



RUTGERS

Education and Employment  
Research Center

# How Colleges and Universities are Using Labor Market Information (LMI)

AIR Forum

May 31, 2023

# Introductions

## **Moderator**

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## **Panelists**

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Victoria Coty, Researcher, Education and  
Employment Research Center, Rutgers  
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the Center for Data Science at Lansing  
Community College

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Development, West Virginia University

# Session Objectives

- Participants in this session will:
  - differentiate the benefits and challenges of traditional and new LMI.
  - consider the substantial investment needed for LMI institutionalization
  - assess opportunities to integrate LMI into their own processes
  - identify colleagues who can be resources in advancing LMI usage

# Introduction

- Newly introduced Labor Market Information (LMI) tools are being adopted by Postsecondary Institutions (PSIs) and used for myriad reasons:
  - Adapting programs and credentials to stakeholder needs.
  - Informing decisions about program demand and viability.
  - Influencing staffing and other resource needs.
  - Creating employer and community partnerships.

# Research Questions

1. How and why do college and university administrators and staff use LMI?
2. What sources of LMI do college and university administrators and staff use?
3. What infrastructure exists to support LMI usage?
4. What are staff members' perceptions of LMI?

# Study Design

- Comparative case study design (Qualitative)
  - Purposive sampling - 50 interviews from 10 diverse institutions
  - Iterative coding process
- National Survey (Quantitative)
  - Surveys of higher education administrators (n=429)

