

WANTED Analytics Help Wanted Online (HWOL) EDD/WSB Workgroup

LMI Advisory Group Meeting
Marla Harper

HWOL Background

- Conference Board contracted with WANTED Technologies to develop the Help Wanted OnLine (HWOL) Data Series.



The screenshot displays the Conference Board website interface. At the top, the logo for 'THE CONFERENCE BOARD' is visible alongside the tagline 'Trusted Insights for Business Worldwide'. The main content area is titled 'Help Wanted OnLine Data Series'. Below this title, there is a section for 'The Latest Press Release' which includes a disclaimer: 'THESE DATA ARE FOR ANALYSIS PURPOSES ONLY. NOT FOR REDISTRIBUTION, PUBLISHING, DATABASING, OR PUBLIC POSTING WITHOUT EXPRESS WRITTEN PERMISSION.' The release title is 'Online Job Demand Dips 66,900 in February, The Conference Board Reports', dated 'March 1, 2010'. The text of the release states: 'Online Job Demand Dips 66,900 in February, The Conference Board Reports'. There are two links provided: 'Download a PDF of the technical notes for underlying detail, diffusion indexes, components, contributions and graphs.' and 'Download a PDF of the press release (which includes a breakdown of the number of new online help wanted ads)'. A bulleted list follows: '• Labor demand retreated slightly in February, following three months of strong gains totaling almost 750,000' and '• Demand for Management positions up in February, while demand for Healthcare jobs dips'. A final link is 'Download the National Historical Table'. On the left side of the page, there is a navigation menu with options: 'SEARCH OUR SITE' (with a search box and 'GO' button), 'MEMBER LOGIN', 'ABOUT US', 'MEMBERSHIP', 'HOME', 'WORLDWIDE', and 'PROGRAMS' (with sub-links for CEO / C-Suite, Citizenship, Diversity, Economics, Economic Indicators, Business Cycle Indicators, CEO Confidence, and Employment Trends Index).

HWOL Background (Cont.)

- LMID staff accessed WANTED tool on trial basis, tested it for relevance, and purchased 5 licenses earlier this year.
- Uses “Web spidering” technology to scrape online job listings from more than 1,200 Internet job boards and smaller job boards.
- Purpose is to determine hiring demand by location, occupation, industry, employer, etc.

HWOL Advantages and Limitations

- Real-time labor market information tool
- Supports analyses of local labor market demand
- Tracks emerging occupational trends such as green
- Supports One-stop Centers and partners in re-employment efforts
- Light on crafts and trades job listings

WANTED Analytics HWOL

- <http://www.wantedanalytics.com/>

WANTED ANALYTICS
Where Hiring Demand Meets Labor Supply™

HOME MY ANALYTICS TRY IT INSIGHT CONTACT US LOGIN GO

500 Million Jobs and Still Counting

WANTED Analytics Apps provide real-time insight into the employment marketplace. Search the world's largest database of online job ads to find sales leads, analyze employment trends, and forecast economic conditions.

[Try It For Free!](#) [Who Uses WANTED?](#)

replay

TRY IT

See More WANTED Analytics Apps In Action

Job Listing App

- ▶ See who's hiring now.
- ▶ Receive email alerts.
- ▶ Organize and rank results.

replay

Jobs. Trends. *Insight.*

BLS reports loss of 85,000 jobs in December, but Gain of 4,000 for November
JANUARY 8, 2010
Employment fell by 85,000 in December, according to today's preliminary report from the BLS [...]
[read more](#)

[SUBSCRIBE](#)

WSB HWOL Workgroup

- LMID staff demonstrated HWOL at the Workforce Services Branch Senior Management Team Meeting in late-January.
- Deputy Director wanted a workgroup created to develop alternative uses and next steps for using the HWOL tool.
- Workgroup consists of LMID onsite and local information services staff, and representatives from Workforce Services Division and each field division.
- Workgroup decided to do HWOL pilot in the field.

HWOL Field Pilot Test

- Received 6 test licenses of WANTED Analytics 1.0 (contains 4 months of data).
- Field testers represent LMID Local Information Services Group and Workforce Services field divisions.
- Started testing in May and holding weekly conference calls in mid-June.
- Continue test period and status calls through the summer until test licenses expire in early-September.
- Make recommendation whether to purchase or not.

WANTED Analytics Apps

- Hiring Demand Dashboard
- Job Listing
- Employer Listing
- Contact Listing
- Supply/Demand Ratios
- Monthly BLS Forecasts

Hiring Demand Dashboard App

■ Features

- View four years of job trend data.
- Filter results by multiple criteria.
- Drill down by company, occupation, and location.

