



Using Data to Drive Business Engagement

Eric Makela
IDES Labor Market Economist

Marty Johnson
IDES Labor Market Information Director

Dee Reinhardt
Illinois WorkNet

Andy Blanke
Northern Illinois University Policy Analyst

Using Data to Drive Business Engagement

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- 2 IDES - Labor Market Information
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- 4 Census Bureau Surveys



Data use cases for business engagement

Case I: Computer systems security apprenticeships in Madison County

According to a private interest group, nearly 19,000 cybersecurity jobs will be available in Illinois this year.

Over the course of a couple months, you view nearly a hundred regional job postings referring to industry credentials like CISA, CISSP, and CompTIA Security+, a big increase from previously.



Case I: Computer systems security apprenticeships in Madison County

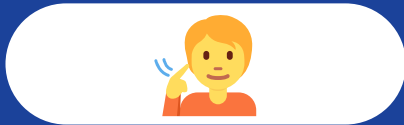
Objective:

Partner with regional employers to build a sustainable source of cybersecurity talent that can perform general computer services while gaining workforce experience and attaining industry credentials, such as CISA, CISSP, and CompTIA Security+.



Discussion leader suggestions

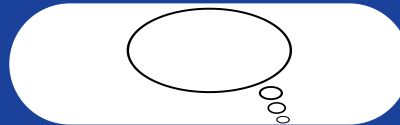
1



Consult public resources on data to go in proposal:

1. By recruiting regionally, what is the size of the available labor force?
2. Which occupations require the industry standard credentials?
3. What are the wage profiles for those occupations?

2



Using Illinois Employment Business System (IEBS), compile list of possible industry partners.

Conduct business surveys and roundtables.

3



Collaboratively write an apprenticeship proposal.

Contact businesses and education partners.

Create formulary for apprenticeship: newsletter, events, marketing, etc.

Case I: Computer systems security apprenticeships in Madison County

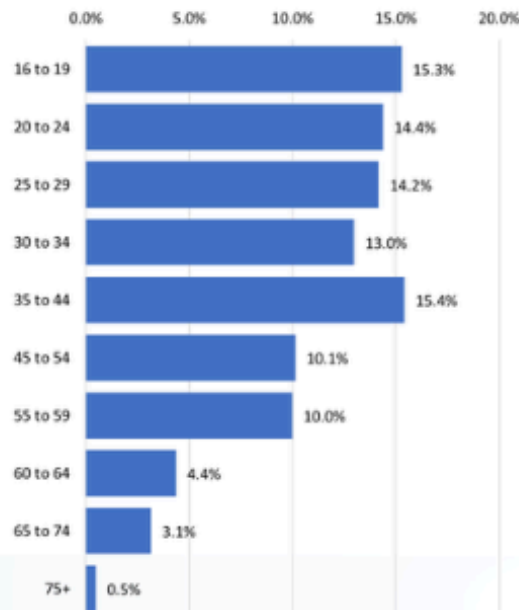
Question I.I:

By recruiting regionally, what is the size of the available labor force?

Source: ACS Table S2301,
data.census.gov

Potential Workers in Madison County

Share of Job Seekers by Age



Potential Workers by Age	Total Population	Working or Seeking Work	Job Seekers
Total, 16+	215,565	136,668	7,107
16 to 19	14,690	6,875	1,086
20 to 24	16,201	12,167	1,022
25 to 29	16,617	14,390	1,007
30 to 34	17,602	15,631	922
35 to 44	33,250	28,828	1,095
45 to 54	32,748	27,705	720
55 to 59	18,888	13,920	710
60 to 64	18,573	9,677	310
65 to 74	27,237	6,047	224
75+	19,759	1,482	34