# FINDINGS

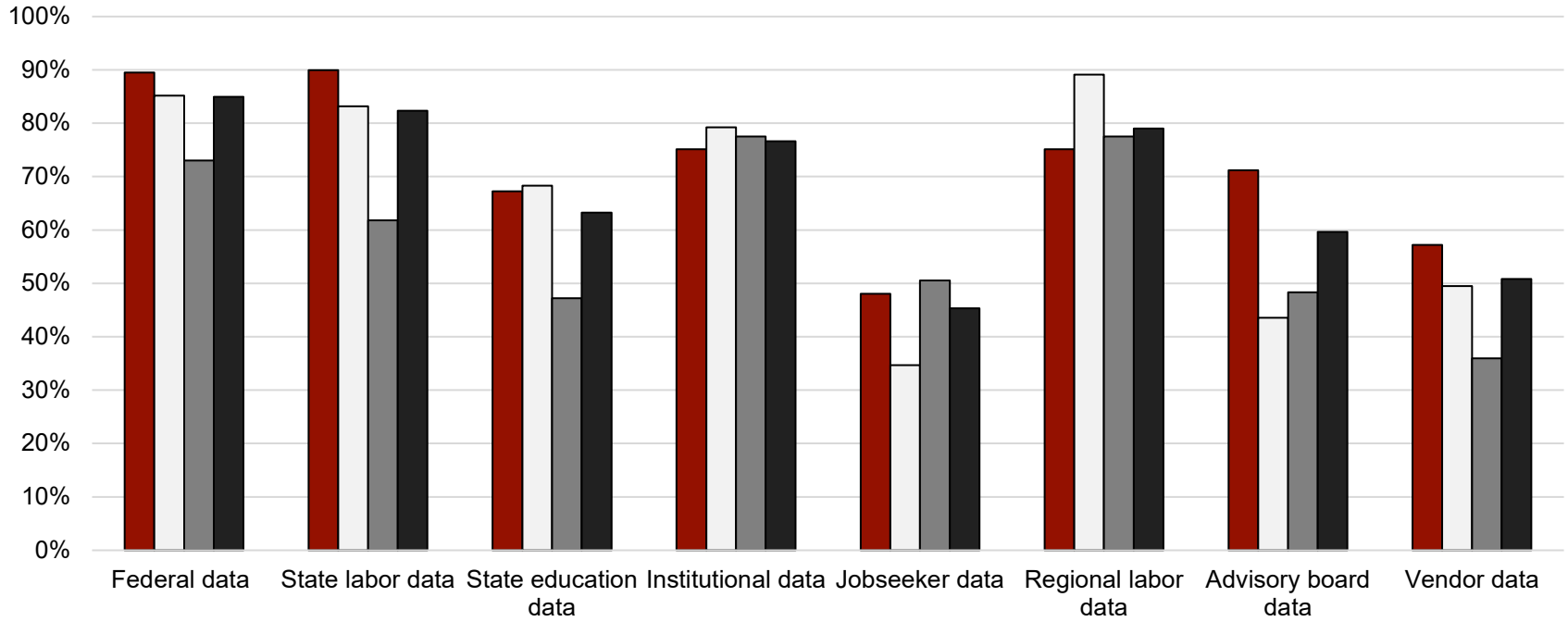
# Types of LMI Used

*Institutions used a variety of LMI data types and sources.*



## Types of LMI Used at Institutions

■ 2yr public □ 4yr public ■ 4yr private ■ All

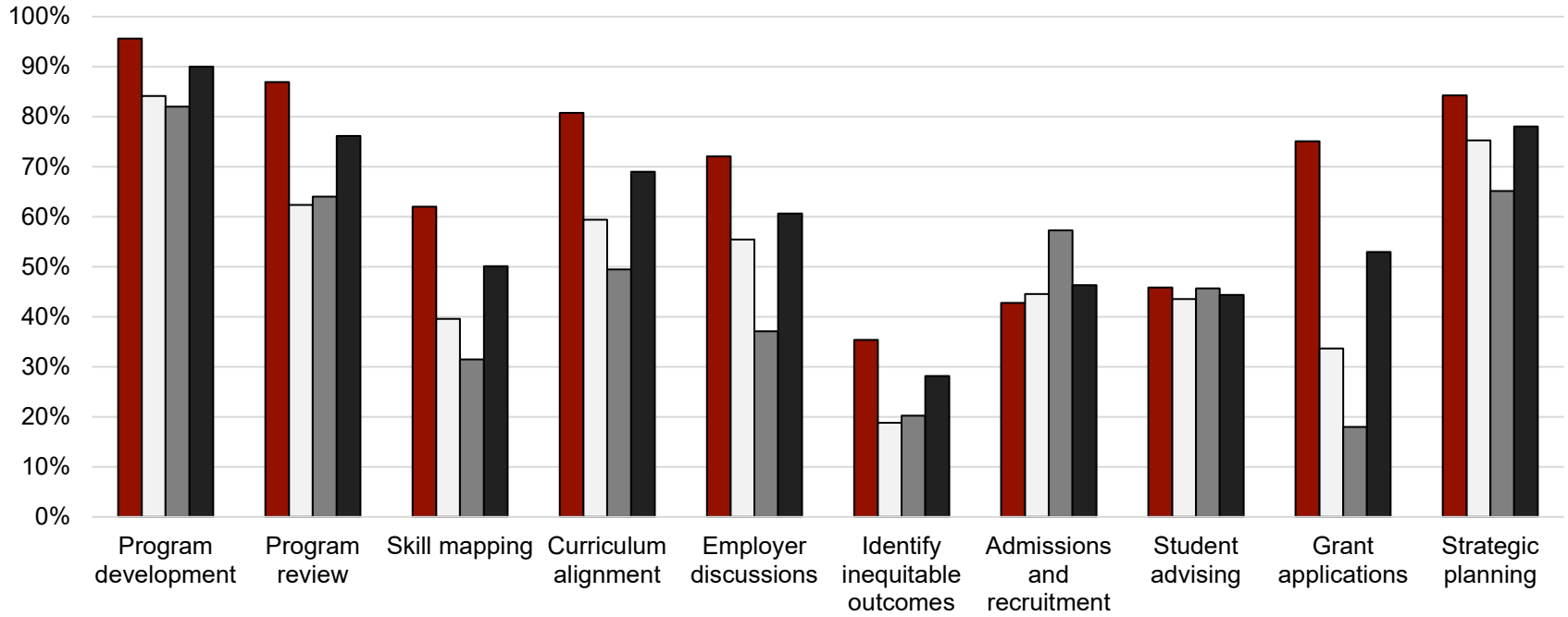


