Labor Market Intelligence at NOVA

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NOVA | Northern Virginia Community College

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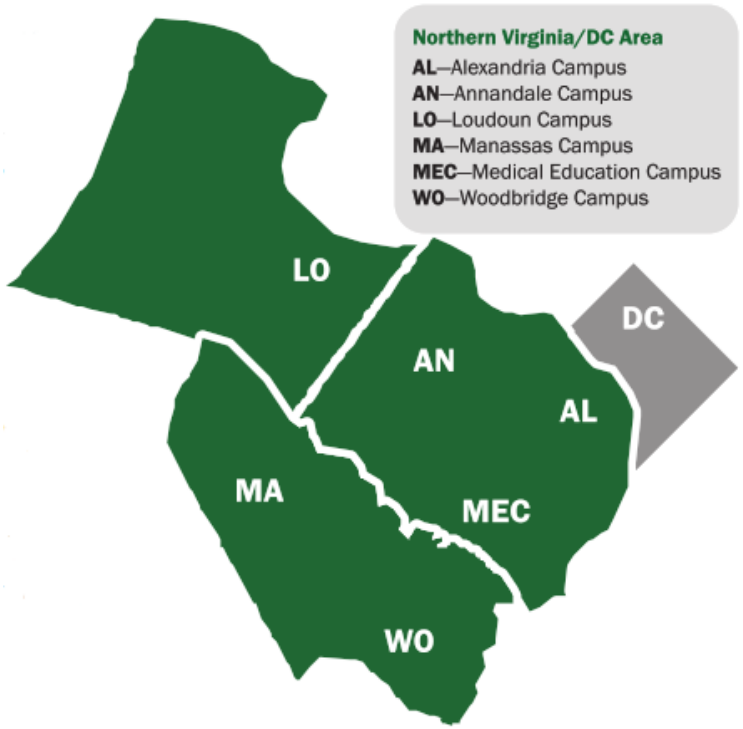
NOVA serves:

>70,000

students

~4,000

non-credit students



High number of IT, federal government, and government contracting jobs

LMI at NOVA

Compile, analyze and communicate economic, workforce and demographic data to inform:

- Program offerings and curriculum alignment
- Career navigation & advising
- Advisory board committee membership
- Business engagement
- Grants and advocacy
- Community partnerships
- Regional analysis & research



