



NC DEPARTMENT
of COMMERCE
LABOR & ECONOMIC
ANALYSIS

Making LMI Accessible, Relevant, & Valued in a post-covid, virtual world

Lessons from North Carolina

Jeff DeBellis & Jamie Vaughn
NC Department of Commerce, LEAD

April 29, 2024

Labor & Economic Analysis Division



Results of the Pandemic

- Greater uncertainty
- More demand for real-time data (UI claims), less demand for traditional LMI (jobs, UR)
- Lack of opportunity to work with customers
 - Concerns of Irrelevance
- Virtual
- More time / flexibility
- Opportunities
 - Experimentation
 - Alternative data - High frequency data
 - Organization
 - Automate processes

Driving Goals:

Be Present, Relevant, & Valued

- Greater touch & access to our customers
 - Increase communication
 - Increase collaboration
- Meaningful products & services
 - Customizable, Interactive
 - On-demand
- Improve quality & appearance
- Increase efficiency

NEW LEAD Products – Career Exploration

Check Your Reality!

Select where you live, and choose your lifestyle goals and spending habits. From there, you'll be directed to jobs that meet your financial needs.

- GET STARTED <
- REALITY CHECK >
- INTEREST FINDER >
- CAREER CLUSTER MATCH >
- BE YOUR OWN BOSS >
- WORK VALUES SORTER >
- >

How can we be Virtual without being *Remote*?

Goal to be present and accessible in this new environment

NEW LEAD Outreach Efforts

LMI Tuesdays

- Online 30-minute “training” sessions via TEAMS
- 1st and 3rd Tuesday of each month
 - No pre-registration required
- Hosted by LEAD staff members
 - External partners have joined
- Attendance ranges between 60 – 100 people
- Maintain an archive of presentations
 - <https://www.commerce.nc.gov/data-tools-reports/labor-market-data-tools/labor-market-publications/lmi-tuesdays>


Join us the 1st and 3rd Tuesday of each month for:

LMI Tuesdays


Join us for a 30-minute discussion of Labor Market Information (LMI) and how to use it in your work. Each session is led by analysts from NC Commerce's Labor and Economic Analysis Division (LEAD) and offers insight and analysis for data driven topics. Attendee questions on the session or any LMI-related topics are encouraged.

Which areas have the highest wages? Which industries are growing?
How many people in the area are employed?
Who's hiring? How much does an occupation pay?
Where can I find workers?

Use the links below to access the sessions each month:




Scan for the **FIRST Tuesday** of the month's session or visit:
<https://bit.ly/2QhL83S>



Scan for the **THIRD Tuesday** of the month's session or visit:
<https://bit.ly/2OK12Mh>

LMI Tuesdays
11:30 am to noon
Pre-registration is **not** required.



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NEW LEAD Outreach Efforts

Virtual LMI Trainings

- Created by request of NCWorks Career Centers
- Reduces travel, time out-of-office, and expenses
- 3 part 1-hour trainings online or hybrid
 - Part 1 – Basics of LMI
 - Part 2 – LMI Tools & how to use them
 - Part 3 – Economic overview and what it means for serving clients

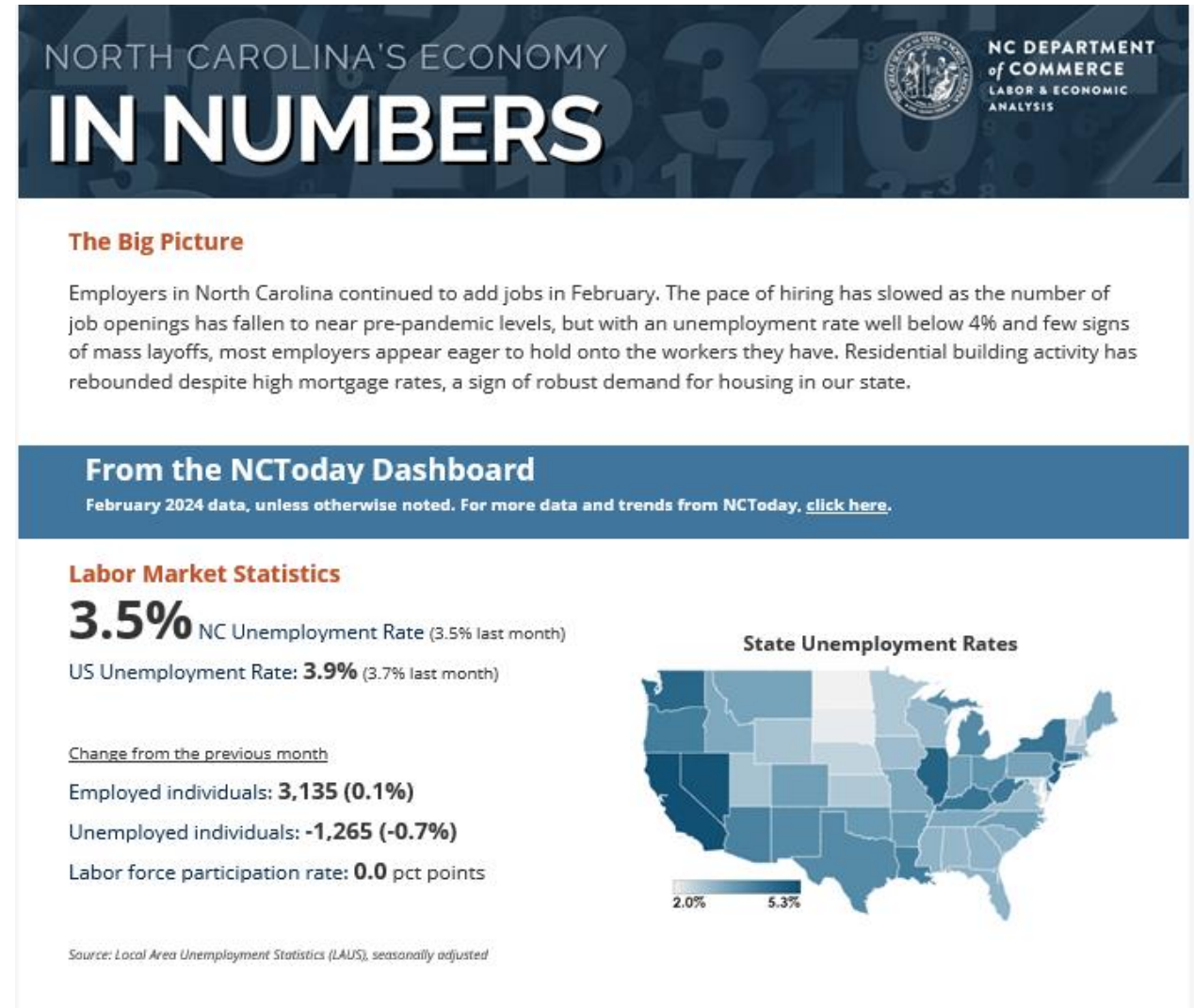
In-person LMI Trainings

- Regional training “tour” after reopening

NEW LEAD Outreach Efforts

In Numbers Newsletter

- Published with the new statewide LAUS & CES data
- Focuses on statewide economic data
- Shares most recent LEAD Feed Blog articles



NEW LEAD Outreach Efforts

The LEADing News Newsletter

- Published with the new substate LAUS data
- Focus on local data
- What is LEAD is up?
 - Upcoming Presentations
 - Latest Research
- Data tool spotlight
- What is LEAD reading?

