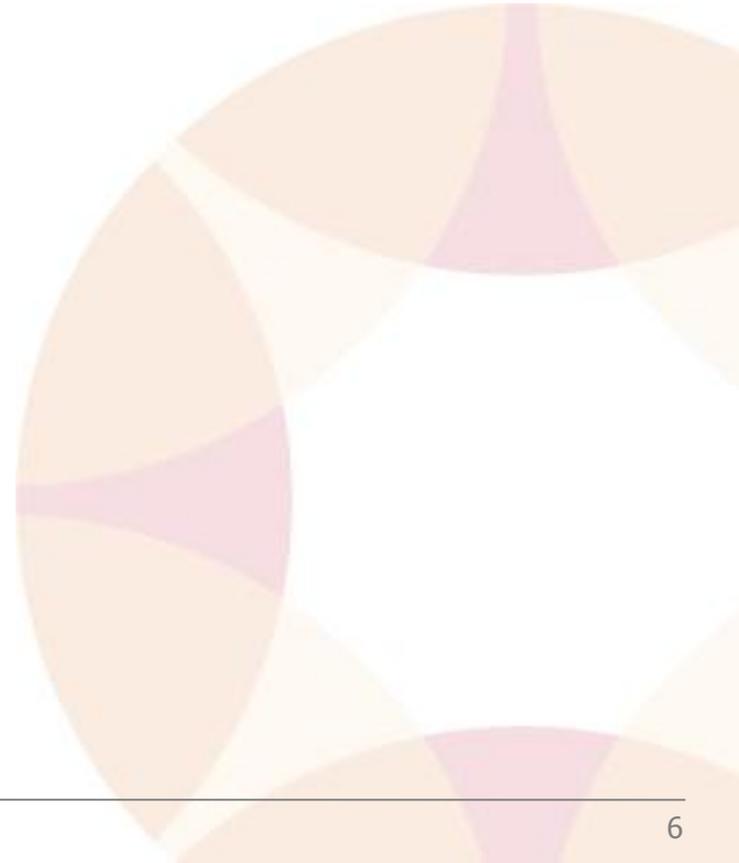
Burning Glass Added Extracts:

- **Full location:** MSA (14460); LMA (MT257165); Geocode: 42.3597, 71.0560
- **Min experience:** 2-4 years, Level=2
- **Education Attainment:** Bachelor's
- **Major:** Computer Science,
- **Salary:** \$70,000 base salary
- **Benefits:** Medical, Dental, Wellness, Childcare
- **Type of Job:** Full-time
- **General Skills:** Collaboration; Communications
- **Specific Skills:** IT Design; Process Improvement; Testing; C++, Sybase
- **Certifications:** PMP
- **Number of Positions:** Single

PLUS DOZENS OF OTHERS

Leveraging the Unique Value of Real-Time Job Posting Data:

Selected Examples

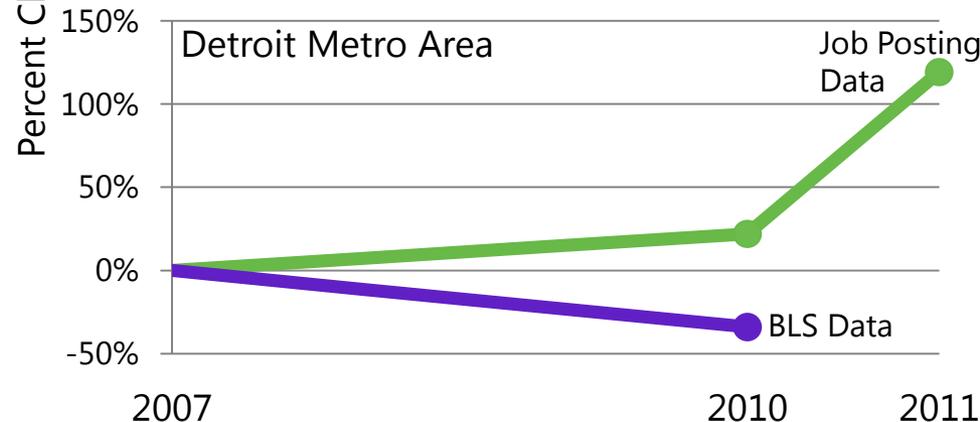


Serve as Leading Indicator of Employer Demand: Job Postings Data vs BLS Employment Data

