

Charting the Future for Labour Market Information

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Welcome

OUR MISSION

To empower Canadians, including employers, workers, job seekers, academics, policy makers, educators, career practitioners, students, parents and under-represented groups with timely and reliable labour market information and insights in an engaging way that supports their decision-making process.

OUR MANDATE

To improve the timeliness, reliability and accessibility of labour market information to facilitate decision-making by employers, workers, job seekers, academics, policy makers, educators, career practitioners, students, parents and underrepresented populations.

Message from the Chair of the Board of Directors

I have the great pleasure of presenting you with the inaugural Annual Report of the Labour Market Information Council (LMIC). This report is part of our goal to be open, transparent, and accountable to all Canadians. Our vision is ambitious: Helping Canadians and Canadian organizations navigate an increasingly complex world of work. The Board of Directors is proud to have made important strides toward realizing our vision over the past year, and we recognize that much more work remains.

As LMIC is a new organization, the Board of Directors had the initial task of building a foundation for long-term success and sustainability. To put the organization on a solid footing, an Executive Director search was initiated to find a leader who shared our vision. Our search led us to Steven Tobin, a strong, visionary leader with deep knowledge and expertise. We welcome Steven to the team and wish him the very best as he takes on the initial development of LMIC and the implementation of its mission.

Our next task as a Board was accomplished in April 2018 when we launched our 2018-2020 Strategic Plan. Shortly thereafter, we published our 2018-2019 Operational Plan to provide a deeper look into the planned activities for the organization. Two themes clearly emerged from our planning processes.

First, we quickly acknowledged that our mandate must be driven by Canadians. In direct response, we established the National Stakeholder Advisory Panel and the Labour Market Information Experts Panel as parts of LMIC's governance structure.

Second, we realized that the needs of Canadians are evolving, driven in part by the pace at which the world of work is changing. As an organization, we must identify, interpret, and adapt to these changes. In response, the Board has committed to updating our operational activities on an annual basis

On behalf of the Board, I welcome you to review our first of many annual reports. We look forward to sharing with all Canadians the exciting developments planned for the upcoming fiscal year.

Alastair MacFadden
 Chair, Board of Directors, LMIC

Message from the Executive Director

At LMIC, we know the world of work is constantly changing and this raises important questions about the choices Canadians make with respect to education, training, careers, jobs, and business activities.

While there is always some level of uncertainty before us, during the formation of LMIC this past year, we have set ourselves a simple but ambitious goal: We want to make sure that Canadians have the data and insights they need to make the most informed decisions. We understand that these decisions, carried out each and every day by Canadians, will profoundly affect careers, organizations, and lives.

One of our first activities was to discover the types of information most meaningful to Canadians when making these tough decisions. We learned that while Canadians share some of the same information needs, not all of that information exists. And when it does, it's not always easy to understand the implications. This research has laid the foundation for setting our priorities.

To begin, we have built a number of strong partnerships to close information gaps. We recognize that improving the available information will be an ongoing and evolving process. A big part of our work will be to ensure that the information that exists or is generated through new partnerships is provided in an open, accessible way, sensitive to and respectful of the diverse needs of Canadians.

The task ahead is challenging but worthwhile because it will support the resilience of Canadians and the competitiveness of our economy. I am confident that we are on the right path.

- Steven Tohin

Steven TobinExecutive Director, LMIC



Introduction

HOW LMIC BEGAN

In June 2016, the Forum of Labour Market Ministers — composed of federal, provincial, and territorial ministers responsible for labour market policies and programs across the country — endorsed a plan to establish an independent not-for-profit organization with a mandate to improve the timeliness, reliability, and accessibility of labour market information in Canada. The Labour Market Information Council (LMIC) was officially registered as a not-for-profit corporation in early 2017. Later that year, the work began to recruit and build the organization that LMIC is today. We are a new organization that continues to develop and we stand ready to adapt to the evolving needs of Canadians.

Values



Client Centric & Demand Driven

We must be timely, relevant and accessible to consumers, users and other providers of labour market information and responsive to their needs and demands.



Inclusive & Collaborative

We are committed to providing labour market information and insights that respect the diversity of perspectives and needs that prevail across Canada.



Integrity & Transparency

We lead with integrity through a relentless focus on quality and reliable labour market information and insights.



Innovative & Evolutionary

We are committed to developing and embracing innovative ideas, new methods and new platforms through our collaborative and inclusive efforts.