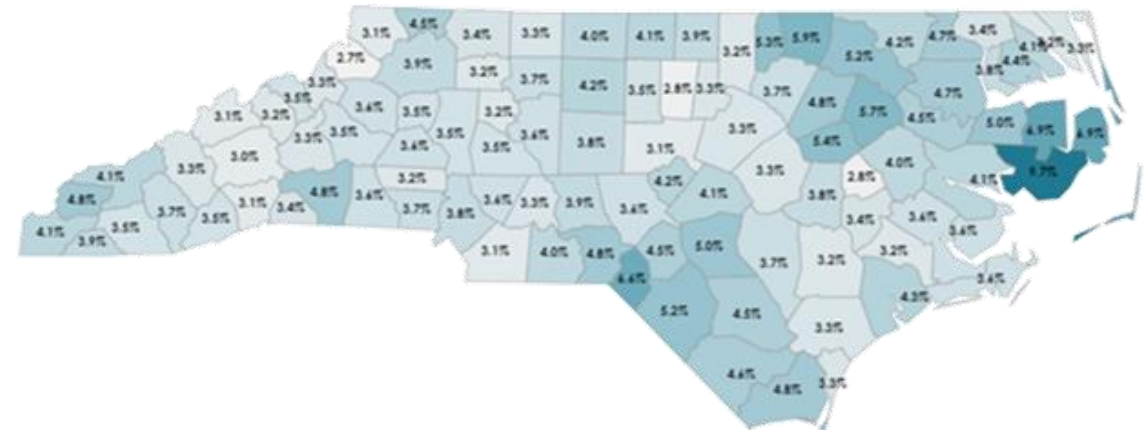


April is Second Chance Month! In recognition, we have spotlighted the NC Reentry Outcome Reporting System - one of several tools LEAD has developed to make accessing the latest labor market data easier and more intuitive. This edition features the newly released February 2024 county unemployment estimates and Regional Labor Market Overviews. Hope to see you all at one of our upcoming webinars and presentations!

JUST RELEASED

February 2024 Local Area Unemployment Statistics and Regional Labor Market Overviews.

County Unemployment Rates



Source: Local Area Unemployment Statistics (LAUS), not seasonally adjusted

Expanded LEAD Outreach Efforts

“The LEAD Feed” Blog

- Research
- Sharing new data and analysis
- Announcements of new tools and how to use them

The Lead Feed

[Insights on Post-Prison Job Quality from the NC Reentry Outcome Reporting System](#)

APRIL 15, 2024

Last November, we used data from the North Carolina Reentry Outcome Reporting System (NC-RORS) to highlight the employment outcomes of individuals exiting prison. This month, in recognition of Second Chance Month, we dive back into the data to reveal how post-prison job quality has changed in recent decades.

[North Carolina’s Gen Z Trades Up for a New Career Path](#)

APRIL 10, 2024

Recent years have seen a national uptick in vocational program enrollment, with a 16% increase last year in vocational-focused community colleges. This national trend is mirrored in North Carolina's Community Colleges, where enrollment highlights growing interest in Construction Technologies and Industrial Technologies programs.

[April 2024 NC Economy Watch: The Supply-Side Boom](#)

APRIL 8, 2024

In this edition of NC Economy Watch, we document recent developments on the supply side of the economy. The early years of the pandemic-era economy were characterized by excessive demand and inadequate supply, but more recently, we've seen an easing in supply chain conditions and an immigration-fueled expansion of the workforce, both of which have helped drive faster-than-expected economic growth.

Refreshed LEAD Outreach

Social Media

- X (Twitter)
 - @LEADNC
 - @CareersinNC
- LinkedIn
 - @Labor-Economic-Analysis-Division-LEAD
- Facebook
 - @NCcareers



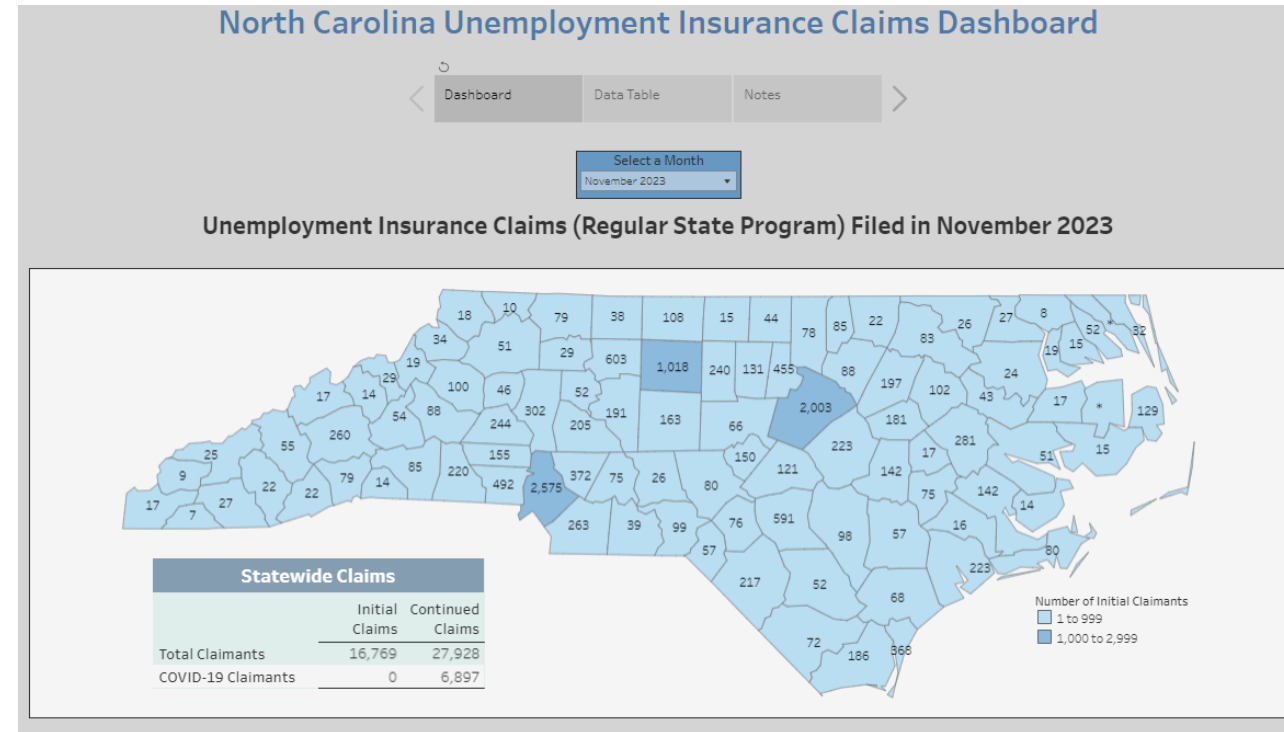
How can we be Virtual and still Relevant?