Computer Controlled Machine Tool Operators



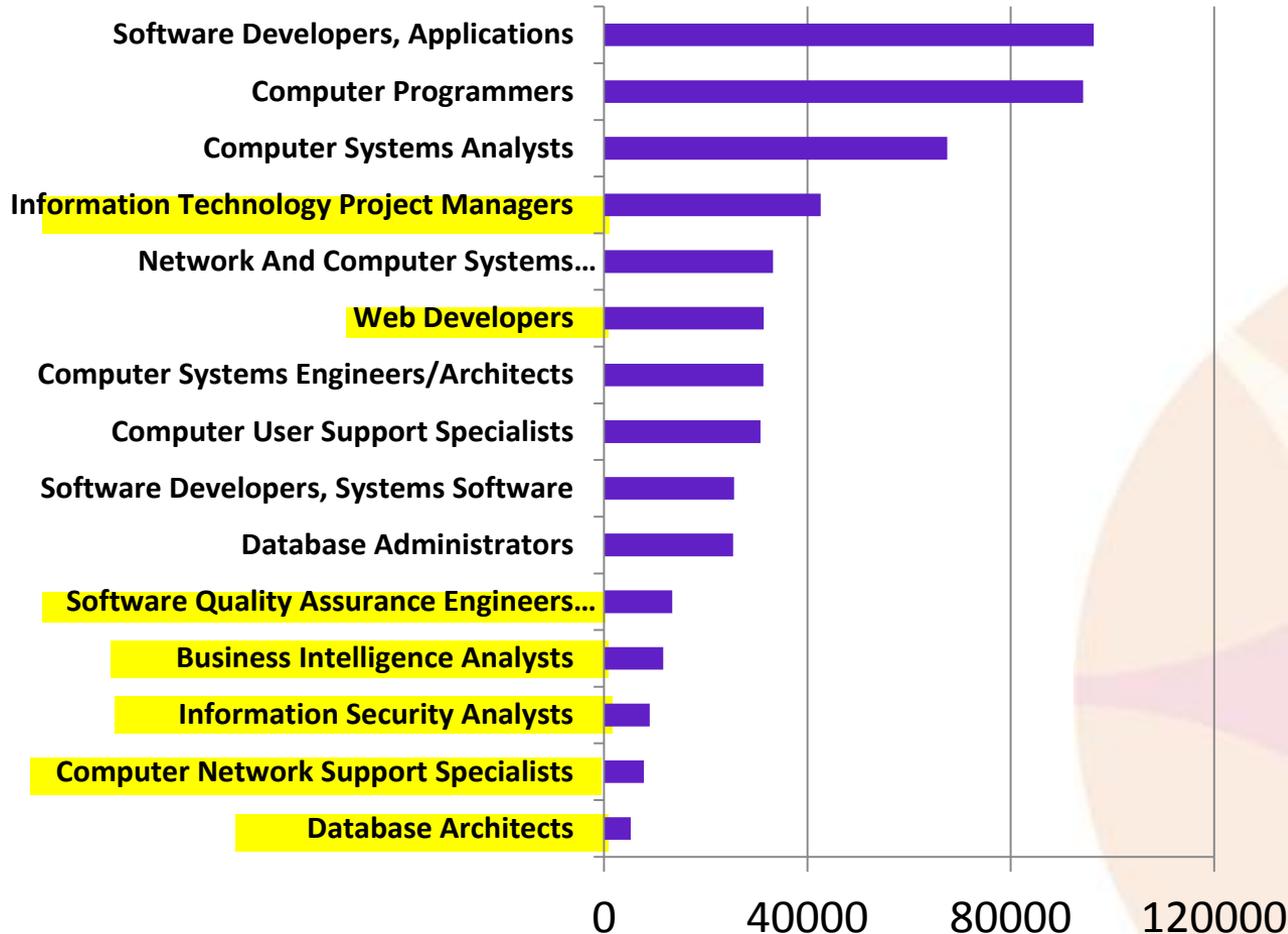
Job posting data show an uptick in demand for CNC operators ahead of BLS data.



Job posting data show that demand for CNC operators in Detroit never dropped off and increased dramatically in 2011.

