LMiC

LABOUR MARKET INFORMATION COUNCIL

OPERATIONAL PLAN

OVERVIEW OF ACTIVITIES TO SUPPORT OUR STRATEGIC GOALS

JULY 2018

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INTRODUCTION

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In April 2018, we released our first Strategic Plan to provide a high-level overview of our core objectives and planned accomplishments over the coming three years. In particular, in an effort to improve the timeliness, reliability, and accessibility of labour market information, we established three core strategic goals – Collect, Analyze, and Distribute – each with a number of supporting priorities areas.

Strategic goals and supporting priority areas

Collect

Gather and improve the availability of relevant labour market information to Canadians

Identify specific gaps and develop solutions to enhance the availability and relevance of labour market information that Canadians need and want

Improve the availability of local, granular labour market information

Increase collaboration and leverage investments in pan-Canadian labour market ginformation

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Analyze

Undertake insightful, high-quality analyses of labour market information

Provide insights on the jobs of today and tomorrow

Advance efforts to assess and report on labour market outcomes of Canadians

Champion best practices in the area of labour market information

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Distribute

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

Tailor labour market information in a way that addresses the diversity of user needs

Place information in the hands of Canadians to maximize impact and engagement

Facilitate information sharing among and between stakeholders

Openness and transparency were central to our consultative strategic planning process and have become core values of LMIC. As a not-for-profit organization ultimately accountable to Canadians, it is important to provide an additional level of detail on what we aim to achieve for our stakeholders and for the wider public. To that end, this Operational Plan provides detailed insights into the projects we are undertaking and the measures being put in place to ensure accountability and success.

The logic model outlined below demonstrates how we plan to frame and develop each project within the context of the Strategic Plan. The Operational Plan is organized as follows: for each strategic goal of Collect, Analyze, and Distribute, a number of projects, objectives, activities, and expected outputs are listed. While each of our strategic goals identifies a number of associated supporting priority areas, many of our projects and activities are cross-cutting in nature. Therefore, we highlight all of the supporting priority areas that we aim to meet in each project regardless of which strategic goal it falls under.

Since this is the first full year of operation for LMIC, in an effort to track and measure progress, a number of tools and analytics have been identified that will capture and establish quantitative baseline indicators and metrics. In addition, LMIC has developed a range of qualitative success measures to communicate the intended impact of our efforts and to illustrate what constitutes success. As we chart our progress in future years, LMIC will provide an updated logic model reflective of the baseline indicators established in this, our first year.

Logic Model

Strategic Goals	Supporting Priorities	Projects	Activities	Outputs	Audience

Planned Work ························· **Intended Outcome**

| Collect Analyze Distribute | Each strategic goal has three supporting priority areas that are cross-cutting in nature | LMIC will focus on a comprehensive set of projects to meet our strategic goals | Each project will have a number of associated activities to meet the desired objective | Outputs will flow from each project and activity | Each output will be tailored to LMIC's audience, whether our institutional stakeholders or Canadians |

Stakeholder Definition

Throughout our Operational Plan, we use the term stakeholder to represent a broad range of interests. Stakeholders include, of course, the members of our National Stakeholder Advisory Panel, as well as the Labour Market Information Experts Panel. They are also our partners and generators of labour market information, including federal, provincial, and territorial governments, Statistics Canada and provincial and territorial statistical agencies, and departments with whom we will work to improve labour market information and insights. Our outreach does not stop there. The term stakeholder is used to define the many organizations, associations, think tanks, individuals, or anyone with a direct interest and need for labour market information. Depending on the specific topic or issue, the applicable stakeholders may change. Consultation ensures that our work will be better informed; through effective collaboration, these stakeholders can help us to improve the overall quality of our efforts and to magnify our work by leading and effecting change to better serve Canadians.

PROJECTS

Collect

Assess recent progress in closing labour market information gaps in Canada

1

A number of recent reports have identified gaps in labour market information and provided recommendations about where improvements are needed. LMIC will critically review these assessments, document any progress, and highlight areas where more effort is needed. LMIC aims to add value, in collaboration with our stakeholders, in closing previously identified gaps that remain relevant today.