Helping Canadians make more informed decisions

We understand the value of having meaningful jobs and the importance of enabling companies to grow and prosper. To support those goals, we aim to provide Canadians with data and insights so the decisions they make regarding their careers, training, education, investments, and workplace practices are as informed as possible.

Through the power of relevant information, delivered in an engaging way, we want to help Canadians succeed in a changing, dynamic world of work.



Representing the Best Interests of Canadians: An Independent Board of Directors

To ensure that our overall activities and priorities reflect the needs of Canadians, our Board of Directors is made up of 15 senior government officials from across the country. They represent each province and territory as well as the federal government (Employment and Social Development Canada) and Statistics Canada.

These independent Directors are responsible for shaping labour market policies in Canada. They are also uniquely placed to ensure that LMIC builds upon existing investments in labour market information.

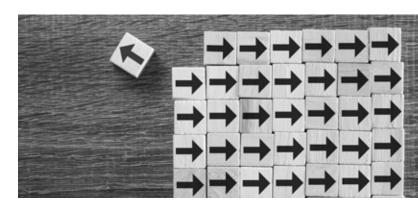
Ensuring Our Relevance & Reliability

Critical to our operations are two advisory panels, namely the National Stakeholder Advisory Panel (NSAP), who are nongovernment stakeholders with substantial expertise in different labour market information areas, and the Labour Market Information Experts Panel, who are representatives of the academic and research community.

The respected members of NSAP help guide the overall activities of LMIC, including the identification of specific priorities on an annual basis. They ensure our work is client-centric and demand driven. Through their extended networks, they instill a sense of inclusiveness and collaboration in everything we do.

The Labour Market Information Experts Panel, on the other hand, makes sure that the information and insights that we create and share with Canadians are credible and free from bias. We continually rely on them to ensure our work is grounded in credible impartiality.

Throughout the year we have also built and leveraged partnerships with other stakeholders, including governments and non-governmental entities across the country to ensure we add value to existing endeavours.



LMIC Governance

BOARD OF DIRECTORS



Board of Directors

The Board of Directors serves as the governing body for LMIC. The Board's role is to set policy and strategic direction, and monitor the management and oversight of LMIC affairs.

The Board of Directors' primary responsibility is to ensure that the activities of LMIC are conducted in a manner that achieves its goals and is consistent with its vision, mission, and Strategic Plan.

The Board convenes at least once per year in person in addition to several teleconferences.



Prior to establishing LMIC, the federal, provincial, and territorial governments established a National Stakeholder Advisory Panel (NSAP). Members of NSAP were chosen using selection criteria developed and agreed upon by the various governments, including a cross-section of stakeholder representatives and users from the business, labour, education, and training sectors, as well as career and employment service providers.

NSAP provides recommendations on the overall activities of LMIC, including the specific priorities to be undertaken on an annual basis. NSAP also provides insight and advice on LMIC's strategic priorities to the Board of Directors. NSAP meets twice per year.

National Stakeholder Advisory Panel



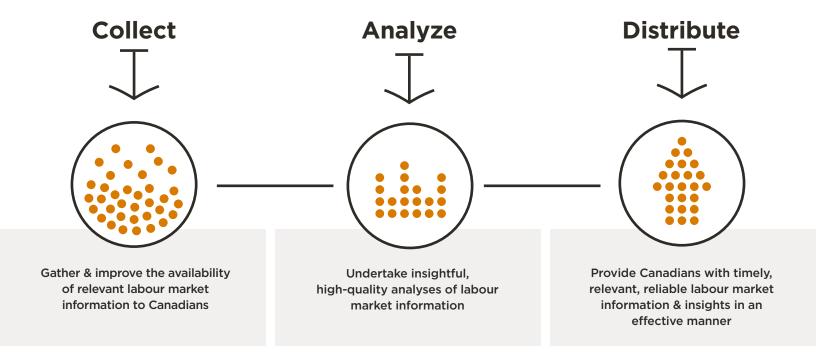
Labour Market Information Experts Panel

The LMI Experts Panel is appointed by the Board of Directors. The panel is comprised of non-governmental experts possessing substantial knowledge and expertise in one or more areas of LMI, including data, analysis, distribution, and practical application.

LMI Experts provide expertise and advice on labour market information policy, practice, and methods to address the needs of LMIC. These experts act as key resources for technical support on various labour market information projects and initiatives.