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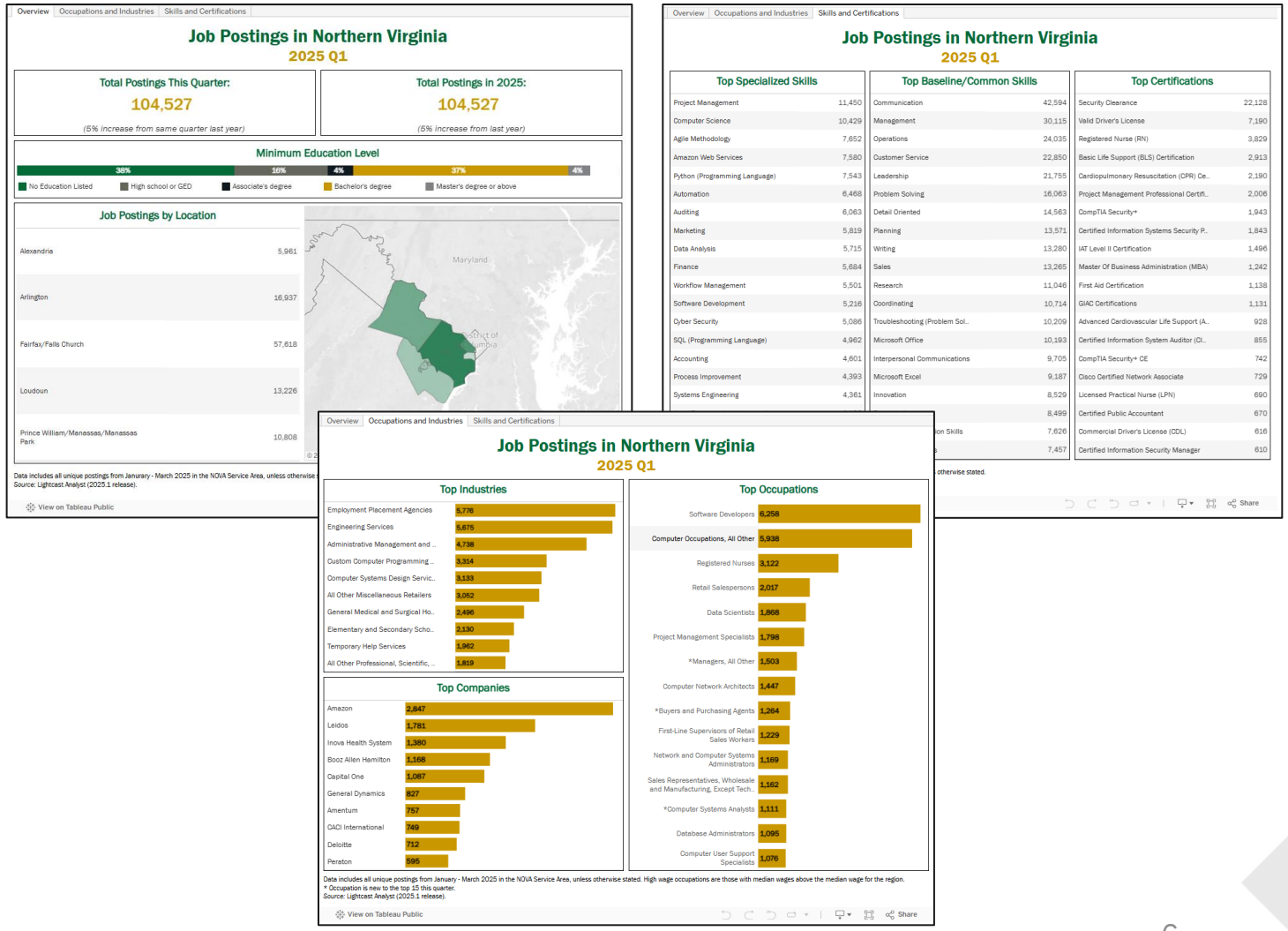


Program Offerings/Curriculum Alignment

- Development of new programs/credentials
  - Real-time LMI (job postings data) and occupation projections can provide justification for a new degree or workforce credential
- Program review process
  - Graduate employment data from unemployment insurance (UI) records

Quarterly Workforce Dashboard

- Provides a snapshot of job postings data from the previous quarter
- Allows users to explore in-demand occupations, certifications, and skills