Priority areas met:

▶ *Identify specific gaps and develop solutions to enhance the availability and relevance of labour market information that Canadians need and want*

Activities to achieve our objective:

- Document and review past reports that assessed the pan-Canadian labour market information system
- Evaluate, in today's context, the validity of the recommendations from these reports and analyze progress in key areas, notably those aligned with our mandate
- Identify, in collaboration with our stakeholders, where relevant gaps in labour market information persist and, based on that evaluation, develop recommendations to close those gaps
- Work with our stakeholders to assess potential approaches to closing persistent labour market information gaps

Collect

1

Assess recent progress in closing labour market information gaps in Canada

What to expect, when to expect it, and how to measure success:

Output	Timeline	Success Measures
1.1 Report[1] that assesses progress in closing LMI gaps in key already-identified areas	**2018 Q3**	**What constitutes success:** • Increased awareness among stakeholders of the progress made to date on pan-Canadian LMI and improved knowledge of persistent gaps
1.2 Report that highlights persistent, high-priority LMI gaps and recommendations as well as approaches to how we and our partners intend to close them	**2019 Q2**	**How we will measure success:** • In the first year, we will establish a framework to capture benchmark statistics and to track, at regular intervals, metrics to ensure that we are making progress in meeting our objectives. This includes the following:
1.3 Interactive webinar to discuss recommendations and approaches with key stakeholders	**2019 Q2**	○ Number of report downloads, tracked using Google Analytics ○ Participant satisfaction with webinar: For this metric, we have set a target of 75% positive feedback from respondents

1   The term "Report" is used throughout this Operational Plan to denote a publication that can take a number of forms, ranging from, but not limited to, 1-page infographics, 4–5 page briefs, factsheets, or lengthier more in-depth studies.

Collect

Undertake ongoing documentation and assessment of labour market information and data sources

2 Since many of the past pan-Canadian labour market information assessments were undertaken, the landscape of information and insights in Canada has shifted considerably. Against this backdrop, LMIC will create an inventory of labour market information data sources and document key characteristics to better understand the breadth and depth of labour market information available in Canada. LMIC will also evaluate the prevailing data and insights against established criteria as well as their ability to answer critical questions as they relate to our other strategic goals.

Priority areas met:

▶ *Identify specific gaps and develop solutions to enhance the availability and relevance of labour market information that Canadians need and want*

▶ *Increase collaboration and leverage investments in pan-Canadian labour market information*

▶ *Champion best practices in the areas of labour market information*

▶ *Place information in the hands of Canadians to maximize impact and engagement*

▶ *Facilitate information sharing among and between stakeholders*

Activities to achieve our objective:

● Work with stakeholders to compile, document, and make easily available to Canadians the wide range of labour market information datasets that exist (many users are currently unaware of these and/or they are often difficult to access). In so doing, LMIC will perform the following tasks:

  ○ Document characteristics of key labour market information data (e.g., source, variables, frequency, geographic detail, access, etc.) and, where applicable, draw on existing repositories of LMI data

  ○ Establish criteria for evaluating the prevailing data, based on stakeholder input, in terms of their ability to capture or answer questions related to our main supporting priority areas

  ○ Build awareness of the depth and breadth of prevailing labour market information in Canada

● Identify emerging data needs and develop approaches and recommendations, in collaboration with stakeholders, to close labour market information gaps

Collect

2 **Undertake ongoing documentation and assessment of labour market information and data sources**

What to expect, when to expect it, and how to measure success:

Output	Timeline	Success Measures
2.1 An inventory of key labour market information data, sources, and characteristics	**2018 Q4 and ongoing**	**What constitutes success:** • Improved knowledge among LMI users of the data and insights available in Canada
2.2 A user-friendly platform[2] that helps people to navigate the prevailing labour market information data	**2019 Q1**	• Increased access among stakeholders of labour market information data **How we will measure success:**

2.3 A system for ongoing monitoring and evaluation of labour market information data and emerging issues in Canada[3]	**Ongoing**	• In the first year, we will establish a framework to capture benchmark statistics and to track, at regular intervals, metrics to ensure that we are making progress in meeting our objectives. This includes the following:
		
		  ○ Targeted surveys of LMI intermediaries to gather information on existing data and initiatives
		
		  ○ Targeted surveys of stakeholders to gauge awareness and usefulness of LMI inventory and tools
		
		  ○ Number of visits to the LMIC platform, tracked using Google Analytics
		
		  ○ Inventory of labour market information updated on a quarterly basis

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2 The term "platform" is used throughout this Operational Plan to denote a tool that tailors labour market information in a manner that addresses user needs. This includes, but is not limited to, dashboards, applications, maps, and other interactive visualizations.