What new data can we access that would help our customers?

NEW LEAD Products – High Frequency Data

UI Claims Dashboard

- Updated monthly
- Allowed customers to understand joblessness quicker
- Led to greater interaction with customers

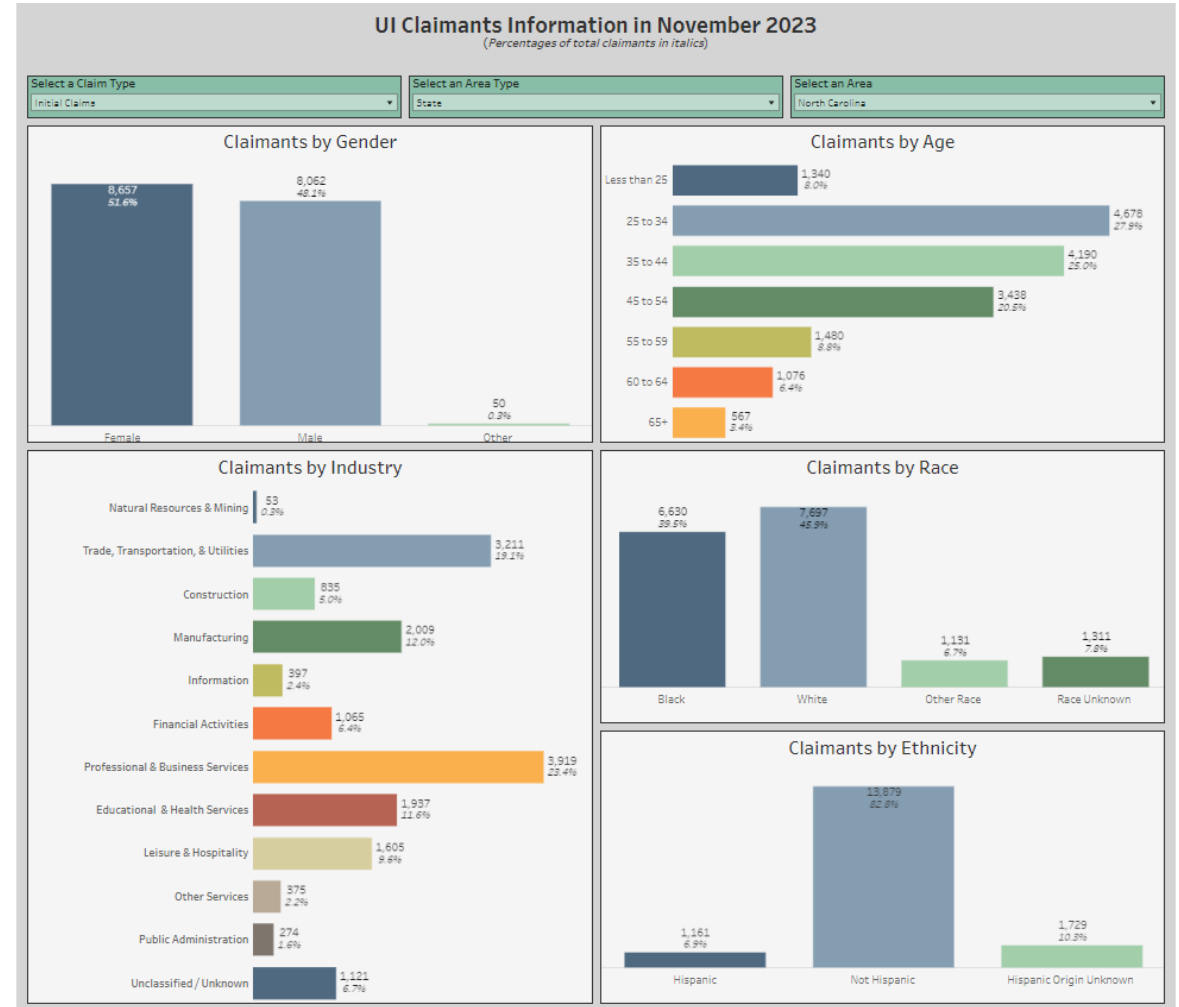


NEW LEAD Products – High Frequency Data

UI Claims Dashboard

Provides detailed info:

- Gender
- Age
- Industry
- Race
- Ethnicity

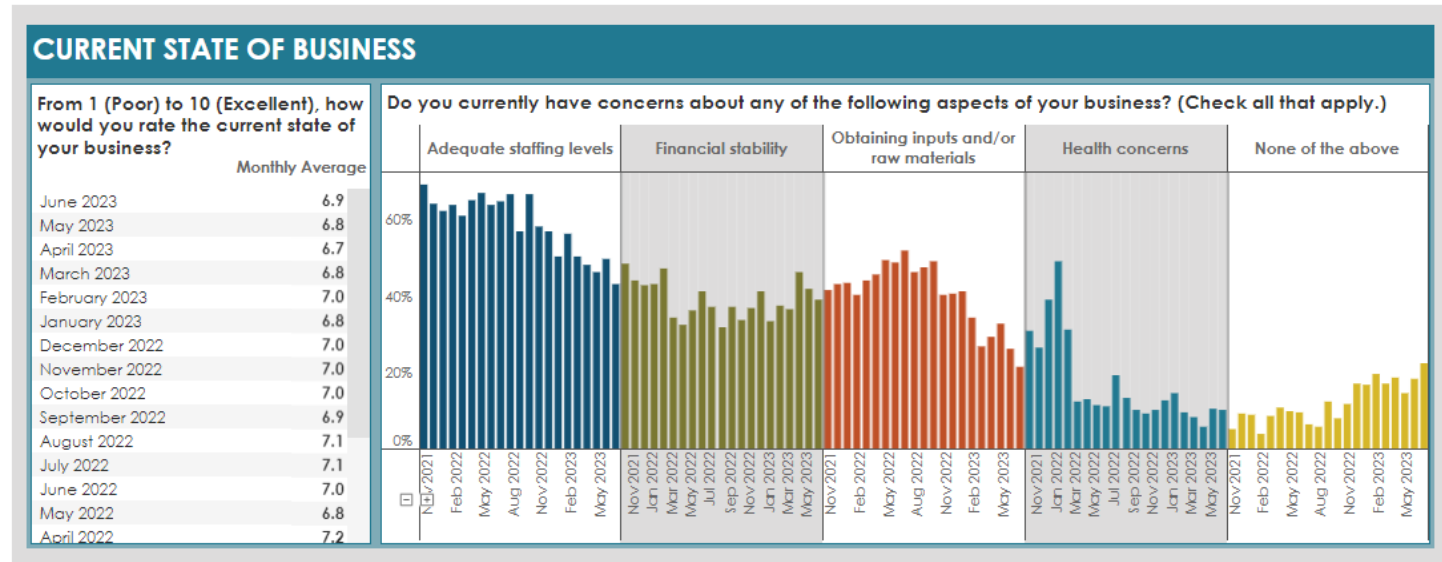


NEW LEAD Products – High Frequency Data

NC Business Pulse Survey

- Updated monthly
- Convenience sample
 - Worked with partners to create and gain responses
 - Distributed via email