# Applications

*Institutions applied LMI to a diverse array of core activities.*

## Applications of LMI

■ 2yr public   □ 4yr public   ■ 4yr private   ■ All

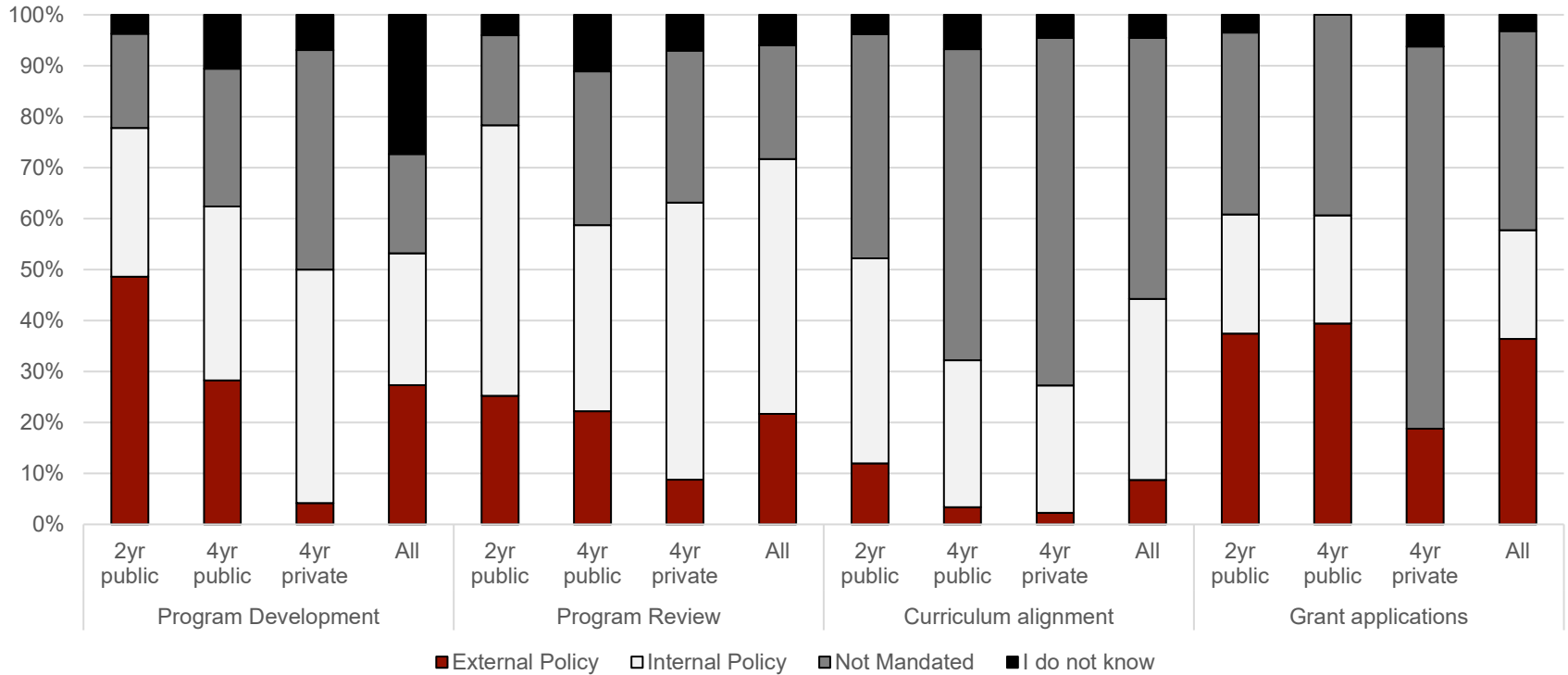


For what purposes does your institution use LMI?