Track Demand For Occupations ... Both Old & New

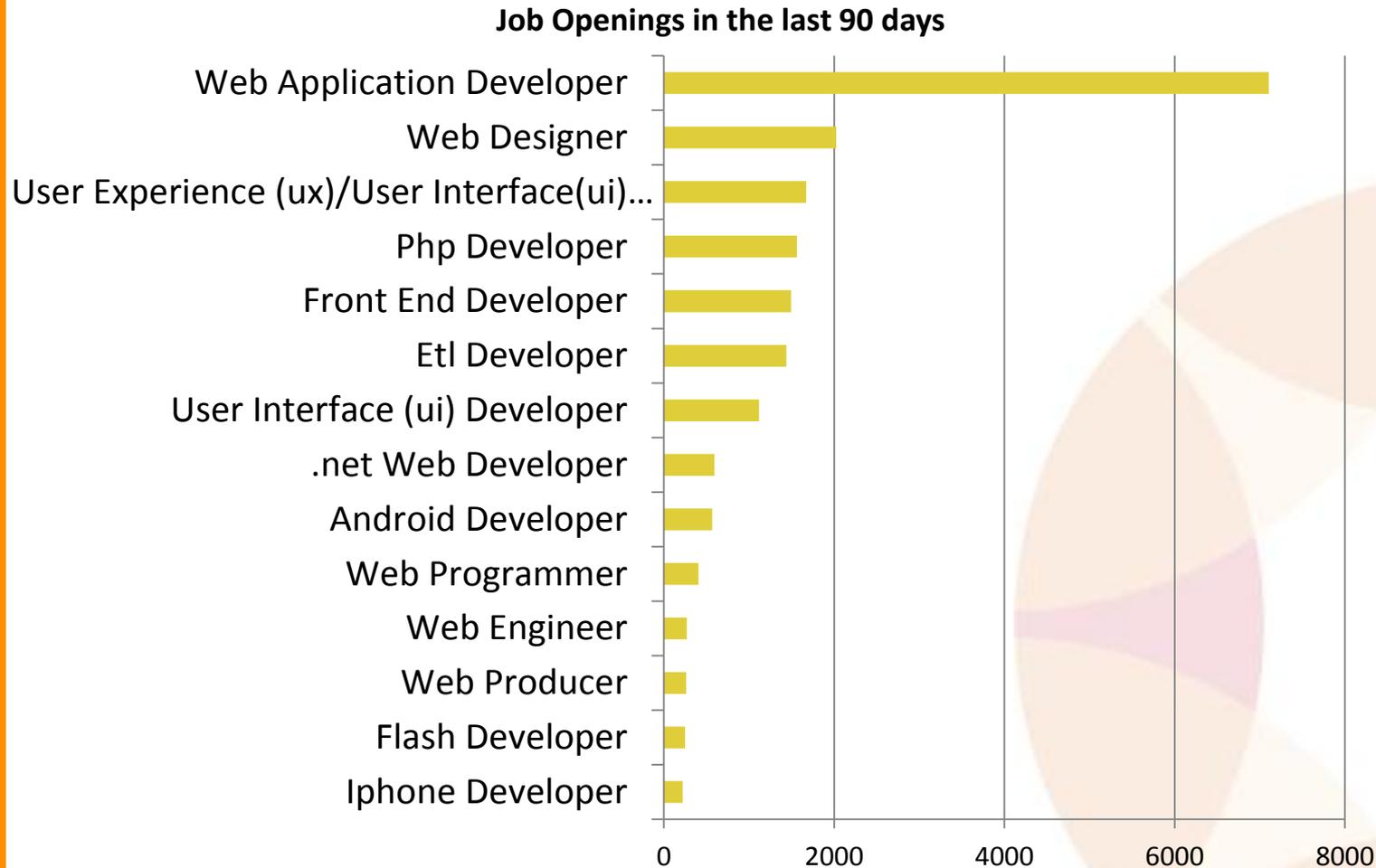
IT Job Openings



*Burning Glass data covers all O*NET defined occupations, even those that were defined too recently to be covered by BLS*

