

LABOR MARKET ASSESSMENT

CITY, STATE
Month, Year

Instructions: Use this **Labor Market Assessment (LMA)** template as a guideline to research, evaluate and understand the dynamics of the local labor market so you can more easily identify and target the general availability of labor in each hot spot location. By doing so, you will be able to create more meaningful recruiting strategies and partnerships to fill the gaps.

STATE OF LOCAL ECONOMY

In this section, in bullet-point format, describe the state of the local economy in City, State.

- Understand the local unemployment rate as well as the unemployment rate for the state. Is there a labor shortage in the area, and if so, how severe? Why or what is causing the issue?
- Indicate if there has been an increase or decrease in new jobs in the city and in the state. Explain the industries affected (e.g., new jobs were added in hospitality, construction, etc., or jobs were lost in hospitality, construction, etc).
- Indicate which industries lead the state (and local area).
- What occupational groups are at risk for a shortage of skills in the local economy and in the state, and how are these issues being addressed by the local or state economic development and community organizations?
- Have there been any significant layoffs or outplacements in the immediate and adjacent areas within a 90-minute (or other timeframe) commute?
- Are the neighboring states experiencing similar labor trends?
- Indicate the housing availability in the local and surrounding areas.
- What are the key economic development issues in the area?

COMMUNITY DEMOGRAPHICS

In this section, provide data on the local area demographics:

- ___% White
- ___% African-American
- ___% Asian
- ___% Hispanic
- ___% Native American
- ___% Two or More Races
- ___% Male
- ___% Female

COMMUNITY POPULATION BY AGE

In this section, provide data on the local area population by age:

- ___% Under 18 Years
- ___% 18 – 24 Years
- ___% 25 – 44 Years
- ___% 45 – 64 Years
- ___% 65+ Years

COMMUNITY NEWS AND RELATED INFORMATION

In this section, provide information about the current local issues:

- Scan newspapers and online media for additional information, including recruitment ads and job postings, and relevant articles and news stories.
- What is the local crime rate and related incidents?
- Is the community a desirable place to live?

ABC COMPANY EMPLOYEE DEMOGRAPHICS

In this section, provide data on the current demographics of our local employee population and identify areas of opportunity to improve:

- ___% Under 18 Years
- ___% 18 – 24 Years
- ___% 25 – 44 Years
- ___% 45 – 64 Years
- ___% 65+ Years
- ___% Male
- ___% Female
- ___% White
- ___% African-American
- ___% Asian
- ___% Hispanic
- ___% Native American
- ___% Two or More Races
- Number of employees by zip code (e.g., local area zip codes)
- Number of employees who are veterans
- Education levels of our employees in this area
- Turnover data and exit interview data to explain reasons for turnover

CURRENT APPLICANT DEMOGRAPHICS

In this section, provide data on the current applicant demographics and identify gaps and/or areas of opportunity to improve:

- ___% Male
- ___% Female
- ___% White
- ___% African-American
- ___% Asian
- ___% Hispanic
- ___% Native American
- ___% Two or More Races
- Number of applicants by zip code (e.g., local area zip codes)
- Education levels of the applicants in this area
- Median household income
- Which websites in the Direct Syndication network (a job distribution service provided by DirectEmployers Association) are driving the most job seeker traffic to ABC Company's website?
- What are the most commonly-used keyword search terms used by job seekers, causing them to find and view ABC Company's job openings, and how can this information be used to improve recruitment messaging?
- What are the trends, dynamics and volume changes, by day of week, in the job seeker traffic flow to ABC Company's career page and what is causing traffic volumes to differ by day, week or month?
- What geographic locations are job seekers coming from, and within each location, what job titles have the most job view clicks to ABC Company's job openings?
- What occupations in ABC Company, at a broad level, are job seekers showing the most interest in and which of these occupations are at risk for not having enough job seeker traffic in certain geographic markets?

COMPETITIVE ANALYSIS

In this section, provide information about other companies in the area that compete for the same types of labor, including wage information, benefits and other perks offered. How do we compare (e.g., positive influencers vs. negative influencers)?

Positive Influencers:

-
-

Negative Influencers:

-
-

COMMUNITY PERCEPTION OF ABC COMPANY

In this section, indicate how the community feels about ABC Company and the image we have in the community. Indicate how our own employees in the local area feel about ABC Company and the image we have in the community.

Positive Influencers:

-
-

Negative Influencers:

-
-

COMMUNITY INVOLVEMENT

In this section, indicate how involved ABC Company is in the community:

- Are we members in the local Chamber of Commerce, Economic Development Company, or Board of Commerce and Industry?
- Are we members of other key community organizations?
- Do we need to be members of these organizations (e.g., is this a “hot spot” for us)?
- Are we aware whether the ABC Company Foundation has offered any charitable contributions to any local non-profit organizations in the community?
- What is the health of the relationships between the community and ABC Company?

COMMUNITY RESOURCES

In this section, provide information about community agencies, associations, minority organizations, schools, churches and related resources:

- Availability of workforce and/or career services in the area. Does ABC Company have a presence at the local workforce development center, do we have current job information and recruiting materials at the center, etc?
- Availability of minority organizations or associations in the area
- Number and type of public and private high schools
- Number and type of public and private 2-year and 4-year schools (including programs offered)
- Number of churches in the area
- Check transportation availability and traffic patterns (e.g., how many miles are within a 90-minute commute time to the ABC Company work site)?

COMMUNITY CONTACTS

In this section, provide contact names and contact information for key community members who can be positive influencers in assisting ABC Company in our recruiting efforts.

SUMMARY

In this section, provide a brief overall summary of the labor market.

- Include hiring forecast information for the area, and a simple breakdown of job types for which ABC Company needs to hire.
- From your analysis, assess the level of recruiting urgency (e.g., maintenance recruitment, heightened aggressiveness, or full court press) driven by the research gathered as part of this Labor Market Assessment.

PROPOSED ACTION

In this section, propose solutions to address the recruiting challenges in this labor market. Determine whether it is necessary at this point to complete a formal Recruiting Action Plan (RAP).