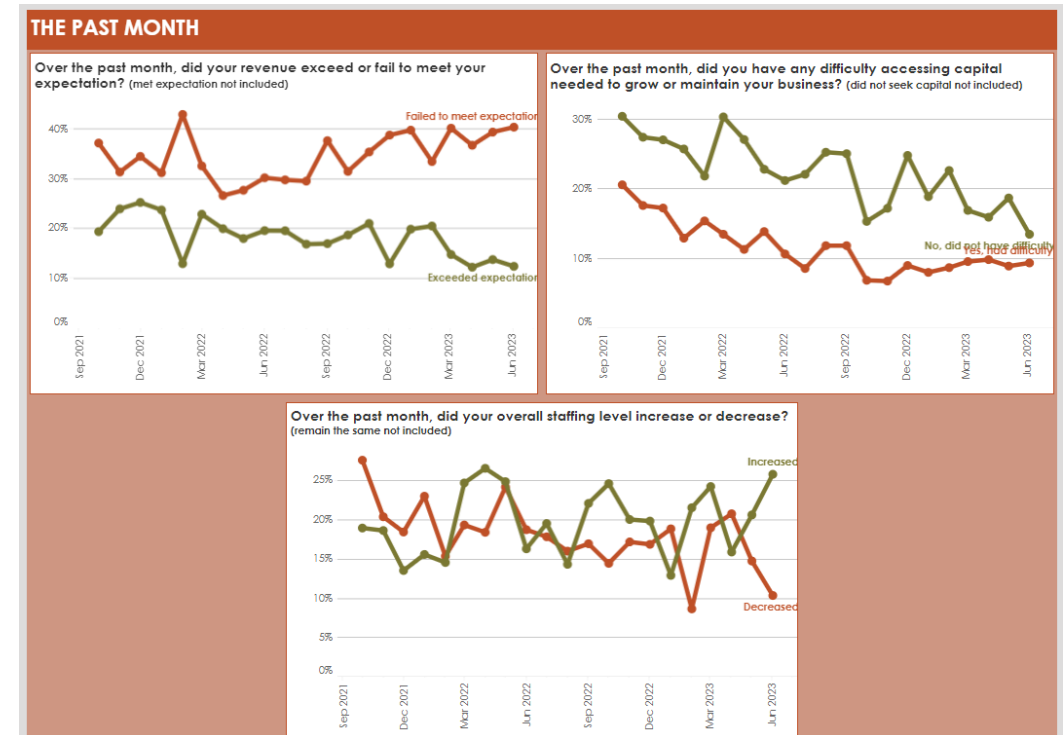
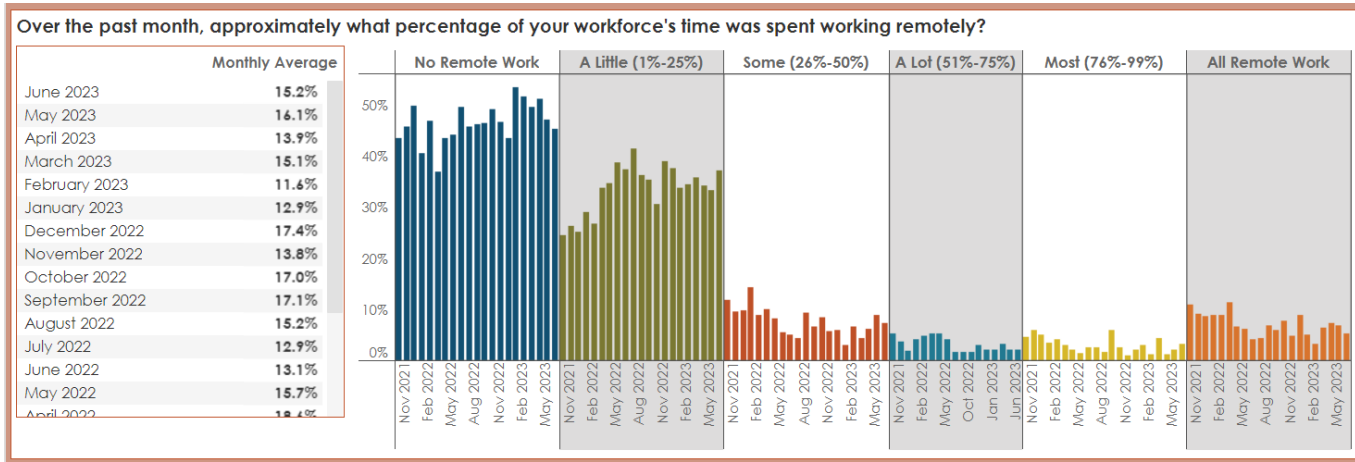
North Carolina Business Pulse Survey
June 2023