LMI at NOVA

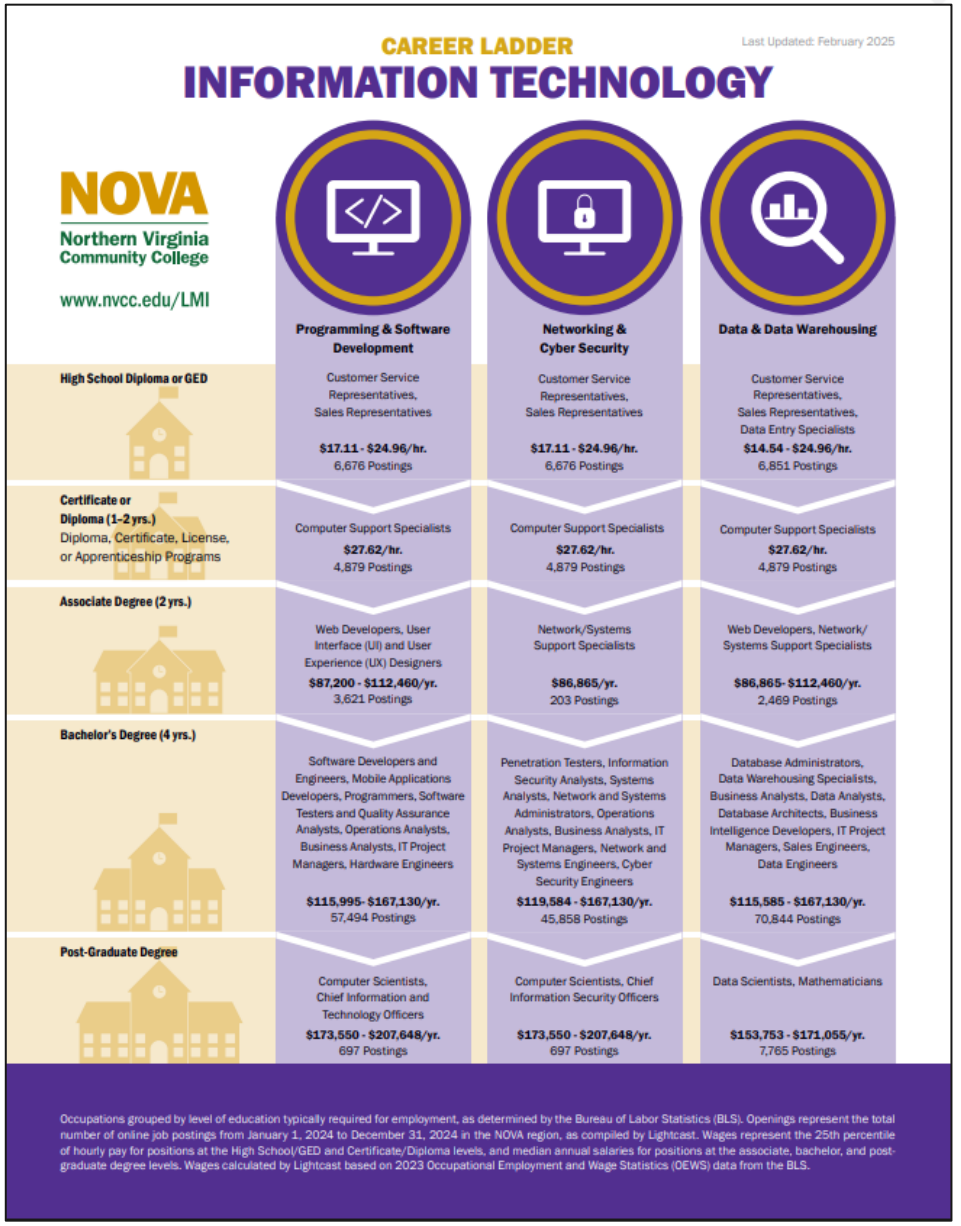
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