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The Eastern Education Journal seeks to present competent discussions of contemporary issues in education and toward this end generally publishes articles written by persons active in the profession of education who have developed degrees of expertise through preparation and experience in the field.

We are currently soliciting articles. A variety of manuscripts will be accepted. Research summaries, program descriptions, and book reviews are considered worthy; the Editorial Board, however, will give priority to original points of view and strong personal position papers. Controversy is welcome, and the editors hope to present a balance of pro and con articles on current issues in education. Manuscripts must be submitted to the Editor, Ronald Leathers, College of Education, Eastern Illinois University.

1. Manuscript should be limited to 3000 words or less. It should be typed, double spaced, on 8½ by 11 paper. Footnotes should be kept to a minimum, and all references must appear at the end of the article in format according to the APA publication manual.

2. The original and three legible copies are required; articles accepted for publication are read and approved by a minimum of three members of the Editorial Board.

3. Each manuscript submitted should be accompanied by an identification cover sheet containing the following current information about each author:

- a. Name and official title
- b. Institutional affiliation
- c. Address, including zip code
- d. A statement whether or not the article has been previously published or is under consideration by another publication.

## **Table of Contents**

<b>IOICC: Research and Service to Illinois</b> .....	3
<i>Jan Staggs, Sally Hawker, Patti Cox, Dick McKenzie</i>	
<b>The EIU-IOICC Connection: Career Information, Counselor Training, and Economic Development Issues</b> .....	8
<i>Ronald Leathers</i>	
<b>Illinois State Board of Education Overview: Education for Employment</b> ....	12
<i>Mary Ann Merano, Kathleen Nicholson-Tosh</i>	
<b>Illinois Community Colleges and Labor Market Information</b> .....	15
<i>Virginia McMillan</i>	
<b>The Futuristic Counselor's "Best Friend" . . . The IOICC</b> .....	18
<i>Marilyn Kushak</i>	
<b>IOICC: Making the Industry-Education Connection</b> .....	21
<i>Kay Harned</i>	
<b>The Strategic Planning Process and Labor Market Information</b> .....	23
<i>Patricia A. Fera</i>	
<b>Illinois Department of Employment Security Provides Essential Labor Market Information</b> .....	26
<b>Department of Rehabilitation Services Finding Jobs - IOICC Helps!</b> .....	27
<i>Mark Sturgell</i>	
<b>Market Research From the IOICC/DCCA: It's Coordination That Can Provide You With a Real Bargain</b> .....	29
<i>Chris Reynolds</i>	

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## **VOLUME 19**

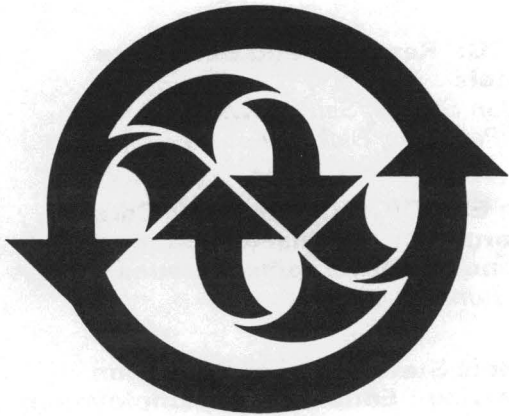
## **NUMBER 1**

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## ***In This Issue . . .***

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## **IOICC**

### **Illinois Occupational Information Coordinating Committee**

#### **What is it?**

#### **Why is it?**

#### **What does it do?**

In recent years attention has been increasingly focused on the need for a comprehensive occupational system at both the state and local levels. Administrators and planners have been hampered in their attempts to plan effectively, and counselors, instructors and job placement personnel have not been able to assure that their programs are consistent with expected job opportunities. The lack of adequate data on occupational demand and supply has been a serious deterrent to realistic policy making and program development. For this reason, the Education Amendments of 1976, Public Law 94-482, and the Comprehensive Employment and Training Act as amended, Public Law 95-524, established the National Occupational Information Coordinating Committee (NOICC), which is comprised of the U.S. Department of Labor – The Bureau of Labor Statistics and the Employment and Training Administration, and the U.S. Department of Education – The National Center For Education Statistics and the Office of Vocational and Adult Education. The act also made provision for State Occupational Information Coordinating Committees (SOICC). As a result of the legislation, the State of Illinois officially established the Illinois Occupational Information Coordinating Committee (IOICC) on December 7, 1977.

The major role of the IOICC is to increase the awareness of occupational information availability; to provide a forum for the interaction between vocational educators, vocational rehabilitation coun-

selors, JTPA prime sponsors, job service personnel, and others interested in occupational data needs and uses; to standardize terminology and definitions across the occupational data system of the various state and local organizations and agencies; to eliminate duplicative occupational data efforts and fill data gaps; to develop and implement an Illinois Occupational Information System which can be readily accessible to users, including trainers, counselors and curriculum planners; and to provide training in the use of occupational data.

At the present time, the Illinois Occupational Information Coordinating Committee is composed of the directors and representatives of ten member agencies: The Illinois Department of Employment Security; The Illinois Department of Commerce and Community Affairs; The Illinois Department of Rehabilitation Services; The Illinois State Board of Education; Eastern Illinois University (representing the Board of Governors of State Colleges and Universities); the Illinois Community College Board; the Illinois Board of Higher Education; the Illinois Council on Vocational Education; The Illinois Job Training Coordinating Council; and The Illinois Department of Labor.

This issue of the Journal features articles by various staff members and agency representatives regarding the benefits and potential of Illinois Occupational Information Coordinating Committee products and services.

# IOICC: Research and Service to Illinois

*Jan Staggs  
Sally Hawker*

*Patti Cox  
Dick McKenzie*

The basis for effective economic, educational, and career planning is accurate and useful labor market and career information. Many Illinois governmental agencies produce and analyze such data for their own particular planning and reporting needs. However, problems can result from this individual approach to data collection.

While these agencies provide important information on Illinois' human and economic resources, often the lack of compatible formats among the data they produce causes problems for planners and others who use information from a variety of sources. In addition, the lack of communication and cooperation among data producers can result in the production of duplicative information, which may cause confusion for data users and result in substantially higher costs.

Recognizing the need to exchange and coordinate the vast amount of labor market and career information being produced, the United States Congress passed the Vocational Education Amendments Act of 1976 which established the National Occupational Information Coordinating Committee (NOICC) to: 1) establish State Occupational Information Coordinating Committees (SOICCs); 2) develop and implement an occupational information system; and 3) improve communication, coordination, and cooperation in the use of that system. An interagency agreement with the Department of Employment Security, the Department of Rehabilitation Services, the State Board of Education and the Job Training Coordinating Council to mutually share and coordinate information in Illinois was signed in 1978, establishing the Illinois Occupational Information Coordinating Committee (IOICC). This agreement was modified in 1982 to include participation by a fiscal agent (Eastern Illinois University) and to open committee membership to "those state agencies, state boards, state institutions, or commissions authorized to legally operate in Illinois who constitute or represent significant users or producers of occupational or labor market information." The Department of Commerce and Community Affairs was added as a member in 1982 in order to comply with the requirements of the Job Training Partnership Act. Other agencies that have demonstrated their support of this coordination effort through a membership commitment are the Illinois Community College Board, the Illinois Council on Vocational Education, and the Illinois Board of Higher Education. In addition, the Governor's Office of Planning, the Bureau of the Budget, and the Illinois State Scholarship Commission work with the IOICC and contribute to its projects. The IOICC, rep-

resented by these agencies, has defined its mission as the coordination of the provision of comprehensive occupational, career, and labor market information for use in planning, implementing, and evaluating education, training, economic development, career planning, guidance, and job search programs.

