



Labor Market Information
A Workforce Development System
Marketing Tool

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Job Service North Dakota's LMI Mission

- ◆ To be the provider of choice for workforce information services

Customer Outreach

- ◆ Accountants
- ◆ Human Resource professionals
- ◆ Economic Development professionals
- ◆ Manufacturer's Roundtables
- ◆ Job Service Business Consultants
- ◆ Workforce Development Council

Interesting to Useful

- ◆ What do customers want?
 - Timely
 - Local
 - New and varied
 - User-friendly

User Friendly

◆ Tables

SALARY POLICY

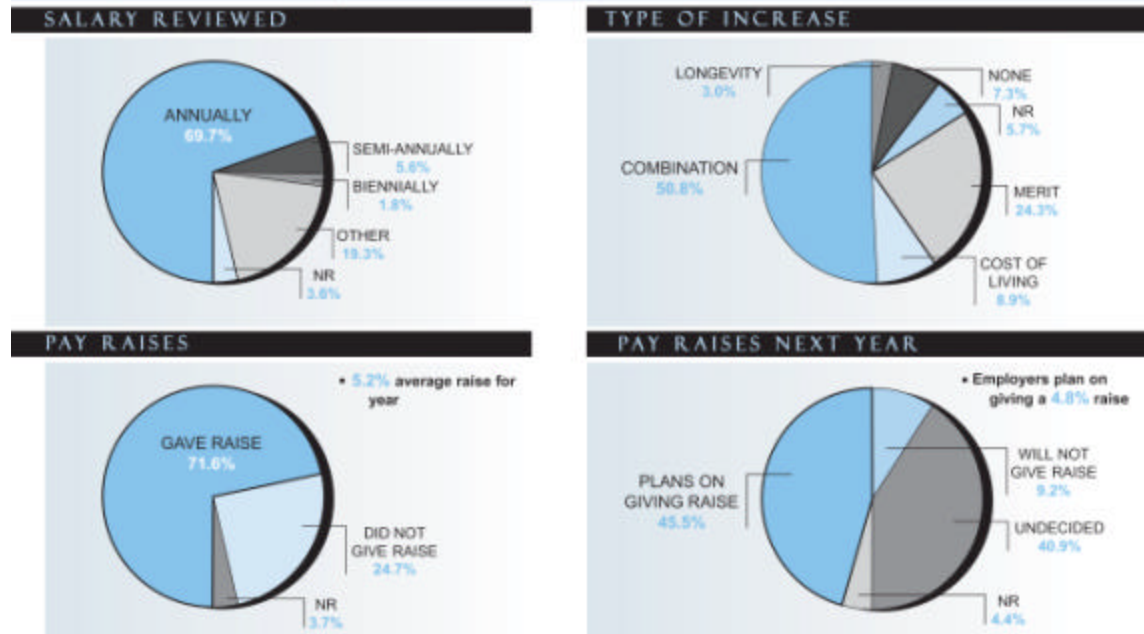
	Annually	Semi-Annually	Biennially	Other	NR
Salary Reviewed	77.4%	5.3%	1.5%	15.2%	0.5%

	Merit	Cost of Living	Combination	Longevity	None	NR
Type of Increase	27.3%	8.8%	56.5%	1.5%	4.0%	1.9%

	YES	NO	Don't Know	NR	Average Amount
Percent of employers who gave pay raises last year	84.1%	14.7%	N/A	1.2%	4.9%
Percent of employers planning on giving pay raises next year	57.3%	4.5%	36.9%	1.3%	4.3%

User Friendly

◆ Graphs

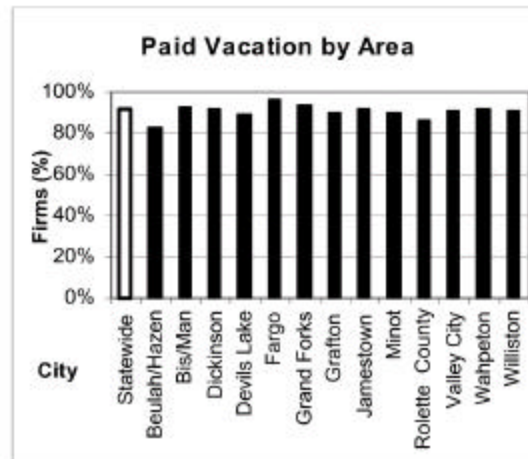


User Friendly

- ◆ Text heavy

Area

The Fargo and Grand Forks areas were the only two communities with a larger percent of firms that offered paid vacation than the state average of 92 percent. The strong competition between businesses in two of the state's largest communities likely facilitated these high