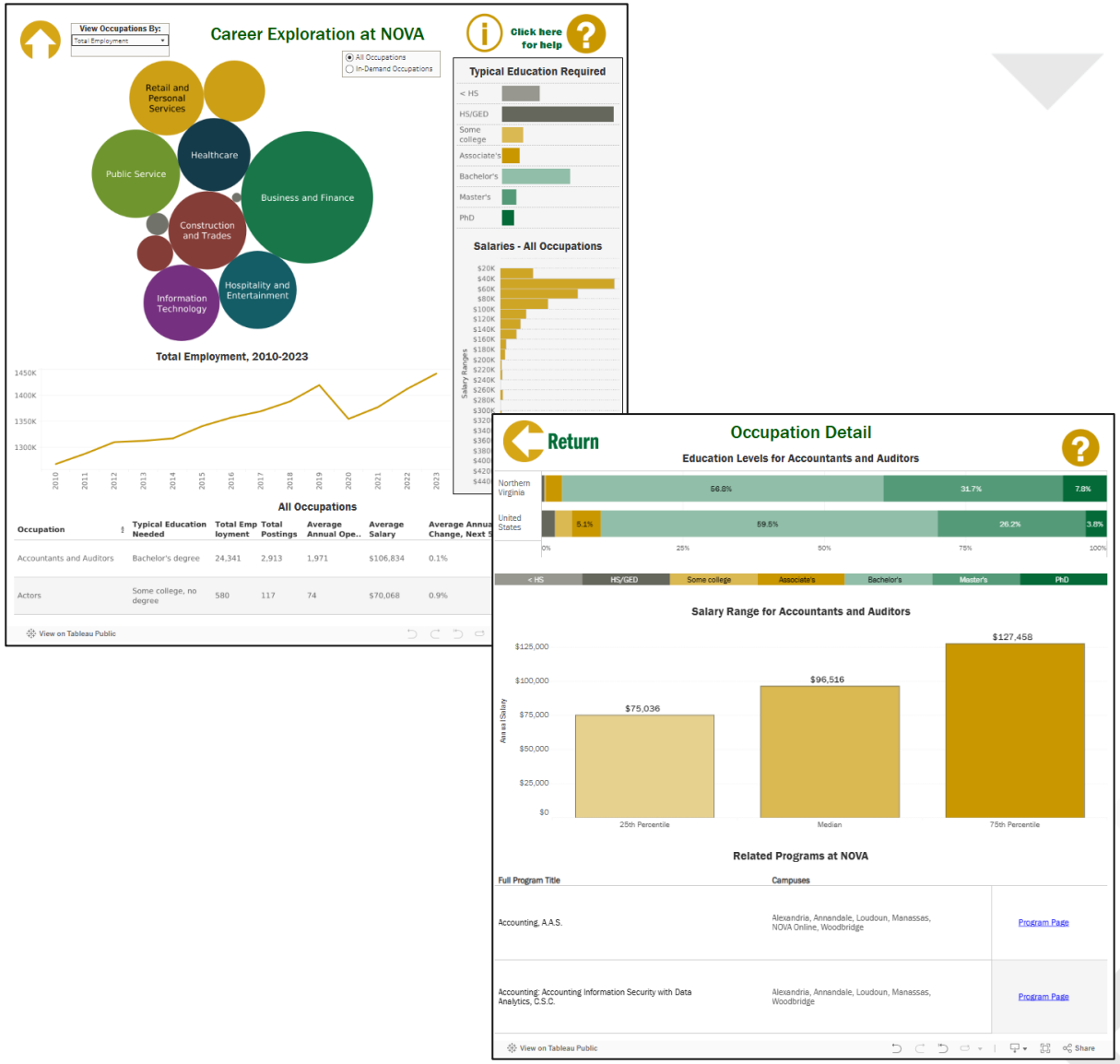
Career Ladders