In carrying out this mission, the IOICC strives to provide quality information that is current, accurate, and in a format that is attractive and easy to understand to the many people in Illinois who are in the process of making career and planning decisions. It accomplishes this task primarily through the development and implementation of the HORIZONS Career Information System (CIS) and the Occupational Information System (OIS). These systems are updated and enhanced annually, and training and technical assistance in the interpretation and use of each system's data are provided to users.



**Donnita Barton-Dulania, IOICC Evaluation Coordinator, conducts a users' training session on the Eastern Illinois University campus for area counselors who have purchased the IOICC-HORIZONS Career Information System for use in their school districts.**

The IOICC also supports and coordinates the development of labor market information through projects like the Substate Employment Projections System (SEPS). The SEPS, which generates employment projections for the state and any substate area based on county boundaries, represents a cooperative effort on the part of the IOICC agencies to design, fund, and monitor the development of data needed by all members. The result is a flexible system that provides information to meet the needs of a variety of data users. The IOICC continues to support the project by coordinating the dissemination of SEPS data.

In addition, the IOICC conducts numerous research and systems-oriented projects. Recent efforts include the Labor Market Information Training Program for Improved Career Decision Making, the Occupational Information Sourcebook, and the development of several labor market information guidebooks.

In cooperation with the Governor's Office of Planning, the IOICC also coordinates the activities of its member agencies as they relate to the production and use of labor market information in Illinois. In February, 1986, the Illinois Labor Market Information Plan was developed by the Governor's Office of Planning and the IOICC to identify the objectives and actions needed to increase the effective use and coordination of labor market information in the State. The IOICC is playing a major role in implementing the directives of this plan.

To assess and meet the State's needs for labor market information coordination, the IOICC has established a number of programs that go beyond the federal mandates. Thus, the IOICC is working not only to fulfill its legislative requirements, but also to meet the specific labor market information needs of Illinois.

### **IOICC ORGANIZATION**

The organization of the IOICC presently includes three main components: a policy-making committee; a technical advisory body and special needs work groups; and professional, technical, and administrative support staff.

The committee itself is comprised of representatives of the member agencies who meet once a month. The Committee is responsible for all policy matters including goals and objectives, budget, personnel, and contracts. It oversees the operation of a 15-person staff located in Springfield which implements Committee goals to coordinate and utilize labor market information.

The Technical Advisory Subcommittee (TAS) and Work Groups also consist of representatives from the agencies on the IOICC. These individuals are selected because of their impact on and experience in the field of occupational and labor market information. The TAS and Work Groups oversee and review projects and act as additional staff resources for consultation.

IOICC staffing provides the appropriate mix of professional, technical, and administrative support required to operate effectively and efficiently. The Executive Director acts as the contact for state agency officials, directs fiscal affairs and new grant development, and assists in the planning and implementation of agency objectives.

The Assistant to the Executive Director and the Operations Manager contribute to agency administration and policy development and supervise six functional areas. The Assistant to the Executive Director supervises the Evaluation and Agency Relations functions. Staff responsible for these functions assess the content and applications of career and

labor market information (LMI) systems, cooperate with other agencies in delivery of systems or technical assistance, market and provide training on career and LMI systems, and develop new contracts. The Operations Manager supervises the Research, Information Development, Data Processing, and Client Services functions. Staff responsible for these functions develop and maintain the career and labor market information systems, conduct special research projects, develop and maintain data processing systems, provide training and technical assistance, conduct follow-up and facilitate client relations, and produce user and public relations publications.

In addition to the above staff, an Administrative Assistant, and two Clerk Typists are responsible for the routine administrative and clerical functions.

### **IOICC ACTIVITIES**

The activities of the IOICC fall into two general areas. The first relates to the production and dissemination of occupational and career information. The second is the broad area of labor market information research, development, training, and technical assistance.

### **HORIZONS CAREER INFORMATION DELIVERY SYSTEMS**

With rapidly changing technology and shifting employment patterns, well-informed career decisions require accurate and comprehensive information. While trained career counselors in high schools, colleges, state job service offices, and various job training centers can provide valuable assistance, these career professionals must be provided with the best in occupational and career information in order to help their clients.

In 1980, the Department of Commerce and Community Affairs funded a Career Information Delivery System Feasibility Study for Illinois, conducted by the Northwestern University School of Education. That study recommended that the IOICC establish a state career information delivery system. It also recommended that the state adopt and implement the Career Information System (CIS) which was developed at the University of Oregon under a grant from the United States Department of Labor.

Once CIS was chosen, the IOICC felt a need for a distinctive identity for the Illinois system. The name "HORIZONS" was chosen as reflecting an abstract sense of the importance of good career information. HORIZONS has become widely known throughout Illinois as the label for a variety of systems and products providing quality career information.

HORIZONS is a comprehensive system of occupational and educational data. Its most distinctive feature is the Illinois-specific information it provides. Bringing together data from state and Federal employment and education agencies, professional associations, the fields of occupational research and career guidance, and original research, the IOICC

produces detailed descriptions of 301 occupational categories representing 90 percent of Illinois employment. HORIZONS also contains comprehensive information on over 8,000 individual training programs at 621 educational institutions within Illinois and at 2,130 national colleges and universities. HORIZONS provides this career information to over 70,000 Illinois residents through high schools, community colleges, colleges, universities, dislocated worker centers, career guidance centers, Job Services offices, rehabilitation and correctional facilities, Public Aid offices, and libraries in the State.

To make this information more meaningful to individual clients, HORIZONS includes two assessment and sorting instruments. The first assessment tool is called QUEST. It is an information sorting instrument designed to enable people to locate personally relevant information in the system by matching their preferred interests and abilities with corresponding occupations. In addition to sorting the educational and occupational data, QUEST helps structure the counseling process. The twenty-one questions in QUEST are representative of key considerations in career planning. By discussing the user's response to each question, both the counselor and the client acquire greater insight into the client's preferences. The second assessment instrument is SKILLS, a self-evaluation and ranking of 72 transferable skills used in a variety of work settings that can be used to distinguish among occupations. Both QUEST and SKILLS were designed to help users apply what they know about their own interests, abilities, and skills to better understand the world of work.

The IOICC has established a multiple delivery approach to providing career information to various counselor and client groups in Illinois. Users can obtain the information via mainframe computer, microcomputer, and printed books. Originally adopted for delivery on the state's mainframe computer network, HORIZONS is now available on the University of Illinois PLATO network as well. In addition to the basic data on occupations, educational programs, and schools, these systems contain financial aid information, apprenticeship program requirements, military training and employment, industry profiles, and job search tips covering interviews, resumes, and job applications.

The IOICC has recently shifted its emphasis to encouraging widespread access via microcomputer. Micro-CIS contains QUEST and all the information available on the mainframe systems. Micro-QUEST and Micro-SKILLS contain the assessment tools with complete HORIZONS information available from a three-volume set of data books. For those without access to computer equipment, a card sort system is available. This method enables the user to complete QUEST, sort the HORIZONS occupations, and examine the occupational, educational program, and school information presented in the three publications.