3 This activity will be leveraged to produce reports that provide insights and identify gaps in line with our supporting priority areas, thereby feeding into a number of other activities detailed in this Operational Plan, notably under the strategic goal *Analyze*.

Collect

3

Understand the diverse labour market information needs of Canadians

A key aspect of ensuring that Canadians have the right information to succeed in a changing, dynamic world of work is to gain an understanding about their labour market information needs. To that end, LMIC will endeavour to gather insights on the labour market information Canadians currently use, how they use it and what they feel is missing that would better support their decision-making process.

Priority areas met:

▶ *Identify specific gaps and develop solutions to enhance the availability and relevance of labour market information that Canadians need and want*

▶ *Improve the availability of local, granular labour market information*

▶ *Facilitate information sharing among and between stakeholders*

Activities to achieve our objective:

● Develop and conduct a series of public opinion surveys on labour market information access and needs for specific groups, including employed persons, unemployed persons, persons with disabilities, recent immigrants, current students, recent graduates, parents, career practitioners, and employers

● Establish ongoing partnerships with these and other under-represented populations, e.g., Indigenous peoples, to further investigate their specific labour market information needs

● Examine the patterns of labour market information use and insights by key demographic characteristics (e.g., region, age, etc.) based on the results of the public opinion surveys

● Conduct empirical analyses of the survey results to assess and isolate various factors that may be driving certain uses of labour market information (e.g., education)

Collect

3

Understand the diverse labour market information needs of Canadians

What to expect, when to expect it, and how to measure success:

Output	Timeline	Success Measures
3.1 A dataset of targeted responses from key Canadian demographics about their access to and use of labour market information	**2018 Q4**	**What constitutes success:** • Improved stakeholder knowledge of the labour market information needs of Canadians • Increased understanding of the gaps between the labour market information on offer and that which is in demand
3.2 Open, online, interactive platform of results by key demographic characteristics	**2018 Q4**	**How we will measure success:** • In the first year, we will establish a framework to capture benchmark statistics and to track, at regular intervals, metrics to ensure that we are making progress in meeting our objectives. This includes the following:
3.3 Report that highlights the main findings of the public opinion research	**2018 Q4**	o Number of times the datasets and interactive platform are accessed online, tracked using Google Analytics
3.4 A series of reports that highlight findings by sub-population and region	**2018 Q4– 2019 Q2**	o Number of report downloads, tracked using Google Analytics
3.5 In-depth empirical report on the key drivers of labour market information use	**2019 Q1**	o Understanding of commonly sought information by stakeholders through targeted surveys and search engine statistics on labour market information-related searches
3.6 Communication of key results to stakeholders through workshops and seminars	**2018 Q4– 2019 Q3**	o Participant satisfaction with workshops and seminars: For this metric, we have set a target of 75% positive feedback from respondents

Collect

Improve the availability of local, granular labour market information

4

LMIC stakeholders have long called for more detailed and frequent labour market information at the local level. This is viewed as a key gap in their ability to take strategic decisions regarding, among others, business operations, informed policy changes, and educational program choices. LMIC will analyze and assess with our stakeholders a range of possibilities to generate more and better local, granular labour market information data and develop potential solutions.

Priority areas met:

▶ *Improve the availability of local, granular labour market information*

▶ *Champion best practices in the area of labour market information*

▶ *Tailor labour market information in a way that addresses the diversity of user needs*

Activities to achieve our objective:

● Assess, based on our inventory of prevailing labour market information, the extent to which linkages across datasets and data tools can be made to enhance the availability of timely, local, granular labour market data

● Examine and test various approaches of generating local, granular labour market information and evaluate them against a set of criteria such as cost, frequency, quality, and relevancy

● Provide recommendations to set in motion, with stakeholders, an action plan to capture local, granular labour market information on a more frequent, ongoing basis

Collect

4

Improve the availability of local, granular labour market information

What to expect, when to expect it, and how to measure success:

Output	Timeline	Success Measures
4.1 Feasibility report of the options to achieve more local, granular data on a frequent basis	**2018 Q4**	**What constitutes success:** • Improved design of education/training programs and related policies
4.2 Pilot projects that test the generation of timely, reliable, local, granular data	**2019 Q1– 2019 Q3**	• Increased level of understanding and awareness of new data and methodologies **How we will measure success:**
4.3 Online rollout of data and report on methodologies selected for local, granular data generation	**2019 Q4**	• In the first year, we will establish a framework to capture benchmark statistics and to track, at regular intervals, metrics to ensure that we are making progress in meeting our objective. This includes the following:
4.4 Open, online, interactive platform of local, granular data visualization on LMIC's website and stakeholder platforms	**2020**	○ Number of visits to the online portal, tracked using Google Analytics ○ Number of report downloads, tracked using Google Analytics
4.5 Regional outreach campaign with stakeholders to generate interest around the platform	**2020**	○ Timely update of local, granular data: For this metric, we will set a baseline frequency following the feasibility study and pilot projects ○ Selection and periodic engagement of stakeholders responsible for designing education/training programs and related policies with respect to the following: » Determining their data needs » Determining the level of utility of the local, granular data generated to provide guidance and feedback on our efforts

Collect

5

Create opportunities for new investments in labour market information

LMIC strives to add value to existing investments by working closely with stakeholders to identify areas where LMIC can help reduce duplication of efforts in gathering labour market information. Our intent is to leverage investments to achieve greater efficiency through economies of scale and, in turn, open up opportunities for stakeholders to reinvest any savings in new labour market information activities to the benefit of all.

Priority areas met:

▶ *Increase collaboration and leverage investments in pan-Canadian labour market information*

▶ *Place information in the hands of Canadians to maximize impact and engagement*

▶ *Facilitate information sharing among and between stakeholders*

Activities to achieve our objective:

● Work with stakeholders to identify shared needs of relevant labour market information, including private sector data. LMI data needs will be determined via the following means:

  ○ Surveying key stakeholders on data needs

  ○ Hosting a workshop to identify common data requirements and develop an approach to secure pertinent data as a collective

● Leverage economies of scale as a collective to acquire labour market information that meets the needs of our stakeholders and is consistent with our mandate

● Share the labour market information obtained with a broader community of labour market information users and providers

Collect

5

Create opportunities for new investments in labour market information

What to expect, when to expect it, and how to measure success:

Output	Timeline	Success Measures
5.1 List of key data needs and common data requirements of stakeholders	**2018 Q4**	**What constitutes success:** • Common data requirements are identified • Efficiencies in the acquisition of and access to data contribute to more timely and cost effective LMI
5.2 Identification of common data requirements and definition of an approach to securing pertinent data as a collective	**2018 Q4**	• Broader community of LMI stakeholders is established and shares effective insights, information, and best practices **How we will measure success:**
5.3 Data generated or gathered is made available in a secure, easily accessible manner on LMIC's website and via stakeholder platforms	**2019 Q3**	• In the first year, we will establish a framework to capture benchmark statistics and to track, at regular intervals, metrics to ensure that we are making progress in meeting our objectives. This includes the following:
5.4 Establish network of collaborating institutions that support areas intersecting with labour market information	**Ongoing**	○ Establishing a baseline of current costs confronted by key stakeholders in purchasing LMI ○ Number of visits to the online portal, tracked using Google Analytics ○ One workshop with a target of 75% positive feedback from respondents

Analyze

1 **Develop insights to measure labour market mismatches**

Complementing our efforts to capture more local, granular labour market information, we will examine approaches to measuring mismatches in the labour market. Our aim is to support stakeholder efforts in measuring labour demand and supply to improve the collective knowledge and insights on the job markets of today and tomorrow. Particular emphasis will be placed on identifying mismatches at the local level in order to provide more targeted guidance to policymakers and stakeholders.

Priority areas met:

▶ *Improve the availability of local, granular labour market information*

▶ *Advance efforts to assess and report on labour market outcomes of Canadians*

▶ *Champion best practices in the areas of labour market information*

▶ *Tailor labour market information in a way that addresses the diversity of user needs*

Activities to achieve our objective:

● Document and assess current approaches to identifying labour market mismatches

● Assess the data gaps associated with measuring mismatches and work with stakeholders to improve the LMI necessary for Canadians to make informed decisions (the latter will also be informed by insights gained from LMIC's public opinion research: see above, the project under *Collect*, "Understand the diverse labour market information needs of Canadians")