NEW LEAD Products – High Frequency Data

NC Business Pulse Survey

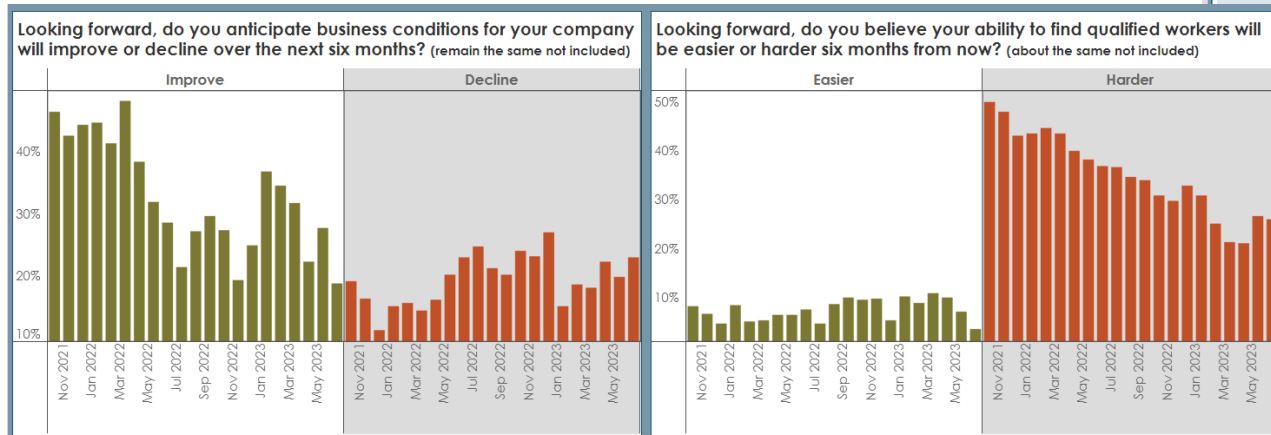
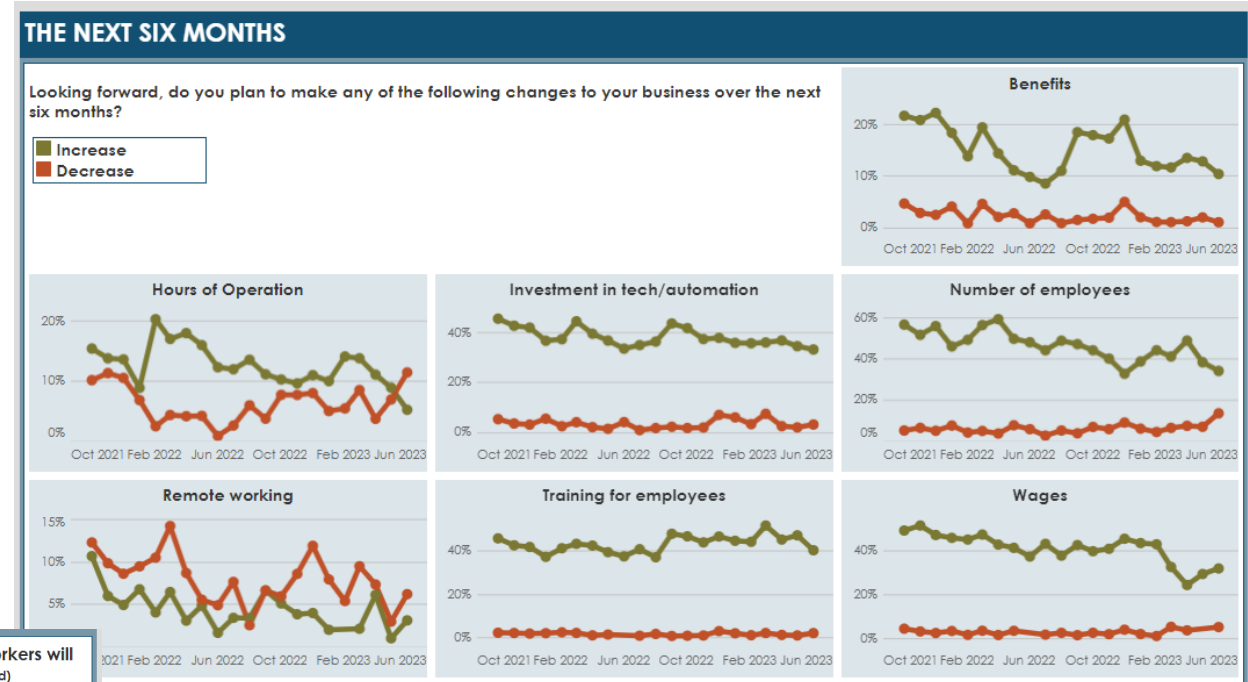
- Looked backwards
 - How did businesses perform vs. expectations
 - Employees working remotely?



NEW LEAD Products – High Frequency Data

NC Business Pulse Survey

- Looked ahead
 - What changes were businesses looking to make?
 - Expectation of business conditions improving?



How can we be Virtual and still Valued?

Can we present our current data products easier to access and understand, while also being clean, modern, and sharable?

What were our clients experiencing?

- Some confusion over where to find the data they wanted
- Lack of time required to access and analyze
 - Lack of comfort with analysis



Refreshed LEAD Products

Economic Overviews

- NC Today Dashboard (Statewide)

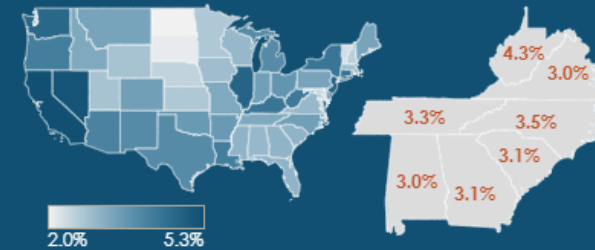
NC TODAY | February 2024 Data



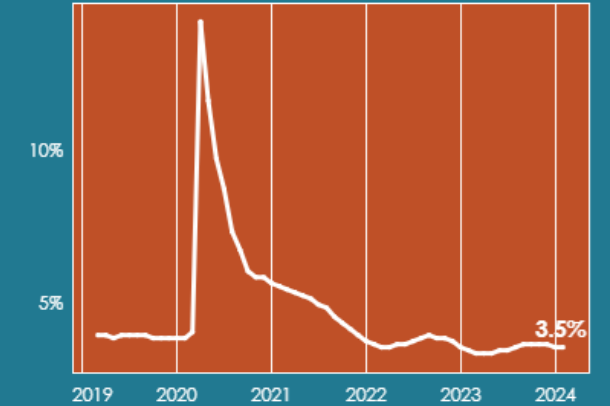
UNEMPLOYMENT RATE COMPARISON

North Carolina **3.5%** ▶
3.5% LAST MONTH

United States **3.9%** ▲
3.7% LAST MONTH



NC UNEMPLOYMENT RATE TREND



KEY INDICATORS

NONFARM JOBS 5,800 ▲ CHANGE SINCE PREVIOUS MONTH	REAL WAGES -0.1% ▼ CHANGE SINCE PREVIOUS MONTH	MANUFACTURING HOURS WORKED -1.2% ▼ CHANGE SINCE ONE YEAR AGO	JOB OPENINGS* -0.8% ▼ CHANGE SINCE PREVIOUS MONTH	BUILDING PERMITS* 0.7% ▲ CHANGE SINCE PREVIOUS MONTH
LABOR FORCE PARTICIPATION 0.0 ▶ CHANGE SINCE PREVIOUS MONTH	EMPLOYED INDIVIDUALS 0.1% ▲ CHANGE SINCE PREVIOUS MONTH	UNEMPLOYED INDIVIDUALS -0.7% ▼ CHANGE SINCE PREVIOUS MONTH	INITIAL UNEMPLOYMENT INSURANCE CLAIMS 0.9% ▲ CHANGE SINCE ONE YEAR AGO	REAL TAXABLE RETAIL SALES* -0.3% ▼ CHANGE SINCE PREVIOUS MONTH