**The Illinois Occupational Information Coordinating Committee (IOICC) is staffed by fifteen full-time professionals with expertise in labor market information, career information, data management, and administration. Using their expertise as specialists in the various categories of IOICC activity, the staff produces the long list of deliverables prescribed by the Committee's grants and contracts. The IOICC offices are located at 217 East Monroe, Suite 203, in Springfield, IL, Telephone: 217/785-0789. Staff members pictured above are: (seated) Vicki Oliver, Research Coordinator; Marsha Jaeggi, Research Associate; (standing, second row) Sally Hawker, Operations Manager; Patti Cox, Marketing Coordinator; Jan Staggs, Executive Director; Louise Smith, Administrative Assistant; and Kim Beckey, Secretary.**

A network of states which use CIS works cooperatively to enhance the system in an effort to better meet counselor and student needs. An enhancement currently under development is a link between QUEST and other widely used assessment instruments, such as Holland's Self-Directed Search and the Strong-Campbell Interest Inventory. Research is also constantly being performed on the local and national level into ways the CIS system can be improved or can be more effectively utilized by clients with special needs in the career decision-making process. A national survey of CIS systems has been conducted to identify exemplary methods for use of CIS with the economically disadvantaged, limited English-proficient, disabled students, and other at-risk youth. The operators of the CIS network meet annually to discuss common problems and to consider additional improvements that might be made. In addition, they are all affiliated with a national organization devoted to the support of statewide computerized career information systems, the Association of Computer-based Systems for Career Information (ACSCI).

ACSCI was formed in recognition of the need to support computerized career information. Working closely with NOICC and the SOICC network, ACSCI has developed standards for quality career information development and delivery, lobbied for funding for support and expansion of state programs, and provided national visibility for the commitment to service that these systems represent.

Since its inception, HORIZONS has met the ACSCI standards. These standards require that bias-free, locally-relevant, current, and valid data be presented in a useable format and at an appropriate reading level. Further, the delivery mechanisms must be reliable and easily accessible, and adequate training must be provided in their use. To carry out this commitment, the IOICC employs skilled, professional staff whose duties include the annual updating of all HORIZONS data, the continued validation of system components, and training for all users. A statewide Users Advisory Group meets to share ideas and to inform the HORIZONS staff of user needs.

The broad mandate of the NOICC/SOICC network is to assure that people who require career and labor market information to plan their careers or help others in this process have access to the information they need in useful form. The HORIZONS career information delivery system is one way in which the Illinois Occupational Information Coordinating Committee is responding to that mandate.

### **LABOR MARKET INFORMATION PROJECTS**

The same information that is essential for effective career decision making is a requirement of effective human resource planning. Planners of education and job training programs, economic development professionals, and others responsible for allocating scarce budgetary resources to best meet the employment and training needs of the state require accurate, comprehensive, and relevant labor market data to support their decisions. The IOICC responds to this need through research, development, training, and technical assistance. Over the nine years of its existence, the IOICC has developed information and designed systems of delivery to meet the general labor market information needs of the public and the specific needs of planners and administrators in education and economic development.

### **OCCUPATIONAL SUPPLY AND DEMAND INFORMATION SYSTEM (OIS)**

The Occupational Supply and Demand Information System (OIS) is a computerized system which produces reports showing the relationship of educational programs to occupational employment. This system compares information on the available pool of newly-trained workers with the current and projected needs of employers in the state and a variety of substate regions. Data on the numbers of completers of educational programs in secondary schools, community colleges, public and private vocational schools, colleges, and universities are presented along with current and projected employment estimates from employer surveys conducted by the Illinois Department of Employment Security.

In the development stage, the OIS was a mainframe computer system which produced printed re-

ports of statewide information. In keeping with the IOICC's commitment to constant improvement of the content and accessibility of its products, the 1987 OIS contains expanded information on available workers in specific regions of the state and data from even more sources of educational supply, and it is now available on an easy-to-use microcomputer system which enables users to select and sort the database for their specific needs.

Building upon its federal mandate, the IOICC works with the information producers and users in the State to maintain and enhance this Illinois-specific system tailored to the needs of the State's agencies. The Illinois OIS is one of the first in the nation to contain both higher education and vocational education program supply data and to be produced for both State and substate regions.

The OIS is a unique system which provides state and local planners and administrators with the tools to compare regional outlook and statewide trends. This enables them to plan education and training programs to more effectively prepare students for the job market, to more efficiently allocate available educational resources, and to attract and retain industry in the state.

### **SUBSTATE EMPLOYMENT PROJECTIONS SYSTEM (SEPS)**

In recognition of the need for regional information on employment in Illinois, the member agencies of the IOICC and the Governor's Office of Planning undertook a long-range cooperative development project which resulted in the design and production of the Substate Employment Projections System (SEPS). The Illinois Department of Employment Security facilitated the data and system development, while the IOICC monitored project activities and served as the liaison among participating agencies.

This system produces industrial and occupational employment data for the state and any region based on combinations of counties. The SEPS is the only model in the United States that offers this flexibility. Data from the system are available through the IOICC on data tape, print tape, microfiche, or in printed copy. Several standard reports and sorts cover data on nearly 400 industries and nearly 700 occupations.

These employment data are incorporated into the IOICC Occupational Information System (OIS) as the "demand" side of the occupational equation in Illinois. In addition, they are used independently by planners, administrators, economic development professionals, executive and legislative analysts, and others who need current and regionally-specific projections data for planning and administering state and local programs.

### **LABOR MARKET INFORMATION SYSTEM (LMIS)**

In addition to supporting the Occupational Information System (OIS) and the Substate Employment Projections System (SEPS), the IOICC maintains





The IOICC professional staff conducts the technical work of the central Committee, under the broad supervision of the Technical Advisory Subcommittee of IOICC. The staff has appropriate expertise to execute ongoing data development for the career information delivery system, to develop the supply/demand system, and to perform tasks associated with special contracts in the area of labor market information. For questions, clarifications, and specific information regarding IOICC products and services, interested public should contact the offices in Springfield, 217/785-0789. IOICC staff members pictured above include: (seated, front) Sue McMillan, Computer Production Controller; Troy Kasson, Computer Programmer; (standing, second row) Donnita Barton-Dulania, Evaluation Coordinator; Kathy Pierce, Secretary; Larry Christison, Data Processing Coordinator; and Dick McKenzie, Assistant to the Director. Not pictured are: Danette Kress, Information Development Coordinator; and Debbie Ball, Client Services Coordinator.

another data system which provides additional economic and demographic data. In cooperation with the Illinois Department of Commerce and Community Affairs, the IOICC updates, maintains, and enhances the Labor Market Information System (LMIS). The LMIS is a computerized system containing data on historical employment, business establishments, census characteristics, unemployment statistics, employer listings, and local business patterns.

All of these data are available in printed reports, and selected information can be provided on data tape or diskette. Information from the LMIS is used by job developers, employment and training program planners, and counselors in a variety of ways. Primary uses include targeting services for special groups and geographic areas and identifying employers for research and job development efforts.

### **THE SOURCEBOOK**

As work progressed on these career and labor market information projects, the IOICC staff became more and more aware of the need to inform people of the number and variety of information resources available. As a result, the IOICC annually updates and produces the only inventory of labor market information resources in Illinois in its publication,

Occupational Information Sources in Illinois, also known as The Sourcebook. The IOICC Sourcebook identifies and annotates the major occupational and educational information publications, data files, programs and services which are available from over 30 Illinois state agencies. This publication is available from the Curriculum Publications Clearinghouse at Western Illinois University. The Sourcebook is a significant resource for job and career counselors, planners, or anyone interested in the broad range of information available concerning education and employment in Illinois.