● Research and establish best practices and various methods by which mismatches can be measured or predicted

● Support related initiatives, e.g., the Future Skills Centre, with labour market information and insights on labour market mismatches

Analyze

1

Develop insights to measure labour market mismatches

What to expect, when to expect it, and how to measure success:

Output	Timeline	Success Measures
1.1 Report that provides users with a guide to LMI data sources and their suitability for capturing labour market mismatches	**2018 Q4**	**What constitutes success:** • Improved knowledge and access of datasets to undertake analyses of labour market mismatches
1.2 Report that assesses current approaches, best practices and recommendations on measuring mismatches	**2019 Q1**	• Increased awareness and understanding of best practices to measure mismatches **How we will measure success:**

1.3 Feasibility report of the options to estimate region-specific labour market mismatches	**2019 Q4**	• In the first year, we will establish a framework to capture benchmark statistics and to track, at regular intervals, these metrics to ensure that we are making progress in meeting our objectives. This includes the following:
		
		  ○ Selection and periodic engagement of stakeholders responsible for designing education/training programs and related policies with respect to the following:
		
		    » Determining their data needs
		
		    » Determining the level of utility of the local, granular data generated to provide guidance and feedback on our efforts
		
		  ○ Number of report downloads, tracked using Google Analytics

Analyze

2

Support analysis and dissemination of labour market outcomes for under-represented groups

We will assess the labour challenges and opportunities facing different under-represented groups, including, but not limited to persons with disabilities, youth, recent immigrants, women, and students. In particular, we will seek to improve the robustness of labour market outcomes data and support rigorous analyses that can be translated into actionable information and user-friendly insights.

Priority areas met:

▶ *Advance efforts to assess and report on labour market outcomes of Canadians*

▶ *Improve the availability of local, granular labour market information*

Activities to achieve our objective:

- Establish indicators and approaches in collaboration with stakeholders for measuring labour market outcomes

- Assess and collect necessary survey and administrative datasets that link sociodemographic information, education and training profiles, and labour market outcomes

- Review recent reports and related literature on labour market challenges and outcomes of students and under-represented groups

- Analyze labour market outcomes for various under-represented groups and for students

Analyze

2 **Support analysis and dissemination of labour market outcomes for under-represented groups**

What to expect, when to expect it, and how to measure success:

Output	Timeline	Success Measures
2.1 Report on the state of the literature and insights, including gaps in LMI	**2019 Q1**	**What constitutes success:** ● Improved awareness and use among stakeholders of administrative datasets and platforms ● Increased understanding of the labour market challenges facing under-represented groups ● New insights on the drivers of labour market outcomes are generated
2.2 Identify analytical opportunities in measuring labour market outcomes by exploring the use of various data environments and linkages, including for example the Education and Labour Market Longitudinal Linkage Platform[4]	**Ongoing**	**How we will measure success:** ● In the first year, we will establish a framework to capture benchmark statistics and to track, at regular intervals, these metrics to ensure that we are making progress in meeting our objectives. This includes the following:
2.3 Open, online, interactive platform of labour market outcome data visualization	**2019 Q3**	○ Number of report downloads, tracked using Google Analytics
2.4 Series of reports that summarize the insights gained from detailed analyses	**2019 Q3– 2019 Q4**	○ Participant satisfaction with workshops: For this metric, we have set a target of 75% positive feedback from respondents
2.5 Outreach to stakeholders via workshops and conferences to promote findings and disseminate tools	**2019 Q4 and beyond**	○ Number of visits to the interactive portal, tracked using Google Analytics

4   See page 59 of the 2018 Federal Budget: https://www.budget.gc.ca/2018/docs/plan/budget-2018-en.pdf

Analyze

Understand the potential implications of the changing nature of the world of work

3

New technologies are already affecting work routines, job functions, and career pathways. In addition, other major drivers such as an ageing population, immigration, globalization, and climate change are increasing uncertainty around employment and job quality. Yet many of the insights to date take a narrow approach, often focusing on one aspect rather than examining their interconnectedness with other labour market drivers and outcomes. In addition, more granularity is needed to improve policy makers' ability to leverage the insights into meaningful policy and program action. Our aim is to close these gaps and inform Canadians and policy makers about the potential labour market impacts associated with the future of work.