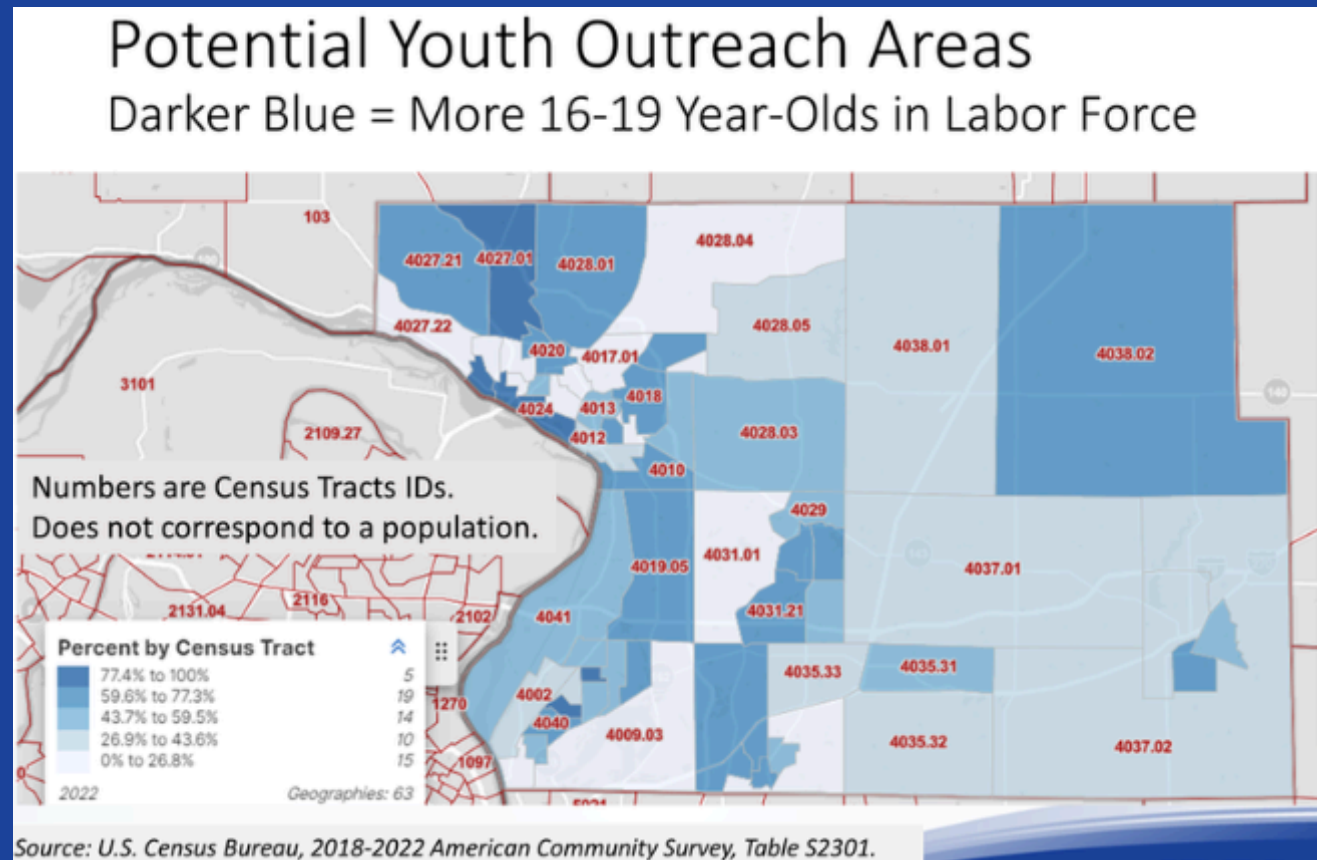
Source: U.S. Census Bureau, 2018-2022 American Community Survey, Table S2301

Case I: Computer systems security apprenticeships in Madison County

Question I.I:

By recruiting regionally, what is
the size of the available labor
force?

Source: ACS Table S230I,
data.census.gov



Case I: Computer systems security apprenticeships in Madison County

Question I.2:

Which occupations require the
industry standard credentials?