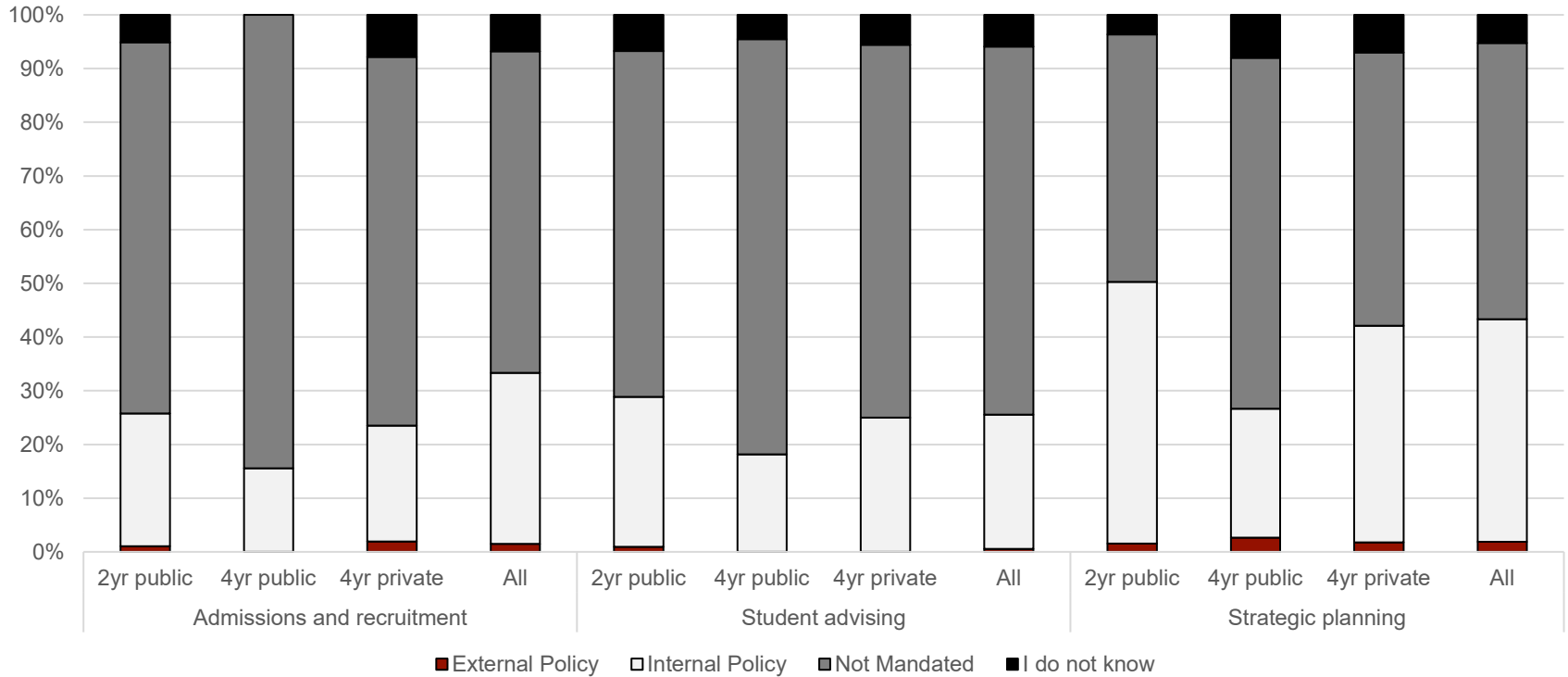
# Motivators of LMI Usage

*Institutions are motivated to use LMI by internal and external influences.*

## Motivators of Institutional LMI Usage



## Motivators of Institutional LMI Usage, Continued



What motivated your institution's use of LMI for the purposes you described?