Priority areas met:

▶ *Improve the availability of local, granular labour market information*

▶ *Provide insights on the jobs of today and tomorrow*

▶ *Champion best practices in the areas of labour market information*

▶ *Place information in the hands of Canadians to maximize impact and engagement*

Activities to achieve our objective:

● Consult with stakeholders, notably our National Stakeholder Advisory Panel and Labour Market Information Experts Panel members, as to the key priorities, including the scope and nature of drawing better labour market information and insights about the changing nature of the world of work on a more systematic basis

● Assess the prevailing analyses and foresights regarding how Canada is affected by factors unfolding in the context of the future of work, including an examination of state-of-the-art methods and best practices in Canada and elsewhere

● Work with our stakeholders to leverage existing labour market information (e.g., occupational forecasts) as well as develop, assess, and test new methods and scenarios that could offer local, granular insights on various factors affecting the world of work and their potential implications

Analyze

3 **Understand the potential implications of the changing nature of the world of work**

What to expect, when to expect it, and how to measure success:

Output	Timeline	Success Measures
3.1 Identification of priority themes, methods, and gaps related to the future of work, as informed via stakeholder input obtained through workshops and other consultations	**2018 Q2– 2019 Q1**	**What constitutes success:** • Increased understanding and awareness of the gaps in labour market information and the current approaches to understanding the implications of the future of work

3.2 Report that reviews the state of the literature and insights relevant to Canada, identifying key gaps in terms of labour market information and insights relating to the future of work	**2019 Q1**	**How we will measure success:**
		
		• In the first year, we will establish a framework to capture benchmark statistics and to track, at regular intervals, these metrics to ensure that we are making progress in meeting our objective. This includes the following:
		
		   ○ Selection and periodic engagement and surveys of stakeholders as to utility of insights provided
		
		   ○ Number of report downloads, tracked using Google Analytics

Distribute

Establish ourselves as thought leaders in labour market information

1

LMIC will seek out opportunities to build our brand and credibility, and raise awareness among our diverse group of stakeholders and Canadians. This will be achieved by contributing insights and analyses to established publications; participating in various conferences, workshops, and events; and sharing information on social media. We also understand that our audience is diverse and requires information in different ways. For each of our outputs, therefore, including those listed in other sections, we will work hard to disseminate them through multiple platforms to ensure accessibility and effectiveness.

Priority areas met:

▶ *Provide Canadians with timely, relevant, reliable labour market information and insights in an effective manner*

▶ *Tailor labour market information in a way that addresses the diversity of user needs*

▶ *Facilitate information sharing among and between stakeholders*

Activities to achieve our objective:

● Establish metrics for capturing performance and use of communications channels and tools in an effort to continually improve how we share our information and insights

● Contribute opinion-editorials, letters to the editor, and informative insights to Canadian publications

● Share analyses and insights into labour market information data and trends in popular Canadian trade publications and academic journals

● Build awareness of LMIC's expertise and ability to add value to partner initiatives and projects

● Participate in external events to raise our profile among partners and other stakeholders and demonstrate LMIC's expertise and ability to add value

Distribute

1

Establish ourselves as thought leaders in labour market information

What to expect, when to expect it, and how to measure success:

Output	Timeline	Success Measures
1.1 Monthly newsletter sharing original content and perspectives on recent LMI related articles/publications	**2018 Q3**	**What constitutes success:** • Increased awareness of and perception of credibility of LMIC among stakeholders **How we will measure success:** • In the first year, we will establish a framework to capture benchmark statistics and to track, at regular intervals, these metrics to ensure that we are making progress in meeting our objectives. This includes the following:
1.2 Monthly blog with original content	**2018 Q3 and ongoing**	○ Frequency with which LMIC is consulted by an external or partner organization for insights or project inputs
1.3 Variety of channels and tools that respond to diverse user needs (website, dashboards, infographics, social media, including LinkedIn articles, short reports, etc.)	**Ongoing**	○ Number of newsletter subscribers and engagement volume using platform tools (currently MailChimp) » For this metric, a performance target has been developed based on the size of LMIC's distribution list and the average non-profit newsletter open rate of 24%; LMIC will aim for a monthly newsletter open rate of 40%
1.4 Published editorials and opinion pieces with LMIC insights and analysis	**2019 and ongoing**	○ Views for each website blog post, tracked using Google Analytics
1.5 Published original content in national LMI related publications	**2019 and ongoing**	○ Social media engagement, including likes, retweets, views, impressions, and comments
1.6 Participation in national and international conferences related to LMI	**Ongoing**	○ Number of website visits and traffic sources, tracked using Google Analytics ○ Number of published editorials/opinion pieces and speaking engagements

Distribute

Generate a collaborative, pan-Canadian labour market information community

LMIC will create spaces and opportunities for collaboration and information sharing with and among stakeholders. This will include establishing a variety of platforms to promote the work and ideas of our stakeholders, sharing our own insights, holding and participating in conferences, workshops, and events to exchange labour market knowledge, best practices, data, and ideas.