Strategic Plan



A Strategic Plan to Improve Labour Market Information

As a new organization, one of LMIC's first tasks was to develop a Strategic Plan. Guided by our Board of Directors and complemented by extensive engagement with our partners and stakeholders, especially our NSAP members, in 2018 we launched a three-year Strategic Plan that lays out our core objectives and what we aim to accomplish.

For the 2018–2020 period, our efforts focus on three key strategic goals: Collect, Analyze, and Distribute.



Collect

Gather and improve the availability of relevant LMI to Canadians

In 2018-2019, LMIC surveyed the following seven groups of individuals on their LMI needs and challenges:

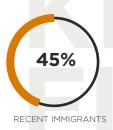
- Employed
- Unemployed
- Persons with disabilities
- Recent immigrants
- Recent Graduates
- College and university students
- Parents of students

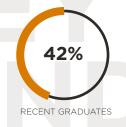
In addition, we surveyed nearly 3,000 Canadian employers active in every Province and Territory, and over 900 career development practitioners. The results of these surveys are being shared on an ongoing basis through our interactive dashboards.

UNDERSTANDING

Respondents who said LMI is

difficult to understand

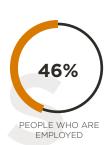




EINDING

Respondents who said LMI is difficult to find





CHALLENGES

The main challenge

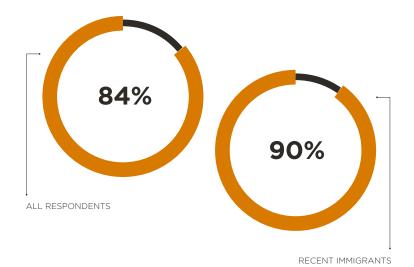
when looking for LMI

Persons with disabilities, unemployed individuals, and employed people said that LMI was not relevant to their personal situation

Recent graduates said that LMI lacked insight about the future

IMPACT

Respondents who said LMI has an impact on their career path



NEEDS

62%

of all respondents identified wages as one of the top LMI needs

#1 WAGES

Wages are the most frequently demanded type of LMI by every group surveyed

#2 SKILLS

Skills requirements are the second most frequently demanded type of LMI for every group surveyed, except for recent immigrants

In LMIC's first full year of operation, our first strategic goal - Collect - took center stage. During 2018-19, we learned a great deal of what is and is not available in terms of labour market information. Most importantly we set out to understand what Canadians are after when making their decisions regarding careers, training, education, investments and workplace practices.

Documenting Existing Information & Persistent Gaps

As a new organization, we recognized that a great deal of work had already been done in assessing labour market information in Canada. Our first published <u>LMI Insights</u> report took stock of these assessments and helped us understand where progress in improving LMI had already been made versus where gaps remained.

We also conducted a series of conversations with our NSAP and LMI Experts Panel members and held meetings with government, think tanks, industry associations, and organizations with knowledge of the improvements needed to LMI in Canada. This dialogue is central to our work going forward.

What LMI do Canadians Need and Want? Our Public Opinion Research Findings

We began our journey by launching a series of surveys to engage with Canadians about the kinds of information they are looking for when making important LMI decisions.

In total, <u>nine groups</u> and over 20,000 individuals and organizations from across Canada were surveyed on how they use and evaluate labour market information. The first set of results focused on the types of labour market information individual Canadians are looking for and <u>the challenges they face</u> in finding it. These were published as part of our <u>Survey Results by Population Groups Dashboard</u>.

LMI Gaps

- 1 Designing LMI for end users
- 2 Improving local granular data
- Enhancing our knowledge & understanding of labour shortages & skill mismatches
- Improving knowledge of labour market outcomes of Canadians

To complement the dashboard, we also published a series of LMI Insights focused on the responses regarding how easy it is to <u>find LMI</u> and <u>understand LMI</u>, and the <u>impact LMI has had on career trajectories</u>. Stay tuned throughout this coming year as we continue to release results from the other groups we surveyed.

Strategic Partnership: Improving the Availability of Labour Market Information

In our first year, we developed a number of partnerships that support our mandate of gathering labour market information. Chief among these is our strategic partnership with Statistics Canada. We are collaborating closely to identify gaps and chart a path towards enhancing the availability and accessibility of labour market information in Canada. This partnership has helped us improve the quality and relevance of the labour market information and related products being generated.

We encourage you to read our <u>Partnerships</u> <u>section</u> to learn more about how we have also built strong relationships with other organizations and with the private sector.