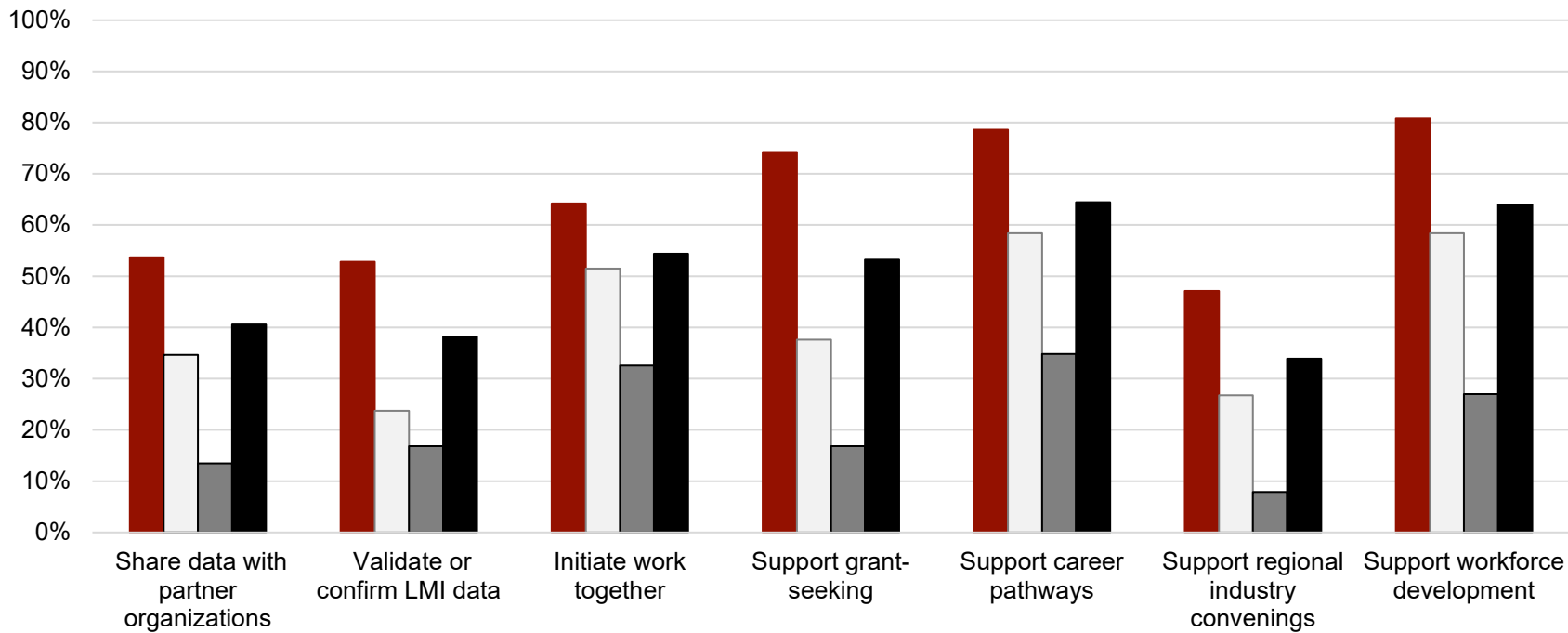


# Purposes for Discussing LMI with Stakeholders

*Collaboration to exchange LMI fostered relationships with created opportunities to serve student and community needs.*

## Purposes for Discussing LMI with Stakeholders

■ 2 Year Public    □ 4 Year Public    ■ 4 Year Private    ■ All





# Economic Opportunity Division

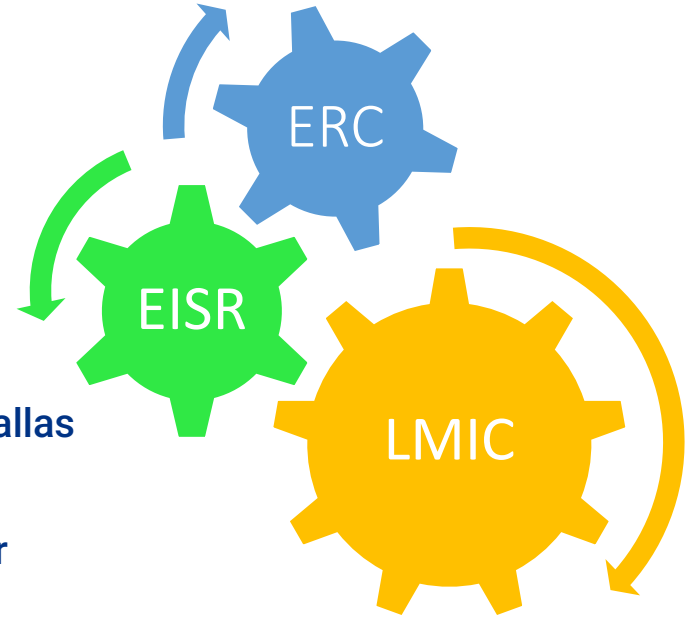
Labor Market Intelligence Center (LMIC)

Economic Impact Strategy & Relations (EISR)

Employer Resource Center (ERC)

Together these departments:

- Analyze market trends/demands and connect them to Dallas College offerings
- Ensure our learners are acquiring the necessary skills for current and future job marketplace.
- Engage with multiple departments to make employment connections throughout the student's journey.