### **PROPRIETARY SCHOOL SURVEYS**

Beginning in 1985, the IOICC addressed the long-standing problem of a lack of current program and institutional information on private postsecondary vocational and technical schools in Illinois. Multi-agency tracking and approval of these schools and the lack of a timely national survey had prevented coordinated data collection and use. Since first-year funding from the Illinois State Board of Education, the IOICC has conducted a survey of over 600 of these schools operating in the state. This comprehensive survey has resulted in a database of information on proprietary schools and the numbers of people being trained in their programs that has not been previously available. The results of this survey are used in developing educational program plans, to complete the OIS supply/demand system, to expand the information on Illinois schools included in HORIZONS, and to fulfill data requests by agencies and individuals.

To expand and continue this research effort, the IOICC is working with the Illinois Board of Higher Education and the U. S. Department of Education to develop and implement a newly-designed national school survey, the Integrated Postsecondary Educational Data System (IPEDS). The Illinois proprietary school sector of the survey is being administered by the IOICC. Information from the IPEDS survey becomes part of a national database on schools used in federal research and reporting efforts.

### **CAREER AND LABOR MARKET INFORMATION TRAINING**

The IOICC not only develops and maintains all of these career and labor market projects and products, but assumes the responsibility of training users in the appropriate interpretation and use of the information. In fiscal year 1986, over 1500 people were trained at over 100 workshops which included: ongoing training on the use of the HORIZONS systems; Improved Career Decision Making Workshops for counselors and educators; Labor Market Information training for educational planning initiatives; and a variety of cooperative workshops on selected labor market information topics with IOICC member agencies. Training workshops and materials, planning models, and guides have been tailored to the needs of special interest groups.

## RESEARCH AND TECHNICAL ASSISTANCE

The expertise of the IOICC staff in career and labor market information research, data, system development, training, and technical assistance makes it a unique and valuable resource for research and development projects on the Illinois labor market. Special research and technical assistance may be initiated by an IOICC member agency or other user or supplier of labor market information. In addition, the Illinois Labor Market Information Plan identifies a number of key activities needed to enhance the use and coordination of labor market information in the state. Some projects that have been undertaken include a review of the curricula available for selected high demand occupations within the state, an analysis of current and projected defense contracts in Illinois to assist educational planners in targeting program development and technical assistance efforts, and a job development manual for use with public assistance clients which identifies regional employment and educational opportunities.

In addition to these special research projects, the IOICC staff has a continuing commitment to provide information and increase awareness of its availability. Over 500 requests for labor market, occupational, and career information are answered every year. The IOICC Newsletter provides regular updates on information developments, activities, resources, and services available in the state to over 2,000 subscribers.

The Illinois Occupational Information Coordi-

nating Committee represents an unusual and creative approach by state agencies to meeting the information needs of the citizens of Illinois. At the heart of the Federal laws establishing the Occupational Information Coordinating Committee network is the charge to implement occupational and career information systems to meet common planning and counseling needs. The breadth of the involvement represented by the projects and activities that have been undertaken by the IOICC illustrates a commitment on the part of its members and staff that goes well beyond these Federal mandates. System and project development is driven by a recognition of the need for cooperation and coordination among agencies to meet their individual and common needs and an appreciation of the unique contributions that each makes. The IOICC provides a forum for the discussion of issues and needs which are best and perhaps only resolved by the sharing of concerns, information, and resources, including a professional staff capable of implementing a policy diverse in its application and ambitious in its scope. This policy is founded on an awareness of the potential of these joint efforts to affect the economic well-being of the State at both the public and personal levels. To realize this potential, the IOICC contributes to the development of realistic and effective public policy for educational and economic programs to meet the demands of tomorrow's job market and assists individuals in making sound career decisions which can profoundly affect the course of their lives and the personal and economic well-being of their families and communities.

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# The EIU-IOICC Connection: Career Information, Counselor Training, and Economic Development Issues

*Ronald Leathers*



*Ron Leathers is the Assistant Dean of the College of Education at Eastern Illinois University. In that capacity, he directs the Center for Educational Studies and manages the external grants and contracts operation for the College. He is the fiscal agent, and represents Eastern on the governing board and the Technical Advisory Subcommittee for IOICC.*

## The Connection

The Center for Educational Studies (CFES) is the College of Education's specific organization designed to provide educational services to agencies and schools with elementary, secondary, and adult education. The Center seeks to provide that portion of the public school system within the Eastern Illinois service region ready access to the talent, skill, experience, and knowledge of the college's professional staff. Such services cover the full scope of public school activities and concerns, academic and extra-curricular, from pre-school through high school, including school-parent organizations, administrative units, and governing boards.

Generally, the Center seeks to: 1) facilitate and improve communication and public relations among Eastern, the public schools, and the communities in the Eastern Illinois service region, 2) provide educational services to public schools, 3) conduct research in education, and 4) seek grants and contracts that will improve the quality of education, both at the University and in the public schools. Specifically, the Center is prepared to cooperate with school systems in conducting program evaluations and needs assessments; investigating educational problems through seminars, workshops, and conferences; providing consultants for curriculum revision and solution of individual professional problems, and conducting inservice education programs for teachers, administrators, and school boards.

Specifically, the CFES is currently conducting the following programs and projects which promote and enhance school/college relationships:

- \* Administrators' Round Table – an organization of regional school administrators who pay dues to the organization, elect their own officers, and participate in four meetings annually on Eastern's campus . . . COE faculty administer, advise, and lead in planning and conducting the business of these meetings.
- \* Legal update workshops for public school personnel (two sessions annually).
- \* Area Cooperative Film Library – the COE shares administration of this film and tape lending library with the 26 area school districts which are members.
- \* Annual Outstanding High School Seniors' Forum – the COE identifies outstanding area high school seniors and brings them and their teachers to campus for an evening of interaction with EIU education students, faculty, and public school personnel.
- \* COE Outreach Program – a series of luncheon seminars involving Eastern staff and area school district administrators, with alternating school districts serving as hosts for the sessions.
- \* Illinois Reading Council – COE faculty serve as leaders and officers in this organization of public school teachers and host annual regional and state meetings on campus.
- \* COE Reading Clinic – Providing developmental and remedial reading services to the area public school districts.
- \* COE Summer School Enrichment Program for Elementary Children – providing a six-week summer enrichment school for elementary children referred by their teachers in the public schools and employing public school teachers on contract to teach.
- \* Inservice workshops – (individually contracted, approximately 120 per year).
- \* Annual Spring Guidance Conference – all day meeting organized and conducted by COE faculty for approximately 80 public school guidance counselors and psychologists.

In addition to this ongoing program of annual activities, the Center for Educational Studies seeks involvement and cooperation with the Illinois Educational Service Centers in the design and delivery of staff development activities for educators in the East Central Illinois region. Dr. Charles Joley, Dean of the College of Education, serves on the Board of Directors for Educational Service Center #15, and since the summer of 1986, the two Centers have cooperated in the delivery of eight staff development workshops and two major conferences for educators which brought Madeline Hunter to Eastern's campus in May and will present Gordon Cawelti on "effective schools" in November.