Analyze

Undertake insightful & highquality analyses of labour market information

The main components of our analysis of labour market information is twofold. First, we want to generate new insights through innovative research. Second, we want to help build coherence by adding clarity to complex concepts and terminology.

Enhancing our Understanding of Skills

Among the many labour market information issues discussed over the past year, skills easily ranked highest in mainstream media interest and throughout the LMI community. As our public opinion research findings demonstrated, the skills requirements of jobs are top of mind for Canadians.

Recurring questions include how to best define and measure skills and the extent to which Canada is experiencing a skills (or labour) shortage. To address these questions in a meaningful way, we realized that a consistent language to eliminate confusion was urgently needed. In LMI Insights no. 3 we sought to bring clarity by defining what is meant by labour shortages, skills shortages, and skills mismatches and how they actually differ from one another.

To address the needs of Canadians looking to better understand the skills requirements of jobs, we have begun to analyze hundreds of thousands of job postings for small regions across the country. We are excited to launch these and other related data and approaches in 2019–2020 to provide insights on the skills demanded in the current Canadian labour market.

Skills: Key Concepts & Definitions

LABOUR SHORTAGE

Refers to a lack of candidates for a specific job in a specific labour market.

SKILLS SHORTAGES

Refers to a lack of candidates with the skills required by particular employers.

SKILLS MISMATCHES

Refers to situations in which an employee's current skills are not well suited to their current job.

Making Sense of the Future of Work in Canada

The future of work in Canada is an area of much concern and debate. Much of the analysis available, however, is done in silos, making it incredibly difficult for Canadians to get a clear picture of what the future of work means for them.

We decided to bring together the wide range of research on the topic into a single, digestible format — the LMIC Future of Work Annotated Bibliography. The document provides short summaries of recently published reports, linking back to the original sources for interested readers. As a living document, the Annotated Bibliography is regularly updated with new content.

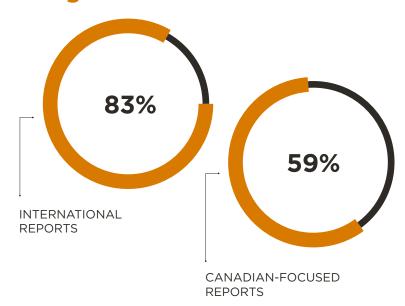
In addition, we have published numerous articles on the future of work, identifying gaps in knowledge and information. Our second blog spoke to the challenge of forecasting, and LMI Insights no. 2 discussed key limitations identified in our research summaries. The LMIC team has also attended a number of events related to future labour market disruptions and the importance of preparing for qualitative changes associated with the future of work.

Future of Work Annotated Bibliography

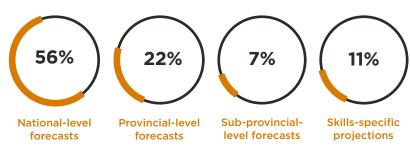


REPORT THEMES

Top Report Theme: Technological Change



ANALYSIS: CANADIAN-FOCUSED REPORTS



Laying the Foundation for Upcoming Work on Student Outcomes

College and university students, and their parents, are among the top users of labour market information. And yet, consistent and reliable information needed to make choices about their education and career pathways is patchwork at best.

So we were thrilled when Statistics Canada and Employment and Social Development Canada (ESDC) announced the <u>launch of the Education</u> and <u>Labour Market Longitudinal Platform</u> (<u>ELMLP</u>) in 2018. ELMLP data links anonymous student records with tax files, enabling researchers to assess the earnings of graduates over time. Working closely with Statistics Canada, we identified potential labour market outcome indicators.

This led to LMI Insights no. 4, which highlights the exciting range of research possibilities offered by the new data environment, while pointing out its caveats and limitations. These preliminary analyses laid the groundwork for our next big joint project, with the Education Policy Research Initiative (EPRI), on Canadian student outcomes and income in the years following graduation. Watch for reports on this in 2019–2020.



Distribute

Provide Canadians with timely, relevant & reliable labour market information & insights in an effective manner

Building Awareness and Credibility

Phase one of our initial distribution plan was to establish our online presence and brand awareness, while building credibility among key partners, stakeholders, and industry leaders.

This past year, we focused our distribution on key stakeholders through social, digital, and email marketing channels. Specifically, these include Twitter, LinkedIn, and our own website, dashboards, blog, and monthly newsletter. As expected, we've seen a significant growth in followers and engagement, and we have rich data to analyze and benchmark for the coming years. In assessing the analytics from our first year, we can learn what worked, what didn't, and how to pivot our approach, improve our effectiveness, and grow our audiences as we move forward.