# About the Labor Market Intelligence Center

The Labor Market Intelligence Center aspires to be the leading source of regional workforce information, as well as the provider of quality data that addresses the socioeconomic needs of our students and community members.

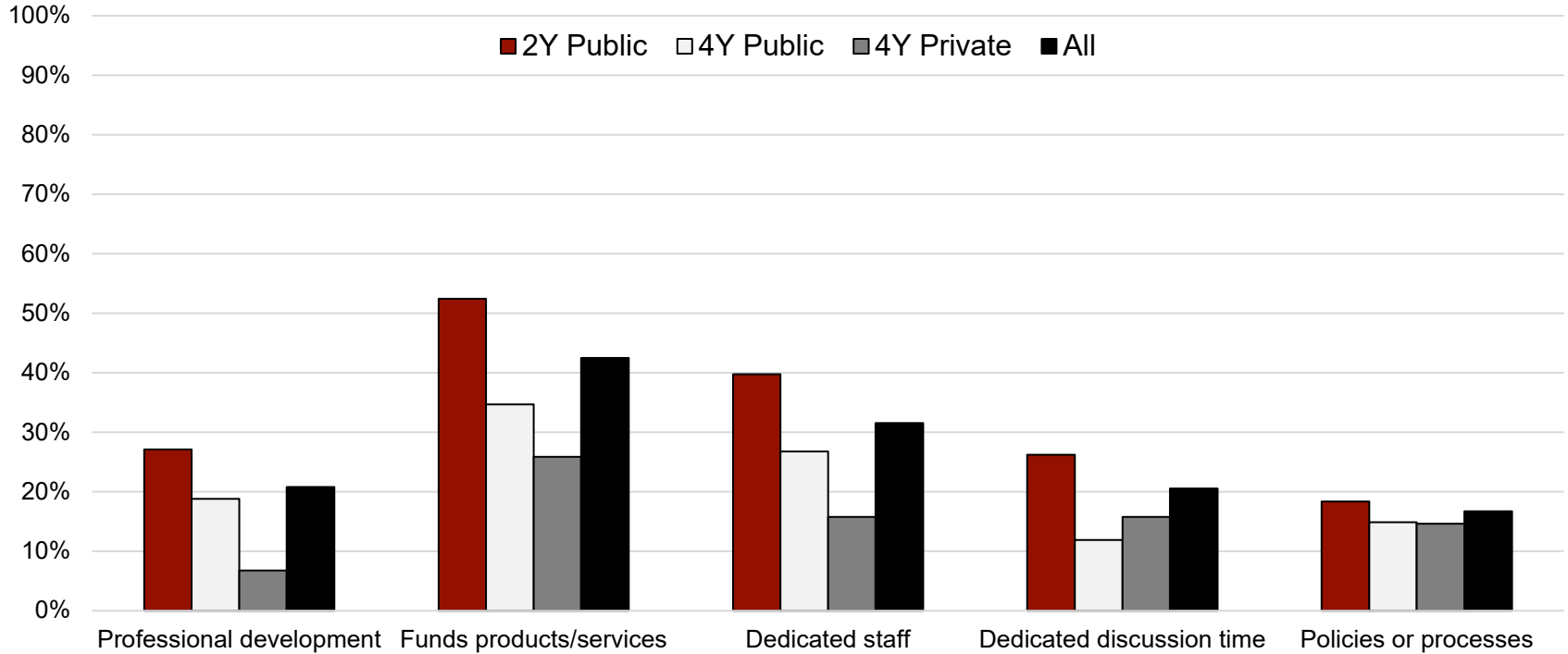


How do you discuss and share LMI with stakeholders?

# LMI Infrastructure

*Institutionalization of LMI requires an infrastructure that includes users, structures, ongoing targeted professional development, and policies.*

## Institutional Supports for LMI Usage



In what ways has your institution invested in strengthening access to and usage of LMI?



# Recommendations

- Develop institutional policies and procedures supporting data infrastructure, sharing, and LMI usage discussions.
- Prepare faculty and staff members to understand, use, and interpret LMI through ongoing, long-term professional development.
- Collaborate with other institutions, agencies, state entities, and employer partners to advocate for more affordable, timely, accurate, and context-relevant LMI.

**Questions?**

# Thank you!

Post-presentation  
Networking Survey:



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