- In-demand jobs across a field, organized into “pathways”
  - Level of education, average salary ranges, number of job postings
- Provides an idea of career paths/progression
- **7 Fields:** IT; Healthcare; Business and Finance; Tourism, Hospitality, and Food Service; Public Administration; STEM; Construction and Skilled Trades



Occupations Dashboard

- Allows users to find detailed information about specific occupations, including:
  - Employment
  - Wages
  - Typical entry-level education
  - Related programs at NOVA



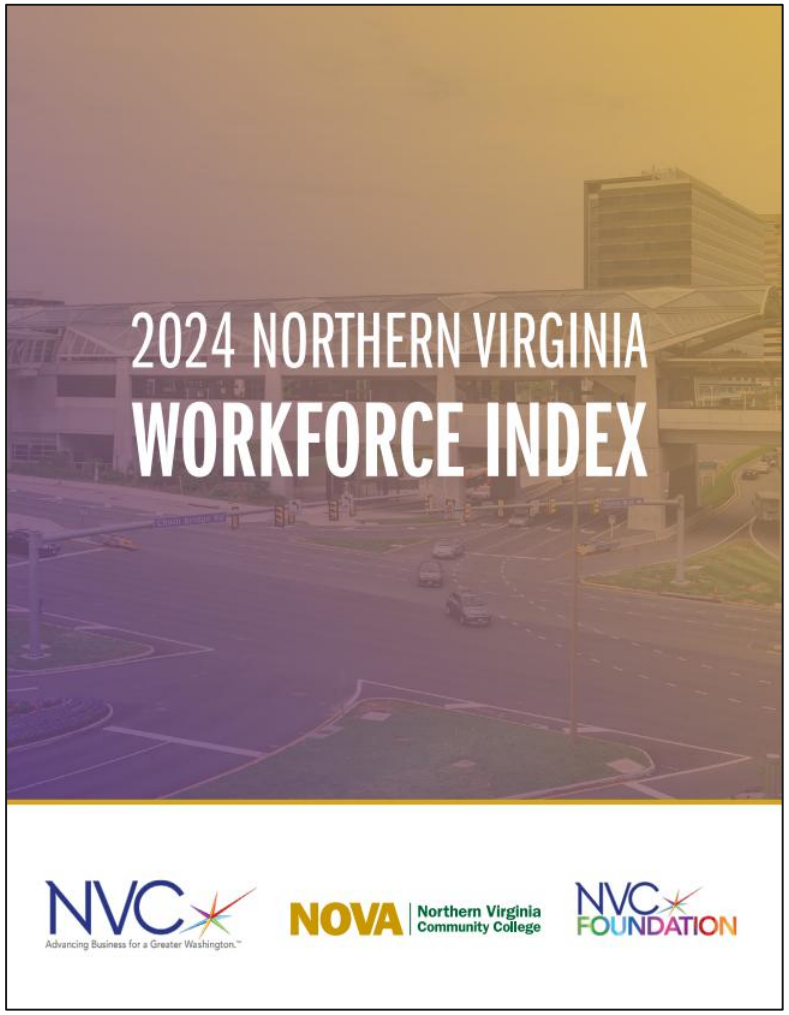
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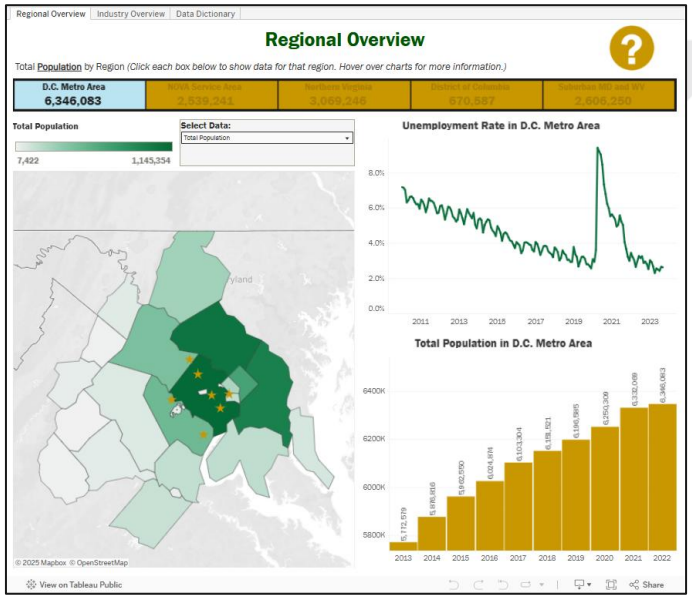
Northern Virginia Workforce Index

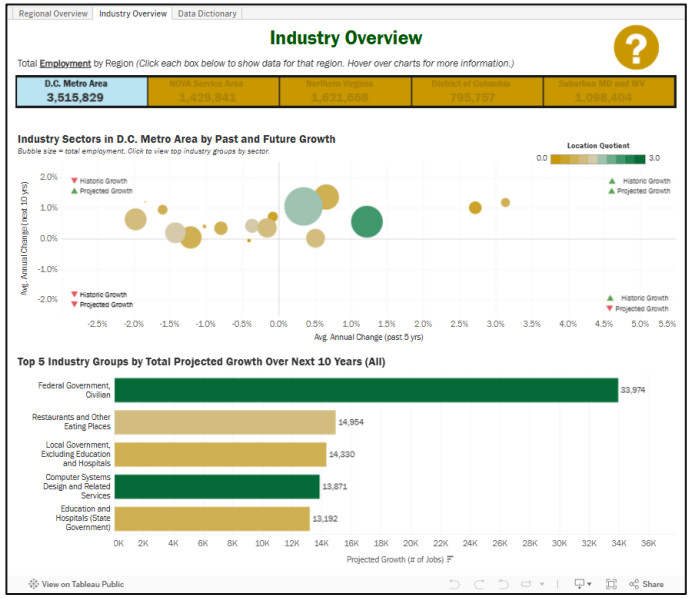


- Annual employer survey
- Provides data on employer sentiment and workforce practices in Northern Virginia

Regional Overview Dashboard

- Allows users to explore economic and labor market indicators for counties and regions within the DC Metro Area





Final Thoughts

- The key to using LMI data effectively is to develop and maintain partnerships with other departments and teams
- Keep resources user-centered
- Proactively prepare and inform the community about evolving economic conditions

QUESTIONS?

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