Source: O*Net OnLine,
SOC Code

Occupation Keyword Search
Occupations matching "CISSP"

Search again:

1 occupations shown

Code	Occupation
15-1212.00	Information Security Analysts ★ Bright Outlook

O*NET OnLine Occupation keyword search

Help - Find Occupations - Advanced Searches - O*NET Data - Crosswalks - Share - Sites -

Occupation Keyword Search
Occupations matching "CISA"

Search again:

20 occupations shown Show matches:

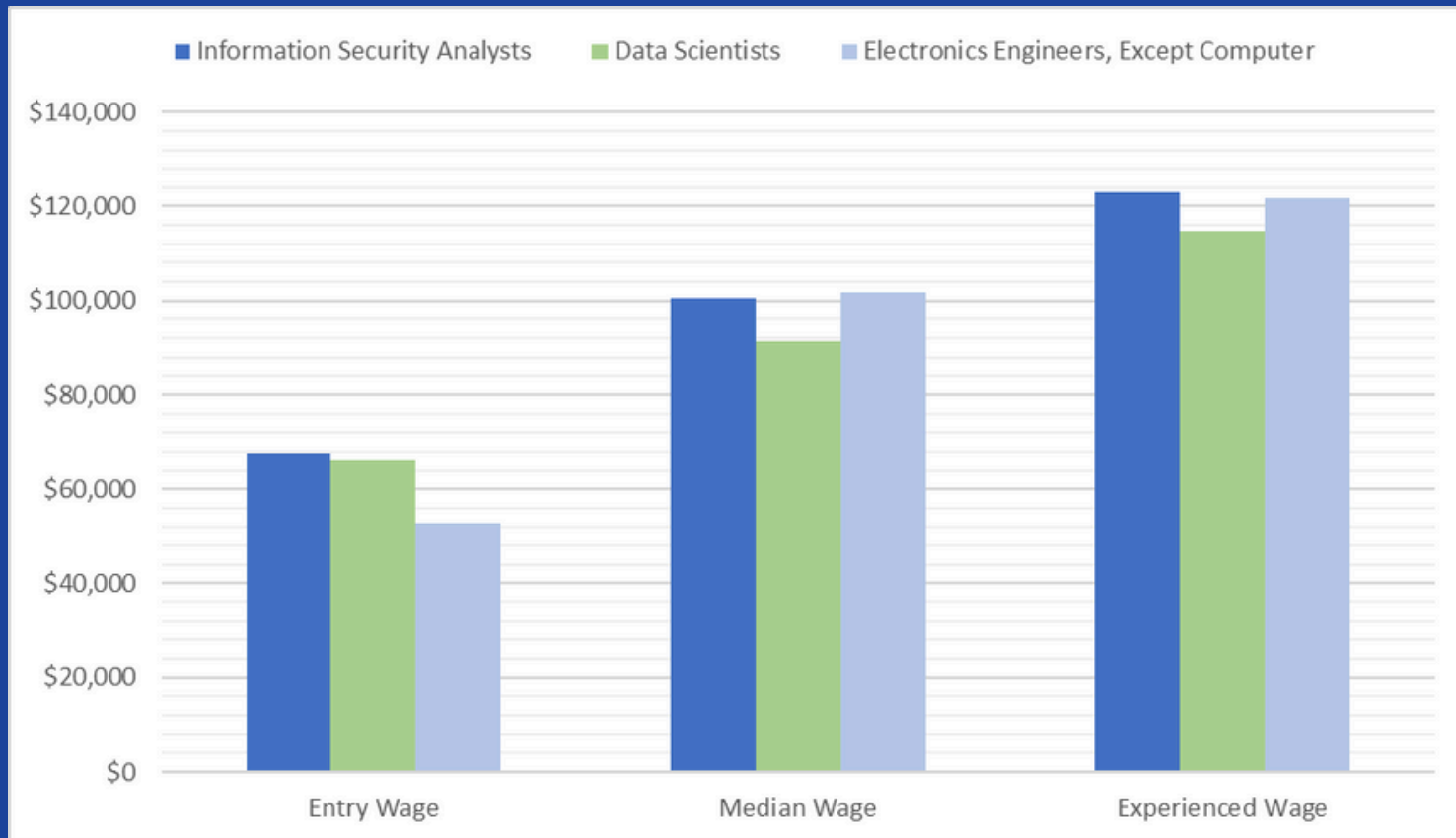
Code	Occupation
15-2051.00	Data Scientists ★
17-2072.00	Electronics Engineers, Except Computer ★
17-3025.00	Environmental Engineering Technologists and Technicians
25-1021.00	Computer Science Teachers, Postsecondary ★ Bright Outlook