Hiring Demand Dashboard App [back to My Analytics](#) :: [help & training](#) :: [feedback](#) :: [logs](#) :: [logout](#)

WANTED ANALYTICS

current saved past

Add a Filter

Locations add

combine locations

Applied Filters [reset](#)

location: metropolitan area

+ Sacramento--Arden-Arcade--Roseville, CA

advertiser type: advertiser type

- Anonymous Advertisers

advertiser type: advertiser type

- Bulk Advertisers

source type: source type

+ HWOL Sources

source type: source type

- Third Party Postings

location: state

My Market

HWOL Sources

Sacramento--Arden-Arcade--Roseville, CA
 excluding Third Party Postings; Anonymous Advertisers; Bulk Advertisers

Methodology: Active Ads Without Duplicates (HWOL)

summary listing

[reset layout](#)

Time Series Charts

Chart data is updated as of the close of the most recent time period.

The Conference Board HWOL Data Series - Not Seasonally Adjusted

Data is **only** available for the Location (except cities) and Occupation Filters. You must also select the Bulk Advertisers filter, the HWOL Sources type, the excluded Third Party Sources type and the Without Duplicates option.

Use seasonally adjusted numbers

The Conference Board HWOL Data Series reflects a proprietary analysis of online job ad sources representing the universe of employment opportunities, adjusted to ensure consistency and minimize duplication.

Weekly Total Ad Volume (4Yr)

full height

— Volume

Detail for Selected Time-Frame - Updated Daily [collapse all](#) | [add table or chart](#)

By Week By Month By Mid-Month Variable

	Occupations		Cities by Counties, MSAs	
	Time-Frame	Prior Year	Time-Frame	Prior Year
Registered Nurses	1,609	n/a	Sacramento--Arden-Arcade--Roseville	15,861
First-Line	616	n/a		n/a

July 15, 2010

Hiring Demand Dashboard App

- Advantages
 - Eliminates duplicate job listings
 - Identifies real jobs
 - Searches for employers quickly
 - Easy to use
 - Shows total number of job listings, more than CalJOBS, and lots in rural areas
 - Searches last 7 days for current job listings
 - Enables job seekers to walk out the door with a job listing in hand
- Limitations
 - Contact phone numbers rarely included
 - Downloaded files need formatting
- Potential Uses
 - Workshops (JS4UI, IAW, Job Search)
 - Marketing efforts
 - Recruitment efforts and targeting employers hiring specific groups
 - Case Management

Job Listing App

■ Features

- See who's hiring now.
- Receive email alerts.
- Organize and rank results.

The screenshot displays a web application interface for job listings. At the top, there is a navigation bar with a search bar containing 'WA: Job Listing App' and a 'Where:' field for location. Below this, the page title is 'All Jobs in My Market Location' with a count of 'Jobs 1 to 15 of 4944'. The main content area is titled 'Job Listing' and includes a 'Refine Your Search' sidebar on the left. The sidebar shows filters for 'Location' (Sacramento-Arden-Arcade-Roseville, CA) and 'Occupation'. The central part of the page is a table of job listings with columns for 'Updated', 'Employer', 'Occ...', 'Title', 'Location', 'P...', and 'E...'. The first row is highlighted, showing a job posted 'Yesterday' by 'Anthem I...' for 'Cust...' titled 'Client Services As...' in 'Rancho ...'. Below the table is a pagination control showing page 1 of 329. On the right side, there is a 'Contacts' sidebar with a message: 'W Contact extracted from the a' and 'No contact information for this employer.' Below this are links for 'Reverse Lookup' and 'Linked In'.

Updated	Employer	Occ...	Title	Location	P...	E...
Yesterday	Anthem I...	Cust...	Client Services As...	Rancho ...	(9...	
Yesterday	Deloitte	Com...	Manager Oracle- Id...	Sacrame...		
Yesterday	Sacrame...	Sale...	Account Executive ...	Sacrame...		
Yesterday	Mercy G...	Regi...	Registered Nurse - ...	Carmich...		
Yesterday	Woodlan...	Regi...	School Nurse 80% f...	Woodlan...	ali...	
Yesterday	Placer C...	Spec...	Teacher Assistant I...	Auburn, ...	(5... sw...	
Yesterday	Catholic ...	Elem...	2nd Grade Teacher	Sacrame...	dp...	
Yesterday	The Willi...	Com...	Job Coach/Comput...	Sacrame...	(9... th...	
Yesterday	Universit...	Educ...	Director of Develo...	Sacrame...	(9...	
Yesterday	CHW-Ca	Medi	VOLUNTEER ADMIN	Sacrame	(9	