■ IT Job Openings

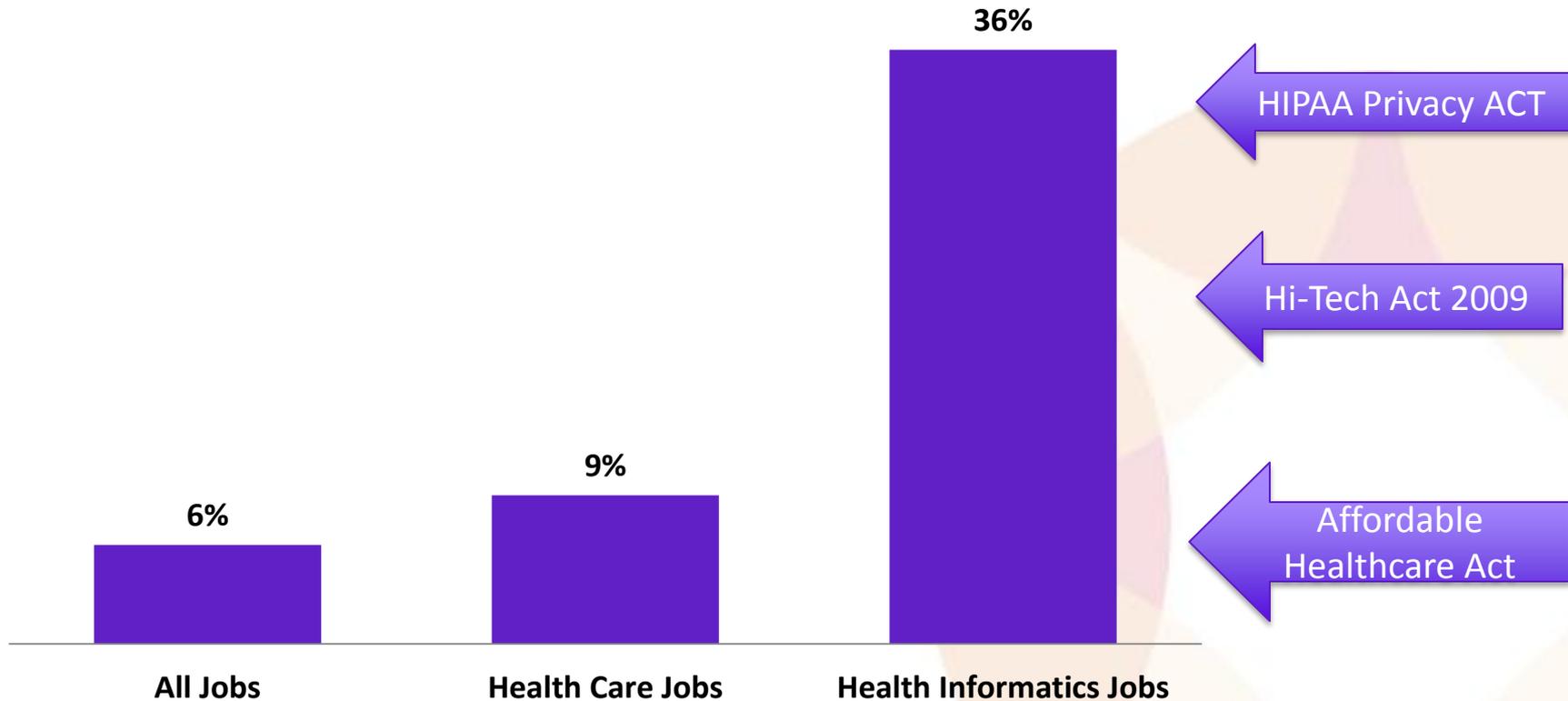
Track Top Job Titles within O*NET Occupations to Identify Emerging Job and Skill Needs



*For example, examining the top job titles for Web Developer shows jobs like Web Designer (not yet recognized by O*NET) and Android and iPhone Developers as occupations*

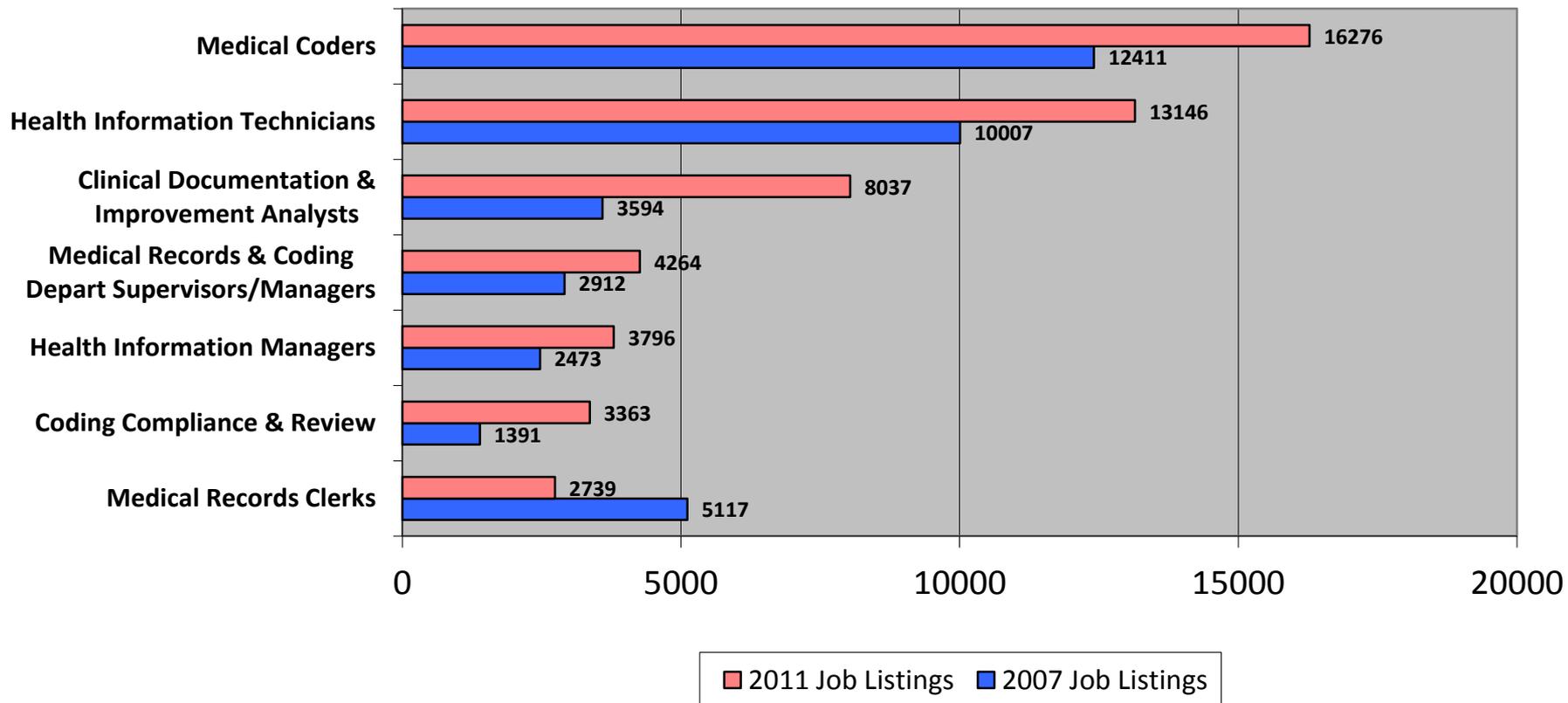
Identify Growing Sectors of the Economy:

Growth in Health Informatics Job Listings 2007 to 2011

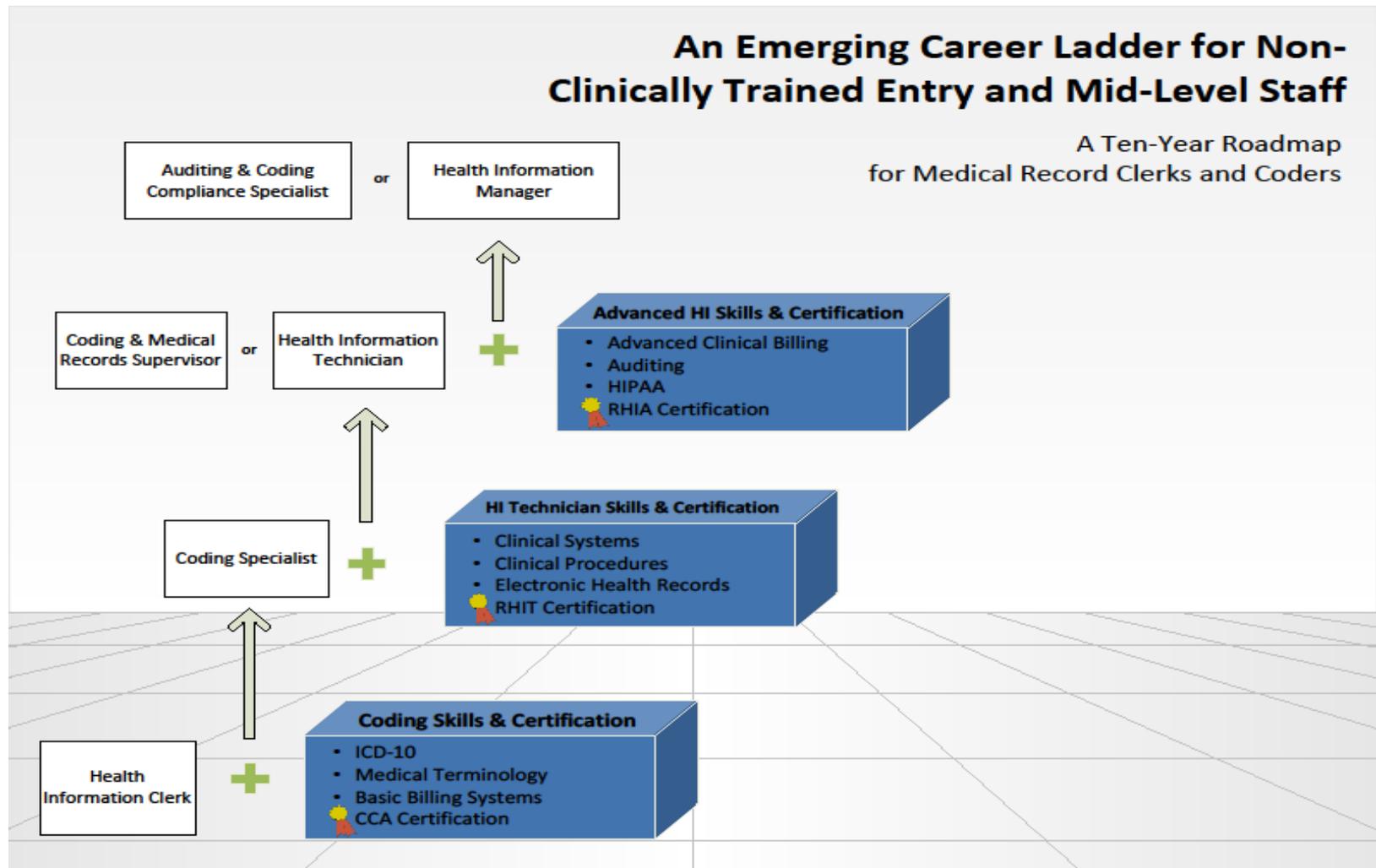


Identify Fastest Growing Jobs Within A Sector: The Upskilling of Health Informatics Jobs

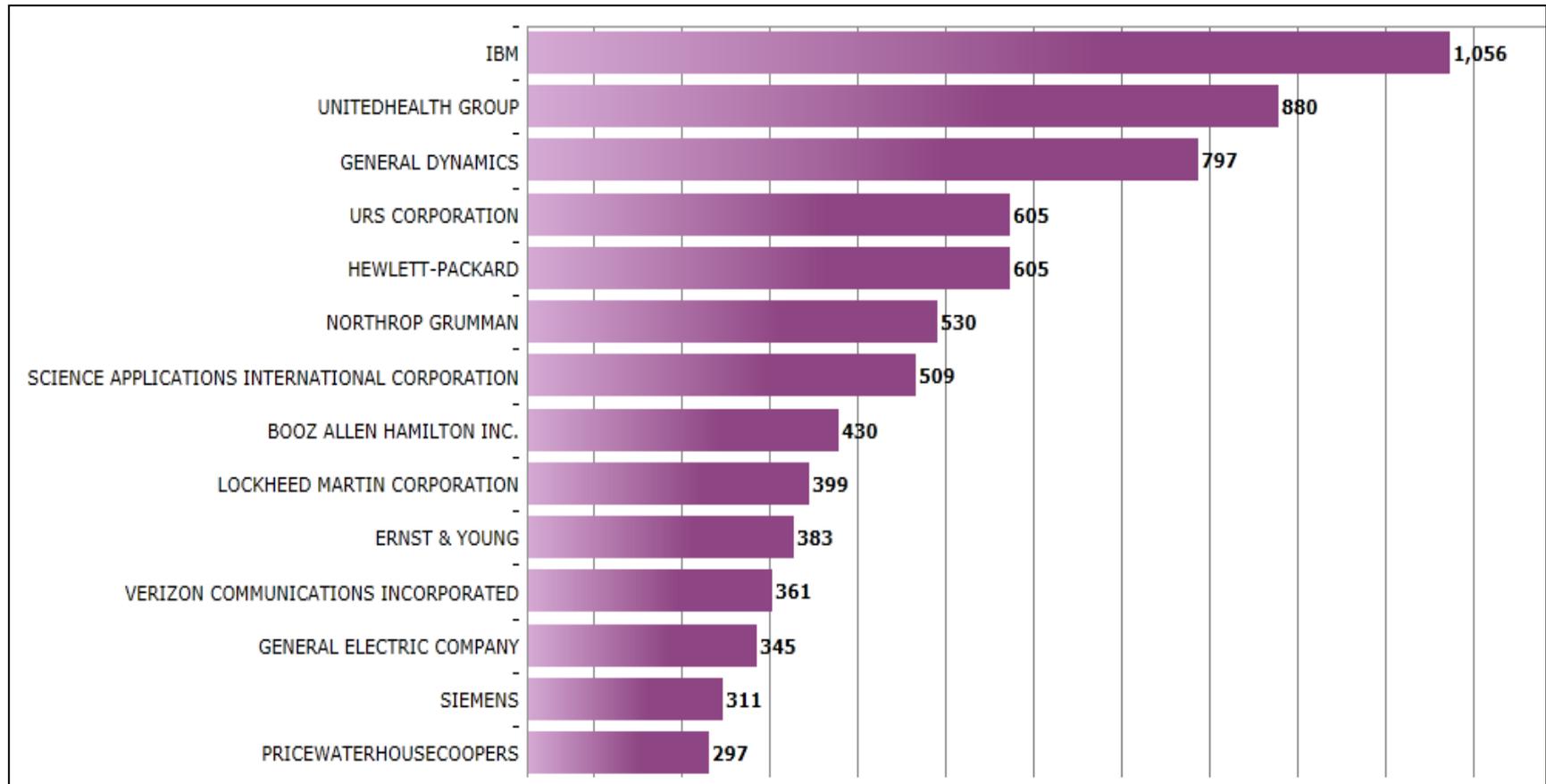
Growth of Health Informatics Jobs by Type: 2007 v. 2011