The CFES also seeks and conducts special studies for the service of education in cooperation with various public agencies. Most recent examples of this activity are the "Initial Year of Teaching Study" conducted for the State Board of Education and the Drug and Alcohol Abuse Workshop taught on Eastern's campus and funded by the Prevention Resource Center (PRC) in Springfield. During FY87, the Center for Educational Studies conducted two major surveys as part of the Illinois Initial Year of Teaching Study. One surveyed Illinois LEAs to identify operating models of programs designed to provide support and assist in the orientation of individuals in their initial year of teaching. A companion survey was conducted of other states' programs. Data collected included an identification of the model, purposes, manner of operation, cost, and an assessment of program component effectiveness. The university analyzed the data and provided summary reports of what is occurring in Illinois as well as what national approaches are being undertaken. The Drug/Alcohol Abuse Workshop was a graduate credit-generating course for thirty East Central Illinois educators, funded by the PRC and designed to assist the participants in the development of resource expertise and action plans for integrating alcohol/drug education into their classrooms and schools.

In recent years, the College of Education, through the Center for Educational Studies, has become very active in the development of contracts to facilitate the development of the Illinois Occupational Information Coordinating Committee (IOICC), the National Occupational Information Coordinating Committee (NOICC), the development of occupational employment data through the Bureau of Employment Security, and the development of cooperative programs between educational agencies and public/private businesses and industries (Public, Private, Partnership Program). The College is also involved as fiscal agent for evaluation of vocational programs, a building fairness activity, and in-service for DAVTE. Through grant funding the College has developed a cadre of nationally known curriculum developers, researchers, evaluators, pre- and in-service course instructors, and consultants. The work of the grant staff has been shared and integrated into University course work across campus. The College also utilizes staff from

various segments of the University to assist in the development of contract deliverables.

### **Career Information and Counselor Training**

The Center for Educational Studies plays an active role in the development of the IOICC-HORIZONS Career Information System (CIS). The CIS provides current and accurate information for career guidance, educational and employment program planning, and economic development.

The HORIZONS system currently provides information to high schools, colleges, universities, dislocated worker centers, career guidance centers, Job Service Offices, rehabilitation and correctional agencies, and libraries. In these settings, HORIZONS is used by a broad spectrum of the Illinois public in career exploration, career planning, and job seeking.

HORIZONS is also used by secondary and post-secondary educational program planners to obtain comprehensive information on Illinois occupations and available educational programs.

The system provides national, statewide, and regional occupational and educational information, including detailed descriptions of 302 occupations representing over 90% of Illinois employment and comprehensive information on over 8,000 education and training programs at 600 educational institutions in the state.

Each occupational description includes aptitudes of successful workers; physical demands of the job; work setting; hiring practices and state and regional wages; current employment and outlook, as available. Information on appropriate or required preparation is linked to descriptions of Programs of Study and Training available in each region of the state at all degree levels from vocational schools to graduate schools. Information on each school includes enrollment size and deadlines, tuition, financial aid, and more.

During recent years, the CFES has been the recipient of three special grants which have evolved, in part, from our involvement with IOICC and which have enabled us to make significant contributions to the state and national economic development arena. Probably the most specific and directly applicable of these is "Occupational Supply and Demand: The Higher Education Perspective," awarded to Eastern, Lake Land College, and IOICC by the Illinois Board of Higher Education under the auspices of the Higher Education Cooperation Act.

This project supports the development by the Illinois Occupational Information Coordinating Committee (IOICC) of a statewide and substate system analyzing the relationship between occupational demand (potential employment) and occupational supply (potential employees including, and emphasizing, the graduates of Illinois' institutions of higher education). Eastern Illinois University and Lake Land Community College participate in the activities designed to assure the appropriate inclusion of higher education supply data to accurately re-

flect, incorporate, and serve higher education.

Representatives of Eastern Illinois University and Lake Land Community College, representing their commitment to economic development activities in their geographic regions, assist in the project by participating on the Work Group established by the IOICC to provide oversight and direction for development of the system.

The Training Handbook for Using Labor Market Information in Career Exploration and Decision Making: A Resource Guide was developed under the career information delivery priority area of the National Occupational Information Coordinating Committee (NOICC) with support and cooperation from the Office of the Assistant Secretary of Defense for Force Management and Personnel and the U.S. Department of Labor's Employment and Training Administration.

Using Labor Market Information in Career Exploration and Decision Making: A Resource Guide was designed to be used as a primary or supplementary text for college courses in career development or occupational information in the counselor education program. The Resource Guide can also be used as a reference guide for teachers and counselors, or as a resource in professional development workshops or seminars. To facilitate its use in various counselor education and professional development settings, NOICC worked with the Illinois Occupational Information Coordinating Committee to develop the companion Training Handbook. The IOICC subcontracted the project to the Eastern Illinois University Center for Educational Studies where staff members and consultants were the principal project writers and developers.

This Training Handbook is being used in a series of regional workshops designed to introduce the Resource Guide to counselor educators in 1986-87. The workshops are being conducted by the American Association for Counseling and Development through NOICC's auspices. According to Valerie Lloyd, NOICC staff member, the developers hope that it will be used in other counselor education and professional development efforts also, and that this will lead to adoption and use of the Resource Guide in college courses for counselors-in-training throughout the country. The goal is to improve the dissemination and use of labor market information for career guidance and counseling in the United States.

The third grant, nicknamed the "Military-Civilian CIS Crosswalk," spanned three years and was completed in 1986.

The central theme of this project was that military career information should be included with the civilian career information that is currently available on various states' Occupational Information Systems (OIS) and Career Information Delivery Systems (CIDS). This objective was developed after several years of deliberation between representatives of the National Occupational Information Coordinating Committee (NOICC) and the Department of Defense (DOD). As a result of this determination,

NOICC funded several grants that integrated the OIS and CIDS systems in six states with military career information. This was a large process, and the grant that Eastern managed provided for technical assistance to the NOICC to facilitate those grants.

The IOICC provided technical assistance that was "... required to manage several grants that were involved in this massive DOD/NOICC project." The consultants had "... technical expertise related to career, labor market, and occupation testing information." They also provided liaison and coordinating services between DOD, NOICC, and the IOICC, as well as the University.

### **Economic Development Issues**

With regard to how this activity is consistent with the mission and goals of the University, several observations are in order. The IOICC provides such a large share of the state's total occupational, vocational, and employment data and information that it is very likely that, when Governor Thompson quotes labor market information on a statewide televised message and legislators release a rebuttal or alternatives to that position in the following day's issue of the *Chicago Tribune*, the data used by both groups originated or was developed (at least in part) by the IOICC projects.

Similarly, when the Department of Commerce and Community Affairs makes state-wide decisions on what funding levels to give the region SDA's under the JTPA regulations, it is very probable that those decisions are based, to a large degree, on information developed by the IOICC.

In recent years, both the Illinois Board of Higher Education (IBHE) and the Board of Governors (BOG) have emphasized the importance of economic development as a part of our state universities' mission.

The cornerstone of economic development is effective, comprehensive, timely, and accurate data and information regarding the labor market, employment, and job demand and supply. Those things are the very essence of the IOICC.

So, in response to the question of "How are Eastern's mission and goals being consistent with the IOICC grants?" we would answer that they are public service grants that are strongly tied in with statewide (not just regional) economic development. As such, they are providing the University with an ongoing opportunity to be associated with the development of data that is used to help form many of the important governmental and economic decisions in the state.

More specific observations of the application of IOICC products and services to the improvement of University programming have been offered by Shirley Moore, Dean of Academic Development at Eastern. She points out that information and materials from IOICC have helped to expand, improve, and update the academic program review requirements to "provide state and national data concerning pro-

jected job opportunities relevant to the program, and interpretations of these projections in terms of social and economic factors." Moore points out that additional special help from the IOICC staff would be beneficial to every campus department for all academic and nonacademic program reviews.