We have also seen a growing increase in media requests from journalists seeking unbiased data analysis or supporting background information. As well, we've received numerous invitations for speaking engagements and requests for data and analysis from industry sectors and councils. We are excited about what lies ahead.

Recognizing the Diverse Needs of Canadians

As outlined in our Strategic Plan, we'll know we're successful when labour market information and insights are presented in ways that respond to the diverse needs of Canadians. To that end, we will continue to ensure their engagement through innovative platforms on the use and development of labour market information. Information needs to be digestible to ensure that our stakeholders are aware of best practice, as LMI activities are essential to shaping the way LMI is distributed in Canada.

Establishing Benchmarks in Our First Year

LMI INSIGHTS REPORTS

2,500 Page Views

BLOGS

8,150 PAGE VIEWS

DATA VISUALIZATION DASHBOARD

3,361 PAGE VIEWS

LINKEDIN

445% Audience Growth 327 FOLLOWERS

6.8% ENGAGEMENT

45,840 POST IMPRESSIONS

TWITTER

1,118,300

Impressions

1,859 FOLLOWERS

4,271 LINK CLICKS

1.24% ENGAGEMENT RATE

WEBSITE

71,882
Page Views

Top Traffic Sources

- Direct | 40%
- Google Search | 33%
- Twitter | 5%
- cbc.ca 4%
- LinkedIn | 3%
 - Bing Search | 2%

NEWSLETTER

Newsletters

789 SUBSCRIBERS

9,444 OPENS



A complete list of the output metrics we are tracking can be found in our 2019–2020 Operational Plan

PRODUCTS

Interactive Dashboard

Newsletters

LMI Insights

2 Blogs



Partnerships & Stakeholder Engagement





Working Collaboratively to Make a Difference

As a small organization, we have sought to establish new partnerships across the country in a variety of fields. Engagement with the LMI community in Canada and beyond will continue as an essential element of our work. Together we can accomplish so much more!

Engaging LMI experts extends well beyond our government stakeholders, NSAP, and LMI Experts Panel members. We have received insightful feedback on a number of projects and research reports from thought leaders in many sectors and organizations, including the following, plus many more:

- Business/Higher Education Roundtable (BHER)
- Canada West Foundation
- CD Howe Institute
- Co-operative Education and Work-Integrated Learning Canada (CEWIL)
- The Council of Ministers of Education, Canada (CMEC)
- European Commission
- International Labour Organization (ILO)
- Newfoundland and Labrador Workforce Innovation Centre (NLWIC)
- Organisation for Economic Co-operation and Development (OECD)
- Social Capital Partners
- University of Toronto

Engagement with experts outside our formal network has facilitated information sharing with stakeholders while championing best practices and insights. Overall, our work has attained far higher levels of rigour, quality, and relevance thanks to the candid feedback from a broad array of institutional perspectives.

This, our first full year of operation, has been defined by several important partnerships that improve the depth and breadth of labour market insights we are able to deliver. Indeed, evidence-based policy making is a collaborative endeavour best pursued through open dialogue and shared responsibilities, as we pointed out in one of our LinkedIn articles.

Data Gathering

Statistics Canada has been instrumental in helping us to access and deliver labour market data to key user groups, including sector associations, educators, policy makers, and employment service providers across the country. This partnership also serves to further modernization efforts at Statistics Canada to deliver labour market information through new and innovative approaches. We look forward to deepening our operational and strategic alignment with Statistics Canada in the coming years through projects that harness local, granular labour market information, and skills-related insights.

This year we have also sought to leverage new relationships with the private and not-for-profit sectors. Examples include a new partnership with Vicinity Jobs, a Vancouver-based firm that provides cleaned and structured job postings data for over 400 regions in Canada. This is just part of our goal to make comprehensive LMI more available to Canadians.



Future of Work

We are honoured to serve on the advisory panel for the <u>Employment in 2030</u> initiative of the Brookfield Institute for Innovation and Entrepreneurship (BII+E). The project supports the design of policies and programs aimed at fostering inclusive economic growth in Canada in 2030.

Our NSAP members have also established a working group to explore closing the information gaps about the future of work. This has led to a number of <u>publications</u>, including LMI Insights, our Future of Work Annotated Bibliography, articles, and a series of LMIC blogs. Looking forward, we are eager to see how we can support other initiatives on the future of work, including partnering with the Future Skills Centre and Future Skills Council.