Identify New Career Advancement Pathways:



Target Employers for Outreach: Top Employers Advertising Jobs Requiring Project Management Certification in Last 12 Months



Skill Analysis: Graphic vs. Web Designer

Graphic Designer

Visual and Graphics Arts Skills:

Graphic Design, Visual Design, Adobe Photoshop, Adobe Illustrator, Indesign, Concept Development

Visual and Graphics Arts Skills:

Website Design, Adobe Dreamweaver, Javascript, User Interface (UI) Design, Action Script

Digital Marketing:

Marketing, Merchandising, Social Media, Direct Mail

Web Designer

Visual and Graphics Arts Skills:

Graphic Design, Adobe Photoshop, Adobe Illustrator, Concept Development

Visual and Graphics Arts Skills:

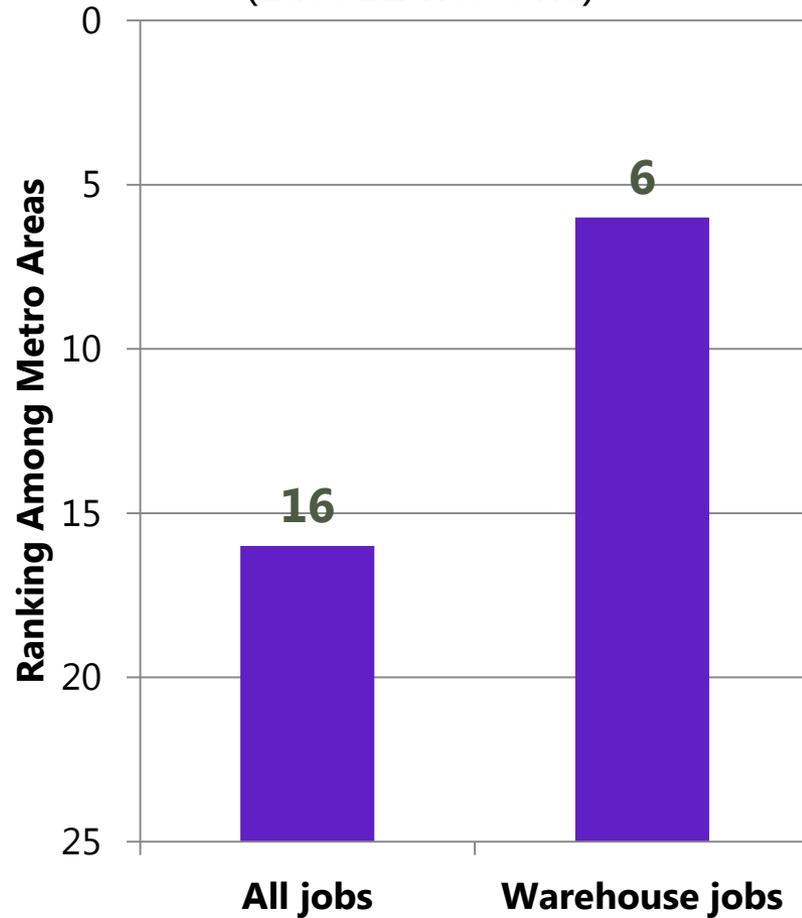
Website Design, Adobe Dreamweaver, Javascript, User Interface (UI) Design, Action Script, JQuery, PHP, Java, Ajax, XML

Digital Marketing:

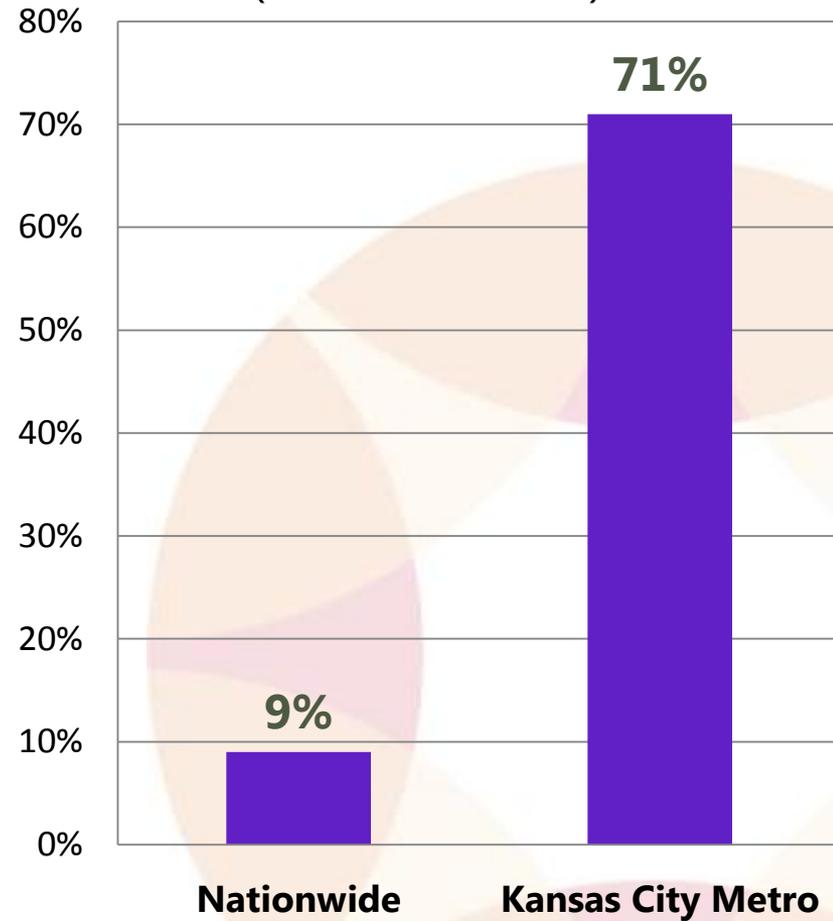
Social Media, Direct Mail, Content Management, Search Engine Optimization

Warehouse Jobs in KC Metro Area

Ranking KC Metro Advertised Jobs
(Last 12 months)

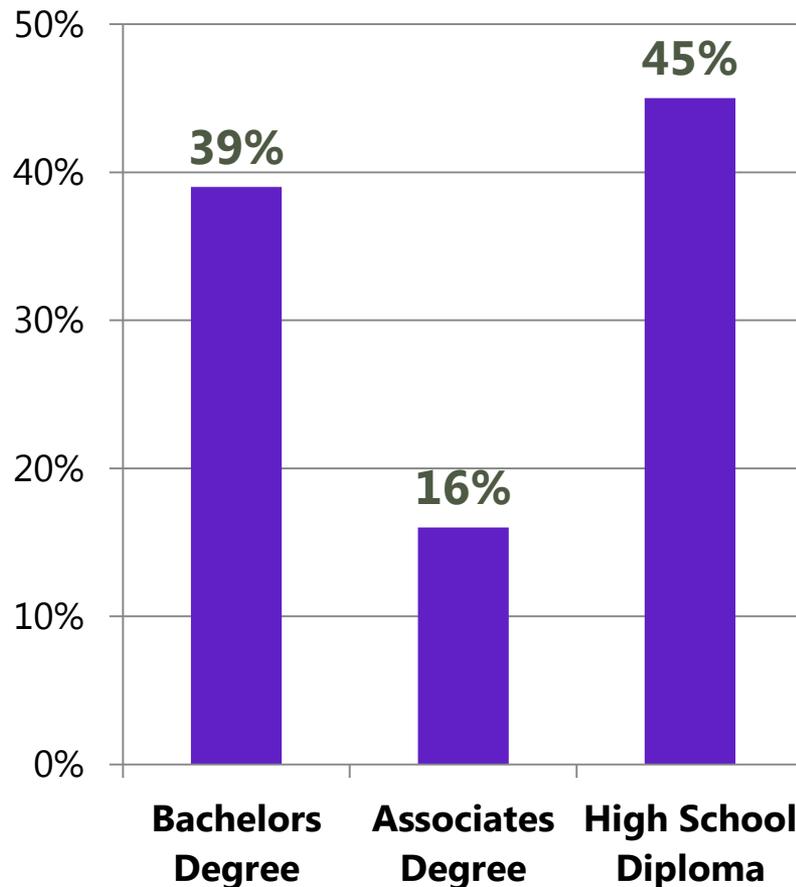


Growth in Warehouse Jobs
(Last 12 months)



Requirements of Warehouse Manager and Supervisor Jobs Listing in KC Metro Area

Education Requirements



Top Skill Requirements

Specialized Job Skills

- Warehouse Management
- Forklift Operation
- Operations Management
- Inspection
- Accounting
- Inventory Management
- Purchasing
- Supply Chain Management

Professional Skills

- Organizational Skills
- Supervisory/Management Skills
- Leadership Skills
- Communication Skills
- Microsoft Excel
- Microsoft Office
- Planning
- Detail-Oriented

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