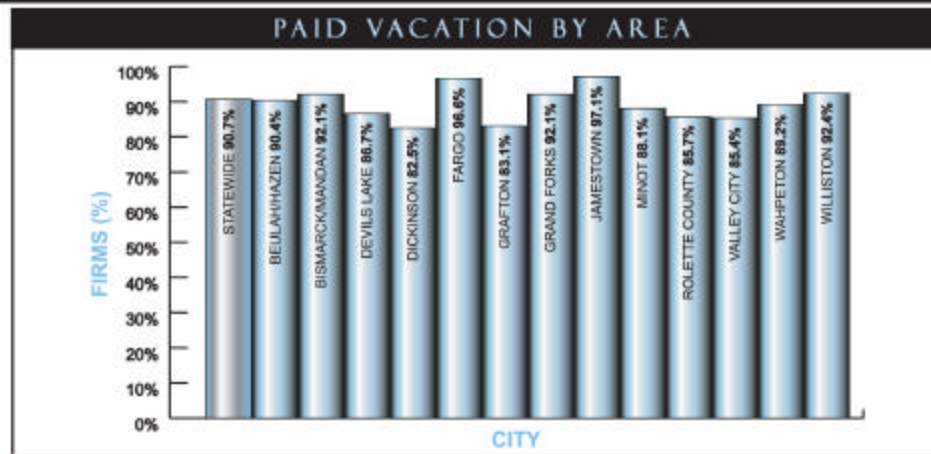
percentages. Beulah/Hazen had the lowest proportion of firms that offered paid vacation, with 83 percent.

User Friendly

◆ Bullet Points

AREA

- Jamestown had the highest percent of firms providing a paid vacation plan with **97.1%**
- Fargo, a close second at **96.6%**, had been the leader in the previous Benefits Survey
- Dickinson had the lowest proportion of firms that offered paid vacation with **82.5%**



User Friendly

◆ jobsnd.com



The screenshot displays the 'jobsnd.com' website interface. At the top, it features the 'North Dakota' logo and 'nd.gov Official Portal for North Dakota State Government'. A search bar is present with the text 'Search the Information Site' and 'Enter Search Here'. Below the search bar is a navigation menu with links for 'Home', 'Job Service Locations', 'About Job Service', 'News', 'Help', and 'Contact Us'. A secondary menu includes 'Job Seekers', 'Employers', 'Unemployment Insurance', and 'Economic Data'. The main content area is titled 'Publications' and lists four items:

- RELIGIOUS EMPLOYMENT IN NORTH DAKOTA**: This count of religious employment has not only added the accuracy of employment statistics, but has also provided insights into a social phenomenon occurring throughout the state. Posted August 2005.
- LABOR AVAILABILITY STUDIES**: The labor availability study is the best estimate of available workers in a region and serves as a valuable asset for economic developers, businesses and job seekers alike. August 2005 Update: Bismarck-Mandan.
- NORTH DAKOTA EMPLOYMENT AND WAGES**: This annual publication is the most accurate source for industrial employment and wage information for the state, its regions and counties, and serves as a gauge for economic changes from year to year. Posted August 2005.
- BENEFITS GUIDE**: The Benefits Guide offers businesses a measuring stick by which they can compare their benefit options to industry-wide results and improve employee recruitment and retention. Results are available statewide and for 13 local areas. June 2005 Update: Statewide.





The next step to success is . . .

- ◆ Staff confidence
- ◆ Leadership usage
- ◆ Customer satisfaction

Real success comes when...

- ◆ LMI is used as a marketing tool

LMI—Part of the Business Process

- ◆ New Business Recruitment Process
 - Economic Development professionals
 - State and Local Incentive Proposals
 - More LMI Wages and Benefits
 - Workforce Recruitment