Refreshed LEAD Products

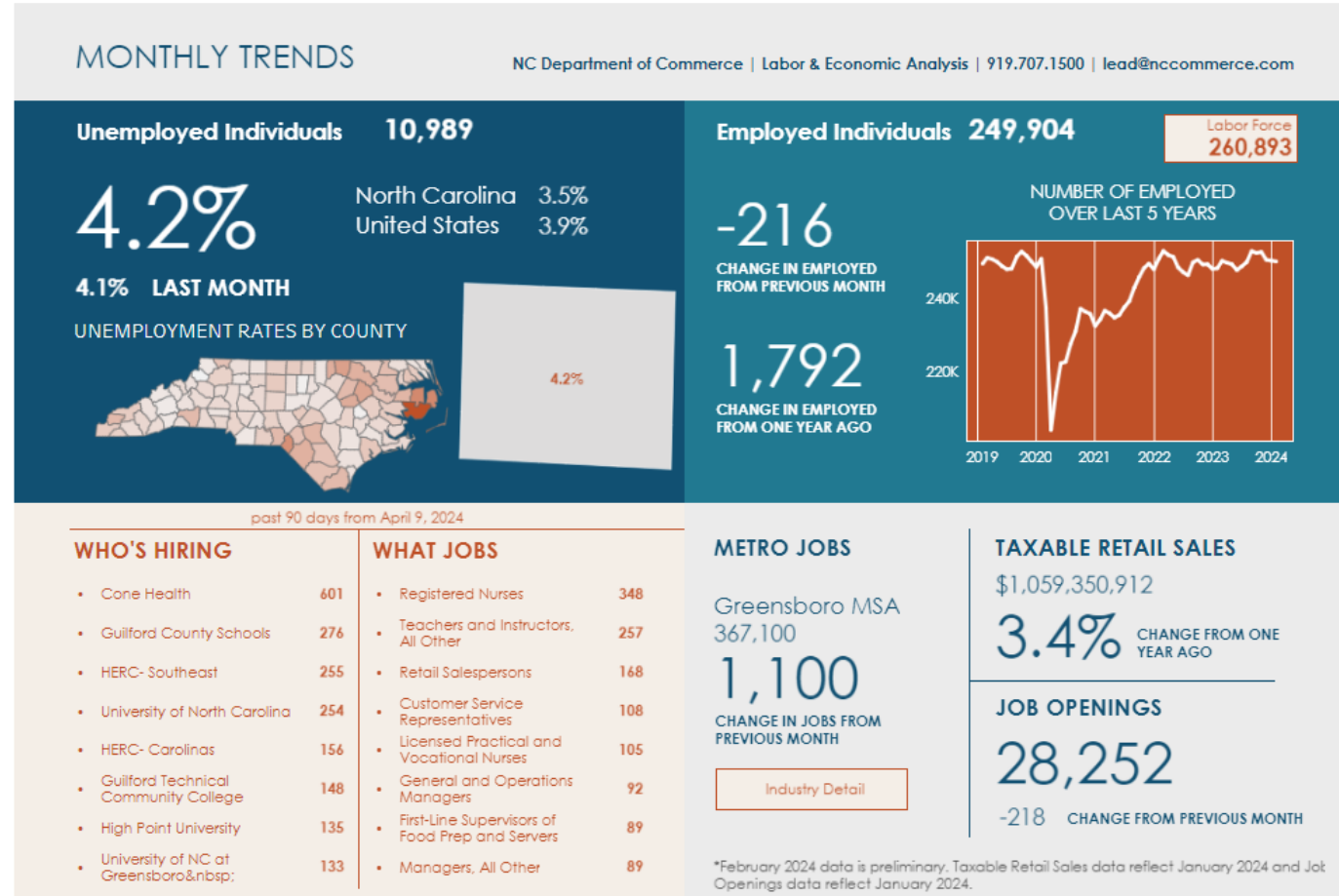
Economic Overviews

- NC Today Dashboard (Statewide)
- Regional Labor Market Overviews (Workforce Development Boards)

Regional Labor Market Overviews



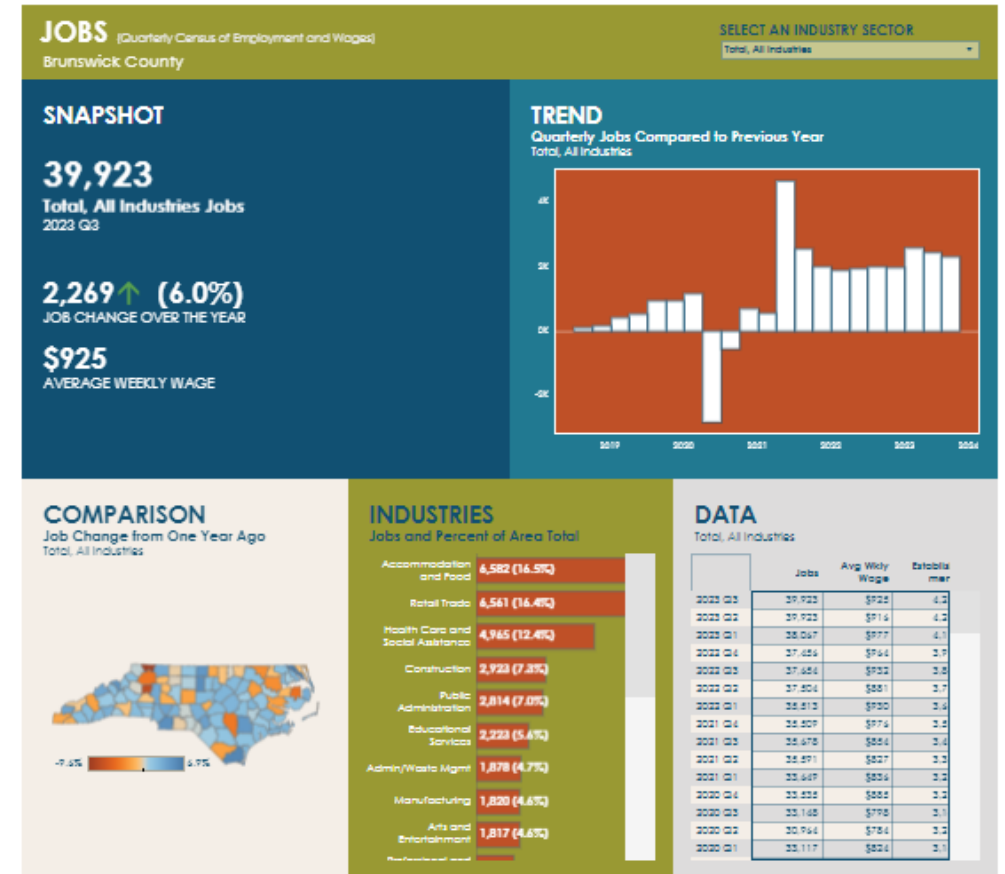
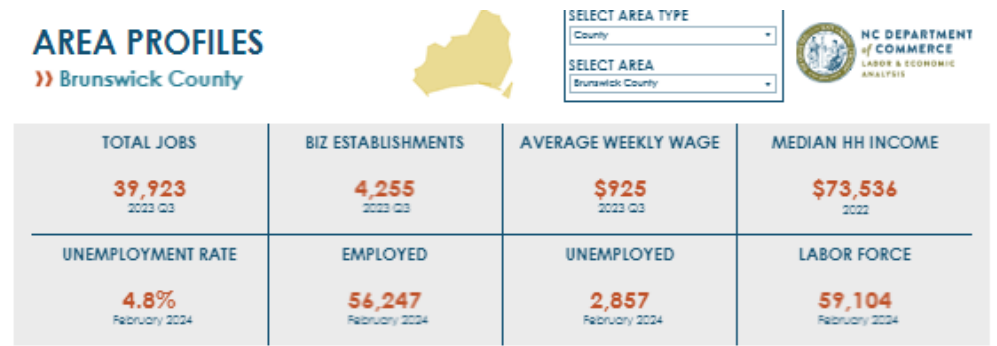
REGIONAL LABOR MARKET OVERVIEW
 » GuilfordWorks WDB | February 2024 Data*



