



DATA USER
INSIGHTS

Data User Insights Academy Cohort 1 Accomplishments

Over nine months, six states—**Florida, Iowa, North Carolina, Ohio, Pennsylvania, and Texas**—participated in the first cohort of the Data User Insights Academy to improve labor market information (LMI) use through collaboration between data producers and users. Each state pursued tailored goals to boost LMI accessibility, usability, and impact.

Key accomplishments include:



Florida

- Strengthened engagement with local workforce boards by establishing virtual "**LMI Office Hours**" and annual visits with each board.
- Launched initiatives to better market the Florida Insight platform, including a regular newsletter and working with partners to link to LMI products from their websites.
- Created a product management committee to review and update LMI tools.
- Developed a user feedback form for the Florida Insight platform and is establishing a regular review schedule for all products in the Florida Insight product catalogue.



Iowa

- Developed a **Career Explorer** dashboard centered on providing LMI to jobseekers and workers with a focus on simplicity and local relevance.
- Coordinated planning with cross-agency partners (e.g., Iowa Vocational Rehabilitation) to deploy and promote the new Career Explorer dashboard.
- Deployed a user survey to identify priority data points like wages, required training, and growth sectors.
- Developed industry and occupational projections for a new workforce development area to provide better data resources to local constituents.



North Carolina

- Surveyed nearly 150 LMI users to identify user needs, challenges, interest in training and convening.
- Developed a plan for an **LMI Certification Program** and statewide **user forum**.
- Transitioned online dashboards and visualizations to a more mobile-friendly web tool.
- Agreed to establish an LMI Advisory Committee to provide continuous user feedback and to host a future statewide LMI-Economic Research Forum.



Ohio

- Created a new **County Data Hub** dashboard with localized data available in customizable, printable LMI reports.
- Developed a comprehensive communication strategy including infographics and a monthly **LMI Learning Lab**.
- Partnered with Ohio Workforce Association to align local and state efforts, including creating a podcast series that will feature LMI resources.
- Reorganized state's LMI webpage to ensure easier/streamlined access to all data products and resources.



Pennsylvania

- Developed an **LMI Data Ambassador Program** to train local workforce representatives in understanding and properly utilizing LMI.
- Recruited local partners for participation in Ambassador program's first cohort.
- Secured additional project and product management support from the Governor's office and formed a cross-sector team to shape training content and rollout.
- Connected with data experts in other agencies for future project expansion.



Texas

- Built an interactive **"one-stop" data dashboard** for local workforce boards and other stakeholders looking for data on jobs, wages, staffing patterns, and labor availability.
- Surveyed local workforce boards and economic development organizations for user input regarding key metrics to include in the dashboard and engaged user feedback throughout the development process.
- Strengthened internal capacity for data dashboard and product development and outreach.
- Developed additional resources to provide easy-to-understand guidance on using LMI.

These collaborative innovations show how, in deliberate partnership and close collaboration with key data users, state LMI offices are transforming workforce data into practical, user-focused tools that drive better decisions and outcomes.

Here's what some of the Academy participants had to say about their experience:

The Academy process was great! We are very thankful to have had the opportunity to participate.

It was an interesting approach to motivating states to get things done that would have floundered without the Academy structure.

Our program facilitators were great. They provided opportunities for us to brainstorm and provided structure to meetings that helped the project to evolve organically.

The experience of working on a shared project alongside data practitioners was a positive one. As a data user I was able to gain a much better understanding of what is possible and valid.

The Data User Insights Academy was coordinated by the **Labor Market Information (LMI) Institute** and **Projections Managing Partnership (PMP)** with generous support from the **U.S. Department of Labor, Employment and Training Administration (ETA)**.