Priority Area Met:

▶ *Place information in the hands of Canadians to maximize impact and engagement*

▶ *Facilitate information sharing among and between stakeholders*

Activities to achieve our objective:

- Consult our audiences in the development of our communication channels and seek feedback to ensure that our tools meet their needs

- Develop communication resources and tools for partners to share with their networks and help get LMI into the hands of Canadians

- Create digital platforms to engage with the National Stakeholder Advisory Panel, the Labour Market Information Experts Panel, and the extended stakeholder network

- Organize workshops and webinars in various jurisdictions with LMI stakeholders to promote awareness of our mandate, share initial insights from our work, and gather additional input on our Strategic Plan and operational activities

- Plan and host a conference on labour market information insights that brings together diverse stakeholders

Distribute

2

Generate a collaborative, pan-Canadian labour market information community

What to expect, when to expect it, and how to measure success:

Output	Timeline	Success Measures
2.1 Workshops and webinars held in various locations to build awareness of LMIC, gather input on our mandate and activities, and present recent project findings	**2018 Q4– 2019 Q1**	**What constitutes success:** • Increased collaboration and information sharing with and among stakeholders **How we will measure success:** • In the first year, we will establish a framework to capture benchmark statistics and to track, at regular intervals, these metrics to ensure that we are making progress in meeting our objectives. This includes the following:
2.2 Digital platforms that engage and share LMI and insights with our stakeholders and partners	**Ongoing**	○ Number of LMIC Board of Directors and National Stakeholder Advisory Panel in-person and teleconference meetings
2.3 User feedback surveys to gauge the success and utility of our communication tools and platforms	**Ongoing**	○ Participant satisfaction with LMIC conference » For this metric, we have set a target of 75% positive feedback from respondents
2.4 Annual LMI conference	**2019–2020**	○ Set a baseline and track progress for this metric through surveys before and after the conference and various workshops/webinars ○ The level of stakeholder awareness of various LMI initiatives taking place across Canada ○ The level of use and circulation of resources and tools by identified partners for any given project ○ The level to which our strategic priorities and activities are informed by stakeholder input (based on surveys/input requests) ○ User feedback surveys receive a 30% response rate and 75% satisfaction rate overall

NEXT STEPS

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LMIC's vision is to ensure that Canadians have the necessary information and insights to succeed in a changing, dynamic world of work. As we work towards that goal, we have committed in our Strategic Plan to act with integrity and transparency.

This Operational Plan is part of that journey. In this document, we have shared with you the key objectives, projects, and activities that align with each strategic goal. We have also developed indicators of what constitutes success for each activity. Recognizing that LMIC is in its first full year of operation, we have focused a number of our metrics on establishing a framework to capture benchmark statistics and to track and set future targets accordingly. Going forward, we will update this Operational Plan annually and in future years provide additional details on metrics and a revised logic model that reflects the baseline indicators established in our first year.

Our Strategic Plan also recognizes that for our insights to be impactful, they must respond to the needs and demands of Canadians. To that end, ongoing consultations with stakeholders have been, and will remain, an important part of this process. Our National Stakeholder Advisory Panel and Labour Market Information Experts Panel members will be instrumental in ensuring we are client centric and demand driven.

Since our ultimate aim is to respond to the needs of Canadians, we also want to hear from the public. This is why one of our first major projects seeks to better understand the labour information needs of Canadians through a series of public opinion surveys.

Finally, at the end of each year, we will publish an annual report that provides you with an update on our performance metrics, our overall progress, and areas where improvements are needed. As we strive to be inclusive and collaborative, we encourage you to share with us your insights, feedback, and point of view.

LMiC

LABOUR MARKET INFORMATION COUNCIL

Please connect with us by email at
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lmic-cimt.ca