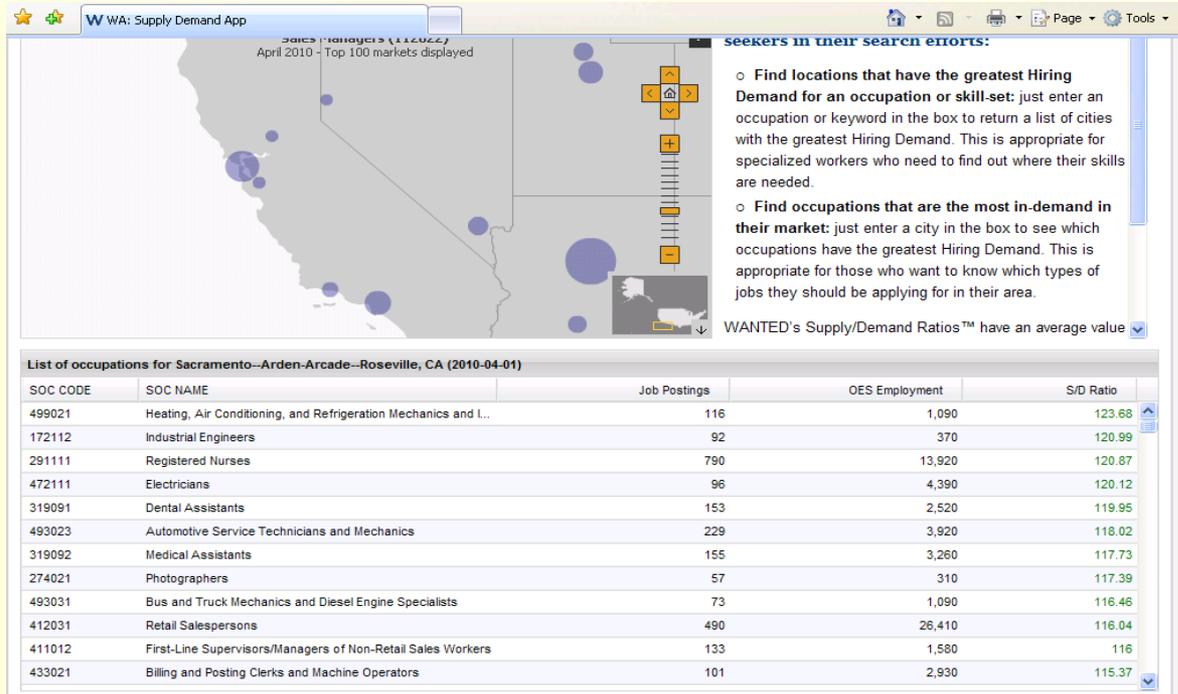
Job Listing App

- Advantages
 - Email alerts of new jobs can be automatically sent to any email address and be easily forwarded to appropriate case managed clients.
- Limitations
 - Email job alert only contains 50 job listings.
 - Formatting needed on downloaded data.
- Potential Uses
 - Extracting lists of jobs in geographical area down to zip code level.
 - Employer outreach, such as job fairs, job identification for business representatives, and referral of case-managed clients to open jobs.

Supply/Demand Ratios App

■ Features

- Map the top locations for more than 800 occupations.
- Rank the best occupations by location.
- Compare Hiring Demand to local Labor Supply.



Supply/Demand Ratios App

- Advantages
 - Shows where selected occupation is in highest demand or where the occupation is not in demand.
- Limitations
 - No download or save feature.
 - Data is at MSA-level only.
- Potential Uses
 - Career counselors working with customers researching new careers or career change.
 - Augment LMID projections to identify Hot Jobs.

New Product Ideas

- Workgroup brainstormed ideas for new products
- As a result, two templates were developed.
 - Online Job Advertisements Data for California
 - Recent Job Ads for the Sacramento Metropolitan Area
- Recent Job Ads template was developed using the same geographic level as the monthly press release.
- Pending Public Affairs approval, these templates will be updated monthly by LMID and posted online.
- Testers liked templates and found them useful, but would like to see data at a smaller geographic level
- Ideas from LMI Advisory Group?

Questions and Contacts

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