Case I: Computer systems security apprenticeships in Madison County

Question 1.3:

What are the wage profiles for those occupations?

Source: IDES Labor Market Information,
<https://ides.illinois.gov/resources/labor-market-information/oews.html>



Case I: Computer systems security apprenticeships in Madison County

Question I.4:

Using the Illinois Employment Business System, create a list of possible employers to partner with in creating an industry apprenticeship program.

Source: [Illinois workNet](#)

The screenshot shows the IEBS Outreach interface. The navigation bar includes Home, Companies, Outreach (active), LMI, Layoffs, Questionnaires (0), and Admin. The user is logged in as Eric Makela. The main content area is titled 'Outreach' and has tabs for Lists and Projects. A '+ Create New List' button is visible. Below the tabs, there is a table with one entry: 'Cyber Credential Employers' with 0 companies, updated and created on 4/15/2024, by Eric Makela (emakela). The table is paginated to show 1 of 1 results.

List Title	# of Companies	Updated	Created	Created By
Cyber Credential Employers	0	4/15/2024	4/15/2024	Eric Makela (emakela)

**Case 2:
Moline employer
wants to reduce
turnover in some
jobs and encourage
competition in
others.**



<u>Regional Delivery Associates</u>				<u>Warehouse and Stockyard Leads</u>			
Entry Wage	Promotion Wage	Current Staff	Annual Turnover	Entry Wage	Promotion Wage	Current Staff	Annual Turnover
\$13.50	\$16.50	23	50%	\$19.00	\$40.00	8	10%
Required credentials: <ul style="list-style-type: none"> • High School Degree • 2 years of experience operating a vehicle 				Required credentials: <ul style="list-style-type: none"> • College Degree • Not more than 5 points on driving record • Ability to be “on-call” when requested 			

**Case 2:
Moline employer
wants to reduce
turnover in some
jobs and encourage
competition in
others.**

Objective:

In a somewhat open-ended manner, partner with DMRI Distributors to identify strategies to grow its business through workforce.

<u>Regional Delivery Associates</u>				<u>Warehouse and Stockyard Leads</u>			
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Discussion leader suggestions

1



Consult with DMRI Distributors to understand why they think they cannot achieve a workforce balance.

How is the current staff over- or under-performing?

2



Search for competing local employers in IEBS. Does DMRI's scale suggest they are in competition with those employers for workers?

3



Match occupations with regional wage database from IDES:

- Do DMRI's wage profiles match those in the data?
- What is the size of the local labor market?

**Case 3:
Major company
wants to expand,
renovating a large
assisted living
facility from an
abandoned
structure.**



Restful Oaks Inc, based in Chicago, is comparing multiple sites in both Grundy and Kankakee counties, with the goal of establishing another permanent residential location. Labor supply and local population are important factors.

**Case 3:
Major company
wants to expand,
renovating a large
assisted living
facility from an
abandoned
structure.**



Objective:

**Get data on Grundy and Kankakee
counties, and structure the data in such a
way that company leadership will include
it in their investment recommendations
report.**

Discussion leader suggestions

1



Consult with Restful Oaks leadership on the key metrics driving their business decision.