Refreshed LEAD Products

Economic Overviews

- NC Today Dashboard (Statewide)
- Regional Labor Market Overviews (Workforce Development Boards)
- Area Profiles (County, WDB, PZ)



Printable and Embeddable

Tableau Dashboards

- Easy to create hard copies
 - PDF or Paper
- Follow instructions available by clicking “Print” in the top right-hand corner.

ABOUT PRINT EMBED

SELECT AREA TYPE

AREA PROFILE
North Carolina

TOTAL
4,806
2023

INCOME
516
2

UNEMPLOYMENT RATE EMPLOYED UNEMPLOYED LABOR FORCE

UNEMPLOYED 194,170 February 2024

LABOR FORCE 5,243,488 February 2024

The easiest way to print a PDF version of an Area Profile is to:

- Click **Download** in the toolbar at the bottom of the dashboard
- Select “PDF”
- In the Scaling dropdown, select “At most 1 page wide”
- Click **Download**

Close

NEW LEAD Products

Occupational Wage Lookup Tool

North Carolina 2022 Occupational Wage Lookup

Step 1: Select Area
North Carolina

Step 2: Select a Job Title
Accountant

To select a different SOC code or Official Occupation Category, click a different code/category.

SOC Code: 13-2011 Official Occupation Category(ies) for Selected Job Title: Accountants and Auditors BLS Min Ed Req for Entry for Selected Job Title: Bachelor's degree

Step 3: Select the most appropriate SOC Code or Occupation Category

Click here for more information about the necessary experience, education, and key skills and abilities for Accountants and Auditors.

Step 4: Select Industry Level
All (NAICS 000000)

Step 5: Select industry(ies)
000000 -- Total, all industries

Step 6: Select Wage Type
Annual

Step 7: View data below. Missing values are suppressed.

To quickly deselect industries, check the "(All)" option at the top of the filter, then uncheck the same option. If you did it correctly, the bar should say "(None)".

2022 Annual Wages for Accountants and Auditors in North Carolina

Industry	NAICS Code	Employment	Share of industry employment	Earnings -- 10th Percentile	Earnings -- 25th Percentile	Earnings -- 90th Percentile
Total, all industries	000000	42,640	0.9%	\$48,890	\$60,690	\$85,710
		290	0.0%			
		770	0.0%	\$76,610	\$91,860	\$146,900
		160	0.0%			
		900	0.0%	\$25,390	\$27,600	\$33,820
		200	0.0%	\$68,030	\$68,030	\$90,720
		6,420	0.1%	\$59,550	\$77,770	\$108,600

NEW LEAD Products

Equity Dashboard

NORTH CAROLINA RACIAL EQUITY DASHBOARD

Income & Wealth

Employment & Joblessness

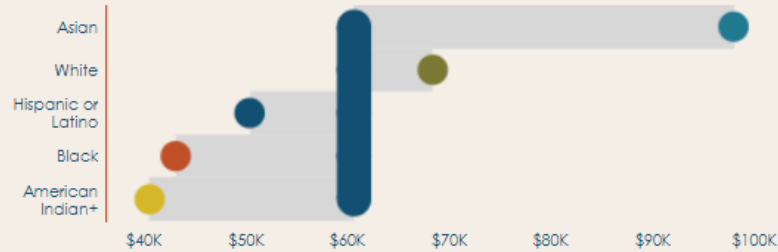
Economic Mobility

Methodology & Notes

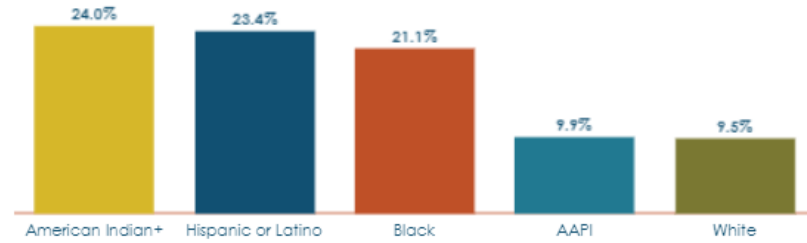


» INCOME & WEALTH

MEDIAN HOUSEHOLD INCOME

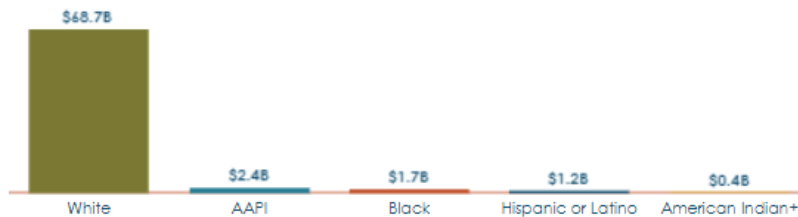


POVERTY RATE

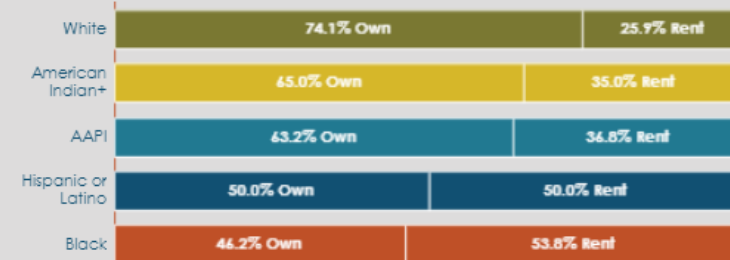


BUSINESS PERFORMANCE

Payroll among employer businesses



HOMEOWNERSHIP



How can we be Present, Relevant and Valued with current resources?

Invest in employees – focus on skills, efficiency, & organization


Invest in the Team

- Increase skills – direction, encouragement, resources, & time
 - Database administration, Dashboard, R
 - Tableau, Coursera, NC State
- Increase efficiency
 - Automate through connections to the WID & BLS
- Study what others are doing
 - Learn from (copy?) other states and make improvements
- Organize work products

Organization

Analytics.NCCommerce.com

- One-stop-shop for LEAD's
 - Data
 - Dashboards
 - Tools
 - Research



The screenshot shows the LEAD Analytics website. At the top, the logo reads "LEAD ANALYTICS" in white text on a blue background. Below the logo, the main heading is "Dashboards & Data Access Tools" in white, followed by the tagline "Visualize and interact with North Carolina's economic and labor market statistics and trends." The page features three white boxes with blue icons and text:

- DATA**: View tables, download statistics, and access business information by state, regional, and local geographies.
- DASHBOARDS**: Interact with economic and labor market information to better recognize trends.
- TOOLS & PUBLICATIONS**: Extensive resources to better understand NC's economy, labor market, and career opportunities.