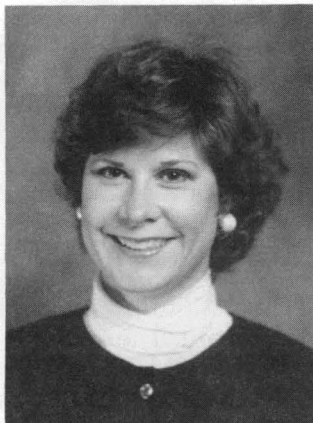
Certainly, IOICC-generated information can be used as a basis for classroom assignments using "real" data, as a basis for teaching forecasting and/or planning techniques, and for faculty enrichment activities with possible exchange activities. A perfect example of this kind of interaction was the market survey and analysis of IOICC products which was conducted during the Fall Semester, 1986, by Eastern students in the College of Business market research class. The possibilities for these projects are limitless.

The generation and distribution of timely and useful labor market information is becoming increasingly important to every citizen, state agency, and private corporation. Being associated with those who compile and distribute information will also become increasingly important. The information compiled by IOICC is used by the Governor's office, BHE, and the General Assembly. Eastern is helping to develop the information which may be used partially to evaluate its effectiveness. If the College of Education develops consistent interactive lines of communication, common research activities, and other mutual benefits with IOICC, Eastern can only profit from the association.

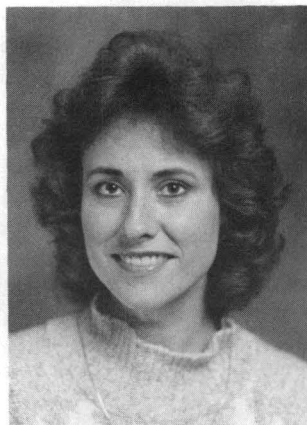
Through the contacts the CFES project staff have with school administrators, counselors, and teachers across the state, the College of Education is becoming identified as a place with staff members interested in problem solving. We have the unique opportunity to be involved in the development of the newest materials: curriculum guides, handbooks, computerized vocational information, courses, workshops, research, surveys, testing studies, and evaluations needed by educators and business agencies. Because the grants and contracts operation provides the system for updating educational programs in the use of new and innovative materials and because of the additional fiscal resources that accrue to the University and to the College of Education as a result of grants and contracts activity, the College of Education seeks to maintain and expand the activity with enthusiasm. In keeping with the Mission and Goals of Eastern Illinois University, the Board of Governors' University System, the State Legislature, and the Governor, it seems imperative that the College of Education capitalize as much as possible on its opportunities to expand the grants and contracts activity.

# Illinois State Board of Education . . . Overview: Education for Employment

Mary Ann Merano  
Kathleen Nicholson-Tosh



Mary Ann Merano is the Occupational Information Coordinator for the Planning and Reporting unit of the Department of Adult, Vocational and Technical Education (DAVTE), Illinois State Board of Education. She represents DAVTE on the governing board and is the current chair of the Technical Advisory Subcommittee for IOICC.



Kathleen Nicholson-Tosh is Manager, Vocational Education Program Services for the Department of Adult, Vocational and Technical Education, Illinois State Board of Education. She works closely with IOICC, monitoring DAVTE grant activities as they relate to vocational education program planners and Education for Employment in Illinois.

For the past two years the State Board and vocational education deliverers throughout the State have been actively involved in the revitalization of vocational education programs. This Education for Employment (EFE) initiative was pursuant to an extensive policy study which resulted in the identification of major challenges and problems affecting vocational education. The challenges facing vocational education include:

- Continuing and rapid technological change;
- An increasing change in the characteristics of the work force;  
and
- Supporting the economic stability of individual citizens and the State.

The following are five major problems identified which impede the ability of vocational education programs to adequately provide students with the preparation necessary for either immediate employment or further education.

- Programs are too often driven by student interest rather than labor market conditions.
- Planning occurs more on an individual school basis than on the basis of a service area of sufficient size to reflect the needs of a diverse labor market
- The existing system permits unnecessary duplication of effort among service providers and does not allow for ready program accessibility to youth and adults.
- Programs are characterized by the presence of outmoded equipment and a teaching staff in need of retraining.

- The involvement of the private sector — commerce, industry, and labor — in partnership with the schools in educating students has been largely restricted to an advisory function.

On December 13, 1984 the Illinois State Board of Education adopted a policy statement and administrative plan to address these challenges and problems. The policy calls for increased quality, efficiency, and expanded opportunity in vocational education programs.

The policy affirms the role of education for employment in supporting the student's need for general and attitudinal skills as well as technical skills. It supports the efficient delivery of vocational education programs and services through an emphasis on cooperation among high schools, area vocational centers and community colleges in the provision of vocational education and the development of regional EFE systems. Likewise, it encourages the provision of expanded vocational education opportunities for students through the expansion of program opportunities in geographic areas. Emphasis is placed on developing quality programs which are responsive to the labor market and technological advances and on continued curriculum renewal, staff development and equipment modernization through input from employers in the Education for Employment region.

For the past two years the State Board has provided technical and financial assistance to vocational education deliverers to refocus the planning and delivery of the State's vocational education program. Since program planning and develop-

ment efforts rely on extensive data collection and analysis, the involvement and cooperation of a variety of agencies has been, and will continue to be, essential.

### PROGRAM PLANNING

The first step in developing regionally delivered programs is to analyze potential employment opportunities for students. By reviewing the industrial composition of the area, i.e., identifying major employers, their relative size, and their history of growth or decline, the regional employment base can be defined.

A significant step in the analysis is to consider regional data as they compare to statewide and national profiles. Planning of programs includes an understanding of trends occurring within a broader framework. For example, a concentrated industry in one region with a history of stability could be affected by a declining concentration within the state or nation. While the employment needs of this local industry are included in the planning process, the size of the resulting educational program and its priority within the overall mix of programs would be affected by the information base.

Once an industry profile is completed, an analysis can be done of the occupational employment across the industries. Just as local industry data are tempered with larger area data, the occupational analysis includes a comparison of trends occurring across the state and nation. Additionally, the occupations initially identified as primary in the area can be matched against the industrial mix to gain an understanding of the different industries containing each occupation. For example, an occupation linked to only one or a few related industries may not be as appropriate for priority program development as an occupation which exists in a broad group of industries.

To provide direction to regional planners in formulating a profile of their labor market area, the State Board collaborated with Northern Illinois University's Center for Governmental Studies and the Illinois Occupational Information Coordinating Committee (IOICC) to define a plan for data analysis. In the fall of 1985, extensive training was conducted by NIU staff utilizing "A Guide for Determining Occupational Demand" and several data sources indicating regional, state, and national industry and occupation employment trends.

One component identified as key to program planning is an assessment of student interest or occupational preferences. To ensure that this assessment was conducted in a standardized manner in each region, the State Board and IOICC staff worked to develop a system using the Quest portion of the Career Information System. The Quest instrument consists of questions relating to the nature of work, personal abilities, job preparation required, and working conditions. By linking occupations to the attributes indicated by a student's response, a measure is obtained of occupational preference.

This assessment was conducted in the fall of 1985 when 150,000 sophomores were administered the Quest instrument. The IOICC staff prepared all materials and the guidelines for administering the instrument and produced several analyses for use by local planners in incorporating student interest results into the preliminary identification of employment opportunities.

The results of the student interest survey can be considered as the first screen through which the initial industry/occupation analysis will be filtered. While student interest can modify the priority of occupations already identified as having employment potential, it also, and perhaps more importantly, has implications for curriculum content, instructional techniques, and career guidance intervention.

