



2021 – 2023 LMI Institute Strategic Plan by Goal, Strategy and Action

Vision:

The Labor Market Information Institute is the pre-eminent nationwide resource for supporting LMI professionals in the development, interpretation, and use of labor market information.

We define LMI as all quantitative or qualitative data and analysis related to employment and the workforce. [Read More](#)

Mission:

The Labor Market Information Institute fosters and encourages the use of local, state, and national workforce intelligence in decision-making related to workforce development, economic development, education, and other relevant policy areas.

We accomplish this mission by:

- Supporting and promoting the production and use of high-quality workforce and employment information.
- Providing training and professional development to state and other LMI professionals.
- Improving the knowledge, skills, and understanding of LMI.
- Offering management, coordination, and analysis to support the nationwide LMI infrastructure.
- Serving as an advocate for LMI funding at the Federal and state level.

Principles:

We recognize the shifting role of LMI agencies as not only a data production unit for federal and state partners, but also an analytic and research asset using a broad array of data sources in supporting the information needs of stakeholders.

We are guided by the following principles:

- The Institute recognizes that the states must play a primary role as leaders and developers of local, state, and national labor market information within a nationwide network.
- The Institute is committed to the development and provision of high quality, widely accessible, objective, reliable labor market information, including support for data and technology innovations that help LMI agencies be as effective and productive as possible.
- The Institute actively pursues an understanding of user needs and integrates that understanding in the development, production, and delivery of labor market information products.
- The Institute serves as a central node for a network of data producers, users, and intermediaries bringing them together to collaborate, educate, innovate, and lead.
- The Institute promotes professional excellence to improve the quality of the LMI created and the analysis of that information, including guidance about the most appropriate interpretation and application of LMI.
- The Institute conducts all its activities in a respectful, cooperative, courteous, and inclusive manner.

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Goal 1: Enhance value proposition of the Institute

1. Effectively communicate and elevate the visibility of the LMI Institute's role, its products/services, and its value to stakeholders

- a. Customize Institute's messaging to key partners and potential funders of the Institute's core competencies and capabilities
- b. Enhance the content and design of the LMI Institute website
- c. Produce and disseminate the LMI Insider and an LMI Institute marketing video (using content from the annual LMI Institute Member Webinar and other resources)

2. Ensure a well-resourced LMI infrastructure by developing and coordinating advocacy messages for Workforce & Labor Market Information (WLMI)

- a. Enhance advocacy for the use and funding of WLMI as a resource to support policymaking
- b. Represent the interests of LMI shops with state stakeholders (e.g., governors, legislators, state business leaders, and other key state policymakers)
- c. Identifying user stories about how WLMI can be used
- d. Provide messages and materials to enhance partners' ability to advocate for WLMI

Goal 2: Expand and align capacity in WLMIS to solve user problems

1. Host an annual LMI Forum that is:

- a. Informative and engaging with high participation
- b. Diverse and inclusive

2. Deliver, enhance, and expand training

- a. Deliver high quality in-person and virtual instructor-led training programs
- b. Develop, market, and administer customized trainings
- c. Develop peer-mentor network opportunities (e.g. online forums, peer-networks calls, and a training alumni network)
- d. Design and implement more effective marketing of current eLearning course(s)
- e. Improve current asynchronous (i.e., eLearning) training offerings and develop new eLearning courses
- f. Develop training for LMI data users outside the LMI community (e.g., legislators, businesses, or students)
- g. Develop new webinar, instructor-led virtual, and in-person training topics (e.g., labor market intelligence skills for LMI staff)

3. Provide data products that meet customers' needs

- a. Update, enhance, and market existing Institute products
- b. Engage with partners to understand and assessing landscape of potential product opportunities
- c. Develop new products focusing on UI and workforce training outcomes and researching use cases that can meet users' WLMI needs
- d. Encourage the continued product and process innovation efforts of the Projections Managing Partnership



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Goal 3: Manage the LMI Institute Membership and Operations

1. *Deliver all required organizational and financial management services*
 - a. Provide staff support to the LMI Institute Board of Directors
 - b. Manage the budget and provide quarterly financial statements
 - c. Strengthen external stakeholder and partner relations that align with the Institute's mission/vision
 - d. Enhance staff communications capacity to support the Institute, expand membership, and promote products
 - e. Increase LMI Institute revenue by encouraging state LMI shops to send at least 5 staff to an LMI Institute activity each year
 - f. Articulate a succession plan for staff leadership
2. *Increase membership recruitment and retention*
 - a. Manage membership services
 - b. Develop and implement strategies for engaging LMI Directors of both member and non-member states
 - c. Recruit a diverse board leadership to ensure all LMI leader perspectives are represented
 - d. Develop and implement proactive strategies for attracting affiliate members
 - e. Conduct research on the needs of LMI customers through member calls and surveys