Organizing LEAD's LMI Data

Analytics.NCCommerce.com

DATA



D4 - Demand Driven Data Delivery

- > **Monthly Unemployment** — LAUS
- > **Monthly Jobs Estimates** — CES
- > **Industry Jobs, Establishments & Wages** — QCEW
- > **Occupational Employment & Wages** — OEWS
- > **Largest Employers by County**



Business Directory

Find North Carolina businesses by name, industry, occupation, size, and location.



Star Jobs

Star Jobs is a simplified way to identify promising occupations statewide and locally. 1- to 5-stars are assigned based on wages, projected growth rate, and projected job openings. Additional occupation data includes career cluster, education required, and instructional program code (CIP).



Employment Projections

Click the links below for interactive data tables of employment projections to 2030. The tables include data at the statewide and regional level, and can be downloaded as Excel files.

- > **Industry Projections**
- > **Occupational Projections**



Organizing LEAD's Dashboards

Analytics.NCCommerce.com

DASHBOARDS



Economic Overviews

- > **NC Today** – LEAD's monthly summary of North Carolina's labor and economic data and trends. LEAD's monthly summary of North Carolina's labor and economic data and trends.
- > **Regional Labor Market Overviews** – Monthly summary of labor market data for each NC workforce development board region.
- > **Area Profiles** – Economic and demographic overviews by county, workforce board area, and prosperity zone. Includes monthly and annual data, updated monthly.



Labor Market Trends

- > **Supply-Demand Dashboard** – LEAD's monthly and annual estimates of state and local labor supply (jobseekers) and labor demand (job openings).
- > **NC Unemployment Insurance Claims** – Monthly breakdown of UI claims by county, race, and gender.
- > **NC Equity Dashboard** – Demographic and economic data by racial groups in North Carolina.



Employer Surveys

- > **Employer Needs Survey** – Summary finding from the survey of employers hiring challenges.
- > **Business Pulse Survey** – Monthly summary of employers' business conditions. The survey ended in July 2023.



Employment Projections

- Charts and visual displays of state and regional employment projections by industry and occupation.
- > **Industry projections**
 - > **Occupational projections**



Workforce System

- > **NC Workforce Service Delivery Outcomes**
- > **North Carolina WARN Notices** – Information on companies that have announced facility closures or mass layoff and filed a Worker Adjustment and Retraining Notification (WARN notice).
- > **NC Reentry Outcome Reporting System** – What happens to people after they leave our state's prison system? The North Carolina Reentry Outcome Reporting System (NC RORS) provides aggregated information on the outcomes of formerly incarcerated individuals using data from the Common Follow-up System.



Wages & Staffing Patterns

- > **Occupational Wage Lookup** – Use common job titles to search and access detailed OEWS wage data for NC's industries and geographies.
- > **OEWS Staffing Patterns** – Breakdowns of statewide industry employment by occupation and occupational employment by industry.



Organizing LEAD's Tools & Publications

Analytics.NCCommerce.com

TOOLS & PUBLICATIONS



NCcareers.org

NCcareers.org is North Carolina's premier online resource for students, parents, educators, jobseekers, and career coordinators looking for high quality data, information and tools to help plan and begin their career.



Career Exploration Guides

The NEW NCcareers Career Exploration Guide, available in print and PDF, is North Carolina's guide to career clusters, pathways, and occupations to help grow your future.



LEAD Research Manual

Looking for reliable statistics on North Carolina's communities, economy, or businesses? The Research Manual is your guide to labor market, economic, demographic, and business development data, resources, and tools.



NC TOWER

What happens to a student when they graduate? NC TOWER provides aggregated data of employment and education outcomes from graduates of NC's public universities and community colleges using data from the Common Follow-up System.



LEAD Feed Blog

Go beyond the numbers. Access valuable research, information, and insights on the state's economy and labor market from the Labor & Economic Analysis Division.



Maps

Access map files by workforce development board, prosperity zones, metropolitan statistical areas, metro/micro county designation, or county tier designation.



NC BOLD

Do you have a license for that? Explore occupations and the hundreds of business, occupational, and privilege licenses issued in North Carolina, including how, where, and when to apply.



Commuting Profiles

How many people live and work in your county? Where are people traveling to and from? Access a Commuting Profile for any of North Carolina's 100 counties.



Newsletters

Subscribe to LEAD's two monthly newsletters. NC's Economy in Numbers looks at the latest state economic data and insights. The LEADing News provides county-level unemployment rates and highlights products, data, research, and news from LEAD.



Conclusion

Present, Relevant, & Valued

- To be present we...
 - Increased communication
 - Altered trainings
 - Attended more meeting virtually
 - Developed new relationships
- To stay relevant we...
 - Created new data to meet new demand
 - Focused on customers' intended use of products
- To be valued...
 - Increased accessibility – on-demand
 - Focused on ease of use & understanding
 - Made products cleaner, more modern, & attractive

What comes next... Evaluation

Top 5 Most Visited Sections

1. NC Today
2. Local Unemployment Rates
3. Area Profiles
4. Supply-Demand Dashboard
5. Occupational Projections

How Are Visitors Finding the Site?

1. Direct
2. Referral from Commerce.nc.gov
3. Google Search
4. Referral from Teams Chat
5. LinkedIn Referral

Enhancing Products to Meet Customers Needs

Co-Branded NCcareers

- Pilot project with NC Community Colleges
- Leverages NCcareers data
- Utilizes local Community College branding
- Can meet the needs of other partners
 - Higher Ed Entities
 - WDB
 - School Districts
 - Private Schools
 - and more

NCcareers Powered by NCcareers.org

JOHNSTON COMMUNITY COLLEGE

Find My Interests | Explore Occupations | Plan My Career | Education & Training | Job Search | Sign In | Help

Check Your Reality!

Select where you live, and choose your lifestyle goals and spending habits. From there, you'll be directed to jobs that meet your financial needs.

Housing: \$2,610 Total Monthly Cost

Rent: \$2,200 / Month

Check my own home (Choose neighborhood, county) | Rent (apartment, marketplace, house) | Use my parents or friends | Rent average home

- GET STARTED < [REALITY CHECK](#) > [INTEREST FINDER](#) > [CAREER CLUSTER MATCH](#) > [BE YOUR OWN BOSS](#) > [WORK VALUES SORTER](#) > >



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Thank you

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LEAD Feed Blog

Commerce.nc.gov/news/The-LEAD-Feed



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@CareersInNC

LEAD

@LeadNC