Further refinement of occupations can be accomplished by reviewing a variety of factors, or screens, through a local validation process. There may be locally specific data available on wages, hiring practices, and other factors which impact on employment. Local employers working with educational planners provide valuable insight into employment potential, specific skill, knowledge, and attitudinal needs and changing job requirements. Their continued involvement can ensure a match between programs and the "reality of employment".

The IOICC staff developed materials to guide local planners in the local validation process. A series of key questions and a list of information resources were provided to give planners a knowledge base from which to begin their validation tasks.

Once the extensive analysis of labor market needs is completed and occupations identified for which employment demand exists or is projected to exist, the next step is to convert occupations into those vocational programs that should be offered by a regional system.



**Patti Cox, IOICC staff member, emphasizes the importance of data analysis in program planning at a planning director's meeting.**

Early in 1986 training was conducted for regional planners to accomplish this conversion step. The State Board and IOICC staff prepared a training plan utilizing national and state resources. A guidebook was prepared entitled, "Relating Occupational and Program Information: A Guide for Vocational Education Planning". A national resource, the "Vocational Preparation and Occupations" data base links occupational titles to related educational programs. Outcomes of this linkage can (1) identify entry-level opportunities as well as career movement through higher level occupations, (2) identify secondary level programs which should be articulated with related community college programs to ensure smooth transition between educational levels with a minimum of duplicated course work, (3) identify other occupations related to programs, and (4) match current program offerings to identified needs.

An Illinois resource, under development since 1980, called the Occupational Information System incorporates data elements from several of the state's major statistical systems and provides a measure of educational output (supply) and employment need (demand). Further refinement of programs can be done by interpreting the status of a cluster of occupations relating to programs. One question that might be explored is "How many students are completing programs compared to the employment demand? Can a larger program be justified or should the program have a broader purpose, i.e., train for a larger group of occupations?"

The planning process described above gives only a general picture of the extensive data analysis and professional judgement that is critical to defining program need. The resulting alternatives are the culmination of involvement of many factors, resources, and decision points. The final analysis identifies:

- (1) programs currently in existence which should be retained;
- (2) programs in existence which should be modified by content or size;
- (3) programs which cannot be justified and should be eliminated; and
- (4) new programs which should be implemented.

#### **PROGRAM DEVELOPMENT**

Program quality rests heavily upon the content of vocational education program curriculum and its relationship to that of occupation-specific duties and tasks that are actually performed by incumbent workers.

To assist EFE program development efforts, the State Board has provided planning regions with task lists which have been verified by incumbent workers throughout the State. The occupations selected for task list development were based on data supplied by IOICC for the top 100 occupations identified as the fastest growing and having the largest employment in the State. This information was

based on 1990 labor market projections produced by the Illinois Department of Employment Security.

Regional planners and instructors are currently working to gather input of local incumbent workers in the verification of these task lists to assure they address the specific needs of employers in their immediate geographic area. These task lists will be the basis for curriculum content development, the identification of staff development and equipment needs, and identification of the potential for program articulation among secondary and postsecondary agencies in each EFE region.



**Regional vocational planners study labor market data provided by IOICC at a statewide inservice meeting conducted by DAVTE.**

#### **PROGRAM IMPACT**

EFE program revitalization is directed toward one end — student success. Business, industry, and labor contend that the workplace will increasingly need workers who are adaptable and flexible to deal with rapid and constant change.

While there is still a need for occupation specific instruction, many vocational education programs of the future will incorporate instruction in a cluster of occupations, especially at the secondary level. These "clusters" are grouped depending upon the commonality of tasks performed in various occupations.

Curricula of the future will not only deal with technical skills, but will address the "nontechnical" skills needed throughout a student's life and career. These include interpersonal and group process skills; problem-solving and decision-making abilities; and planning, communications, thinking, and reasoning skills in addition to essential employment skills.



Student outcomes which are essential include:

- Understanding and awareness of the nature of the relationship between education and work as it relates to the diverse and complex work force;
- Understanding and, where appropriate, proficiency in those technical skills and knowledge necessary to enter employment or seek further education in a related field;
- Proficiency in applying reading, writing, and computation skills necessary for immediate employment or for advanced study;
- Identification of basic work-related values and attitudes and understanding of how they affect an individual's employment in the work force; and
- Understanding and application of contemporary job search skills.

The success of the EFE initiative in meeting student needs of the future will rely directly upon the complex planning and development stages which are designed to promote:

- revitalized programs, curricula, and instructional equipment;
- realistic employment opportunities and increased options for students;
- enhanced staff development opportunities;
- improved career decision-making tools;
- coordinated student services programs for all students, including special populations;

- increased economic health in regions which effectively match training with employment needs; and
- increased ownership of business, industry, and labor in vocational education programs.

To evaluate these results, cooperative efforts among state and local agencies will provide for an expanded information base designed to monitor progress of all components. Detailed data will be needed to assess student placement and employer satisfaction as well as the ongoing planning for program identification and curriculum content.

Many of the resources provided to planners during the past two years will be updated as new data become available, as classification systems evolve, and as the planning model expands to incorporate new decision points.

This effort will rely heavily on a continuing symbiotic relationship with the staff and member agencies of the Illinois Occupational Information Coordinating Committee. Through communication and coordination activities, all agencies can benefit by sharing expertise and information, reducing duplication of effort, and developing applications which meet the needs of their respective constituents. The Illinois State Board of Education will support this interagency effort to ensure that valuable resources can be developed and enhanced to meet the changing needs of planners, educators, and student services personnel.

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## Illinois Community Colleges and Labor Market Information

*Virginia K. McMillan*



*Virginia K. McMillan is Director of Research for the Illinois Community College Board (ICCB). She represents ICCB on the IOICC and is the immediate past chair of that Committee. A former staff member of the IOICC, Ms. McMillan brings extensive experience and technical expertise to the development, evaluation, and dissemination of occupational supply and demand information which is a major thrust of the IOICC.*

Labor market information is used extensively in the program planning, approval, review, and evaluation processes at the state and local community college levels. In addition to these uses, accurate labor market information is a necessity in providing career counseling to students, and information on federal contracts is used by community college procurement and small business centers in their economic development activities.

### **PROGRAM PLANNING AND APPROVAL**

The program planning and approval process for community college programs involves a preliminary request to the Illinois Community College Board for consideration of a new occupational program. The preliminary request includes information

on employment demand by Occupational Employment Statistics job title for each occupation for which the proposed new program will train. Employment demand is provided in the form of estimated annual openings in the college district. The college also provides an estimate of the expected full- and part-time enrollments in the proposed program for the first two years following approval. The Illinois Community College Board staff reviews and circulates the request to personnel at community colleges within the same region of the state and to the Illinois Board of Higher Education and the Illinois State Board of Education's Department of Adult, Vocational and Technical Education for comment. Following this review, the college is either invited to submit or discouraged from submitting an application for approval for the proposed program.

The application is very comprehensive and includes three sections dealing directly with labor market information. As with the preliminary request, the college must supply employment demand information on each Occupational Employment Statistics job title associated with the proposed program. The source of the information must be cited and, if data other than the Illinois Department of Employment Security's occupational projections are used, extensive needs verification must be provided. Information on entry level salaries for the occupations is provided also. Again, as with the preliminary request, the estimated enrollments in the new program are reported, with the source of the enrollment projections included.