2



For Grundy and Kankakee counties:

- Gather business census data from the Quarterly Census of Employment and Wages (QCEW)
- Gather resident population and employment data from sources

3



In a short report comparing the counties, include data tables on:

- Healthcare business presence
- Resident population and labor force
- Occupation wage profiles



Resources:

- **IDES**
- **Illinois workNet**
- **Census Bureau**

Labor Market Information



Employment Statistics

- [Number of Jobs \(CES\)](#)
- [Job Location \(CES/QCEW\)](#)
- [Total Payroll \(CES\)](#)
- [Jobs by Industry \(CES/QCEW\)](#)

Labor Force Statistics

- [Labor Force Participation \(LAUS\)](#)
- [Number of Workers \(LAUS\)](#)
- [Unemployment Rate \(LAUS\)](#)

Wage Statistics

- [Weekly and Hourly Wages by Industry \(CES\)](#)
- [Annual and Hourly Occupation Wages by Experience \(OEWS\)](#)

Projections

- [Employment Projections \(Employment Projections\)](#)
- [Occupational Projections \(Employment Projections\)](#)

What Else is Available?


- [UI Claimants Characteristics \(IDES/DOL\)](#)
- Plus, many sources of population and demographic data collected through the U.S. Census Bureau
 - Education
 - Household
- Plus, data on jobs and skills as pulled through web APIs by private sector workforce companies
 - Help Wanted Online
 - Commuter and job skill matching



Search D&B for companies

← Back to Company Search


Details Online Outreach



Show Map Options

Business Name (r) [Redacted]
 D&B DUNS ID: 7
 Location Address [Redacted]
 County: Cook
 Phone (312) 339-1921
 Area Population 500,000 and over

Owns or Rents Building Unknown or not applicable
 Location Status Single Location - no other entities report to the business
 Subsidiary Indicator Not a subsidiary
 Parent to # of Locations 0
 Import / Export / Agent None or Not Available
 Is Global Ultimate Company No (Current Location)

Primary Naics	Employee Count	Sales Volume	Company Health
238330 - Flooring Contractors (Construction)	23 (Here) 23 (Total)	\$2,205,332	 Growth  Low (2) Spend Growth (F)

Business Name of DUNS ID

Outreach Lists

All Lists Projects

NAIC Industries NAICS

Industries

Filter by NAIC industries

Business Indicators

Small Business Minority Owned
 Public Company Non Profit Fortune 1000
 Underserved Area - State **i**
 Underserved Area - WIOA **i** R3Area - CEJA **i**
 EJC - CEJA **i**

Holy guacamole! This is the IEBS Test environment. Go to the [Live Site](#) if you are not testing.

Outreach

Lists Projects

+ Create New List

Results: 1 to 4 of 4 Limit 10 Page 1 of 1

List Title	# of Companies	Updated	Created	Created By
Large Construction	1	1/15/2024	1/15/2024	Three Programs (TPrograms)
Solar and Wind	3	1/15/2024	1/15/2024	Three Programs (TPrograms)
Small Logistics	5	1/15/2024	1/15/2024	Three Programs (TPrograms)
Medical - not patient care	0	1/15/2024	1/15/2024	Three Programs (TPrograms)

Results: 1 to 4 of 4 Limit 10 Page 1 of 1



Business Outreach Tool



Grant Funded Program

APPRENTICESHIP ILLINOIS

Customers Navigator Tools Workplan & Reports

Resources Outreach Events Organization Information Notes

Program Year
All Program Years

Navigator
Select

Planned Outcome Category
Select

Add Outreach Event Export

Show 10 entries Search:

Outreach Name	Outreach Audience	Outreach Type	Number of Attendees	Event Date	Results
1-15 MLK breakfast	Business Engagement	Community/Membership - Event/Meetings	175	1/15/2024	See Notes
4-27 individual test	Individual Engagement	Cold Calls (phone, email, mailers)	75	4/27/2023	See Notes

Currently Tracking:

- Outreach Events
- Organizations
- Apprenticeships

Coming Soon:

- Project updates

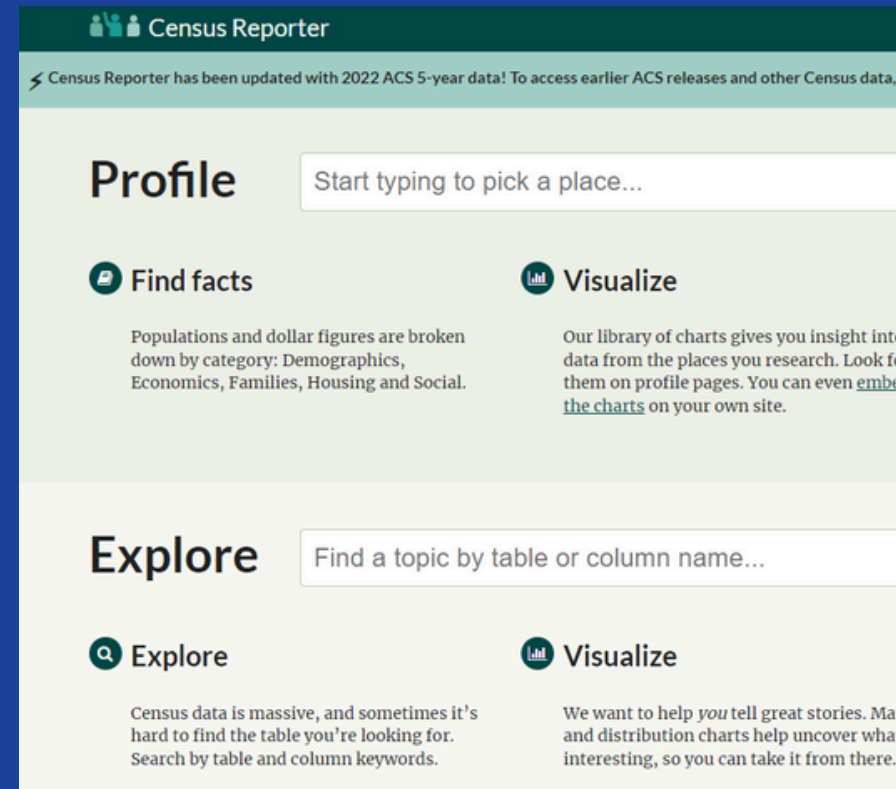
Working with Census Data

Search by 'Table Number', not keywords

1. Censusreporter.org: to find table #'s
 - a. Ex: S2301 is labor market data
2. Go to data.census.gov
 - a. Enter table #
 - b. select geography

Tips:

- Use 5-year data for sub-state geographies
 - Time lapse, not a snapshot
- Some data can be mapped online
 - No GIS experts required



The screenshot shows the 'Census Reporter' website interface. At the top, there is a green header with the site name and a notification: 'Census Reporter has been updated with 2022 ACS 5-year data! To access earlier ACS releases and other Census data...'. Below the header, the main content area is divided into two sections: 'Profile' and 'Explore'. The 'Profile' section features a search bar with the placeholder text 'Start typing to pick a place...'. Below the search bar, there are two columns of content. The left column is titled 'Find facts' and includes a brief description: 'Populations and dollar figures are broken down by category: Demographics, Economics, Families, Housing and Social.' The right column is titled 'Visualize' and includes a brief description: 'Our library of charts gives you insight into data from the places you research. Look for them on profile pages. You can even embed the charts on your own site.' The 'Explore' section also features a search bar with the placeholder text 'Find a topic by table or column name...'. Below the search bar, there are two columns of content. The left column is titled 'Explore' and includes a brief description: 'Census data is massive, and sometimes it's hard to find the table you're looking for. Search by table and column keywords.' The right column is titled 'Visualize' and includes a brief description: 'We want to help you tell great stories. Maps and distribution charts help uncover what's interesting, so you can take it from there.'



This has been: “Using Data to Drive Business Engagement”

Eric Makela
IDES Labor Market Economist
Eric.Makela@illinois.gov

Marty Johnson
IDES Labor Market Information Director
Marty.Johnson2@illinois.gov

Dee Reinhardt
Illinois WorkNet
dreinhardt@illinoisworknet.com

Andy Blanke
Northern Illinois University Policy Analyst
ablankel@niu.edu