Skills

We have begun discussions with MaRS Discovery District on how we can support their efforts to provide Canadians with real world information on training and career transitions through their Employment Pathway Platform.

In March of this year, we released <u>a joint</u> <u>report</u> with LinkedIn on the top skills and jobs in demand in Canada. This was the first Canadian skills report to capture the immense world of LinkedIn

data. We were able to identify the three most prominent skills demanded in job posts on LinkedIn: business management, leadership, and oral communication.

Student Outcomes

Working with experts at the University of New Brunswick, we identified solutions to address persistent gaps in the ELMLP, the new data environment linking student records to tax files.

To further assess the labour market outcomes of Canadians, we have begun to partner with the Education Research Policy Initiative (EPRI) at the University of Ottawa to dig even deeper into ELMLP data. The analyses in progress with EPRI will focus on the earnings of graduates from colleges, universities, and registered apprenticeship programs in Canada.

Collaborations of this nature can kick-start much needed conversations about data, skills, the future of work, and student outcomes. Learning more about the underlying needs of employers and workers, finding better ways to help educators and trainers support students and workers, and helping Canadians navigate the changing world of work are all great reasons to join forces with other organizations.

We look forward to working with all our partners further in 2019–2020.





Looking Ahead

We are well into 2019–2020 and building upon the solid foundations established in our inaugural year. To find out more about on-going projects consult the 2019–2020 Operational Plan.



View Our Operational Plan



Key Outputs

Future of Work

Future of Work Annotated Bibliography 2.0

LMI Insights

LMI Insights 1

Taking Stock of Past Labour Market Information Assessments

LMI Insights 2

The Future of Work in Canada: Bridging the Gap

LMI Insights 3

What's in a Name? Labour Shortages, Skills Shortages, and Skills Mismatches

LMI Insights 4

Exploring Data to Assess Labour Market Outcomes of Post-Secondary Students and Apprentices

LMI Insights 5

Is it Difficult to Find Information That Helps Career-Related Decisions?

LMI Insights 6

Easily Understood LMI is Essential for Making Informed Career Decisions

LMI Insights 7

LMI has Important Impact on the Career Paths of Canadians

LMI Insights 8

LMI Most Wanted by Canadians: Wages and Skills

LMI Insights 9

Canadians Face Persistent Challenges When Looking for Job-Related Information

LMI Insights 10

Insights into skills and jobs advertised on LinkedIn in 2018

LMI Insights 11

Educational and Career Choices for Students and Parents: The role of labour market Information

Newsletter

July 2018

Helping Canadians navigate the #futureofwork

August 2018

Making sense of the future: new plans and products from LMIC

September 2018

Bridging the gap in labour market insights

October 2018

Providing insights on key labour market challenges

November/December 2018

How Data is Changing the Labour Market Information Landscape

January 2019

The first results from our public opinion research are in!

February 2019

Tackling the growing importance of skills

March 2019

Canadian job and skills data from LinkedIn

Web

Main Results: LMI Interactive Dashboard

LMIC Blogs

We need to better understand how the world of work is changing

Evidence-based policy making is a collaborative endeavour

Openness and transparency: Cornerstones of good governance

Nothing is more difficult to predict than the future

Making sense of the future of work in Canada

Introducing LMIC's first Operational Plan

Mind the Gap: Taking Stock of Canada's LMI System

Bridging the knowledge gap in the future of work: A Canadian perspective

LMI and you

What's in a name, or three?

Hidden biases and mindful data

LMI and Microdata Linkages

ELM L.P. Has Dropped

Not Your Average "Future of Work" Event

Career Development Practitioners: Vital Partners in Labour Market Information

The future of work - at LMIC

LMI Wanted

Earnings Comparison Groups

Modernizing how information is communicated

Disruption, distribution, and data

The LMI Canadians Want

Local, Granular data for beginners



Financials

With Board of Director approval, Baker Tilly audited the financial statements of the Labour Market Information Council, as at March 31, 2019.

In Baker Tilly's opinion, the financial statements present fairly, in all material respects, the financial position of the Labour Market Information Council as at March 31, 2019 and the results of its operations and its cash flows for the year then ended in accordance with Canadian Accounting Standards for Not-for-profit Organizations.

To promote transparency and accountability, the full Independent Auditor's Report can be read by clicking the link below.



View Our Financial Statements