The third labor market section involves information on credentialing requirements. The college must specify who, if anyone, accredits the program and who, if anyone, registers, certifies, or licenses professionals in the field. A plan for seeking program accreditation is provided as well as assurances that the program will adequately prepare individuals for professional credentialing.

The application is reviewed by the Illinois Community College Board, the Illinois Board of Higher Education, and the Illinois State Board of Education's Department of Adult, Vocational and Technical Education staffs before the program is recommended to the Illinois Community College Board and Illinois Board of Higher Education for approval. The colleges are frequently asked to supply additional information, particularly on need for the program.

Using the Illinois Occupational Information Coordinating Committee's Occupational Information System data, the Illinois Community College Board staff looks at supply and demand for the specified occupations in determining need for the program at both the district and statewide levels. The availability of data at the local level provided by IOICC has made a significant contribution to better program planning for both the local institutions and the state agencies concerned with program planning and approval.

## **PROGRAM REVIEW AND EVALUATION**

Community colleges in Illinois review and evaluate all of their programs on a five-year cycle. Each year the colleges submit summary reports to the Illinois Community College Board on their previous year's reviews. Three major criteria — need, cost, and quality — are examined during this process. Labor market information is a key component in evaluating need. Past, present, and future employment demand is reviewed, and occupational supply/demand data, as well as placement and performance (follow-up) data, are used in determining need for, and quality of, each occupational program. Current occupational skills data are needed in evaluating quality. During Fiscal Year 1986 a series of workshops were conducted to train community college personnel on the availability and use of labor market information in local program planning review.

At the state level, the Illinois Board of Higher Education and the Illinois Community College Board staffs conduct a concentrated review of selected programs annually. State labor market information is used in selecting the programs for this concentrated review and both state and local labor market information is used in the review process. The colleges' annual review and evaluation reports are studied as a part of this state review.

## **CAREER COUNSELING**

As specified in the Rules of the Illinois Community College Board, colleges must have a comprehensive and organized program of academic advising and career counseling. During the last year the Illinois Community College Board in cooperation with the Illinois Occupational Information Coordinating Committee sponsored Improved Career Decision Making Workshops for community college counselors. The workshops served as training sessions on the availability and use of labor market information for career counseling purposes. Currently, twenty-eight of the fifty community colleges in Illinois are using the HORIZONS Career Information System provided by the Illinois Occupational Information Coordinating Committee in their career counseling programs.

## **ECONOMIC DEVELOPMENT**

The community colleges in Illinois are involved actively in economic development activities. Most of the colleges have small business and/or procurement centers and are involved in various Job Training Partnership Act (JTPA) projects. Labor market information is critical to their effective operation. For the last two years, community college JTPA funds have provided the colleges with data on federal contracts in Illinois through a contract with the Illinois Occupational Information Coordinating Committee. This information assists the colleges in helping local industries determine what types of contracts are being awarded across the state and in their local areas. A major emphasis during Fiscal

Year 1987 has been placed on assisting the economic development and JTPA college personnel in the effective use of labor market information.

### **COMMUNITY COLLEGES: PROVIDERS OF LABOR MARKET INFORMATION**

The Illinois Community College Board, serving as the coordinating board for the community college system in Illinois, has information on all occupational programs offered by the community colleges. This information is requested by the state legislature, state and federal agencies, private industry, and individual citizens of the state. This program information is also provided to the Illinois Occupational Information Coordinating Committee to be included in the HORIZONS Career Information System.

The Illinois Community College Board collects information from the colleges on each student, faculty member, and other full-time staff. Individual records containing demographic and academic data are maintained in current and historical data bases and can be manipulated to provide information on faculty status and student enrollments and completions by variables such as program, sex, ethnic origin, and age. Data on the number of completers (graduates) within a given program area are provided to the Illinois Occupational Information Coordinating Committee to be included in the Occupational Information System as supply data.

Each year the Illinois Community College Board coordinates the collection of occupational completer and leaver follow-up data for twenty percent of the colleges. All students who completed or left without completing an occupational program during the previous year are surveyed to determine their student and/or employment status. Employers of those reporting employment in an occupation related to their program of study are also surveyed to determine the quality of preparation received at the community college.

### **FUTURE LABOR MARKET INFORMATION NEEDS**

While great strides have been made in the last few years in the availability and use of labor market information for and by educators, a number of needs still exist. Some of the needs are outlined below.

A major emphasis should be placed on providing people with additional training on the use of data in decision making. Models for training people to use local data need to be developed more fully. Because of the vast amount of information that is now available, the key resources that are pertinent to a given audience need to be identified and training provided on methods of interpreting the data developed.

Local supply and demand data have been available for approximately a year. This is the first time that local projected occupational needs data have been available for educational planning. Methods for assessing the accuracy and effectiveness of information provided in the Occupational Information System need to be pursued in order to enhance the program planning process.

Currently, demand data are available for occupations included in the Occupational Employment Statistics Survey program. Many of the proposed programs at the community college level are to train for new occupations not yet identified as standard occupations in the Survey. Thus, it is difficult to ascertain accurately the need for new programs from existing data sources. Methods for obtaining information for new occupations need to be developed.

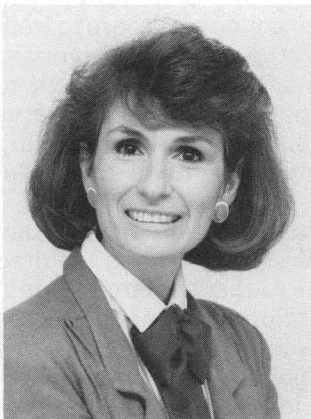
A major effort has been made in Illinois to obtain local demand information. This effort has resulted in the development of the Substate Employment Projections System. Attention now needs to be turned to enhancing supply information. The supply data presented in the Occupational Information System are for completers of identifiable training programs at a given point in time. In essence, a comparison is made of projected demand and current completers. A method for projecting occupational supply needs to be developed in order to compare both projected supply and demand.

In addition to projecting supply, information on effective supply needs to be obtained. For example, many positions are filled by people with little or no formal training as well as by people from developed training programs. It can be misleading to use only the number of people completing a program as supply in determining the need for a program. Likewise, not all completers should be counted as supply. Many completers of community college programs are employed before completion of the program and are consequently not part of the effective supply. In addition, not all completers obtain jobs related to their field of study. Better follow-up data are needed to determine estimates of effective supply by taking into account the percentage of completers employed in a related field and the percentage of completers who were employed in their jobs before completion of their training.

In conclusion, community colleges are major users and providers of labor market information. As organizations such as the Illinois Occupational Information Coordinating Committee (IOICC) strive to improve the available information and promote and develop methods for its effective use, the community colleges must do their part in improving and enhancing the data they contribute.

# The Futuristic Counselor's "Best Friend" ... The IOICC

Marilyn Kushak



Marilyn Kushak is Executive Director of Marketing and Promotion with Syntech International, Inc. She is the former Director of the Region IV Career Guidance Center located in Springfield, IL. Professionally, she is active at the national and state level as a proponent of contemporary career development and marketing strategies. Ms. Kushak represents the Illinois Council on Vocational Education (ICOVE) on the IOICC and in that capacity provides expert testimony on behalf of professional career counselors and administrators who are prime users of IOICC services, particularly the HORIZONS products and training.

The beat goes on . . . or does it? Counselors and educators can no longer accept "business-as-usual" practices or utilize obsolete resources to achieve results. What factors and characteristics, then, are essential to the accountability and survival of both the counselors and the establishments in which they work?

A close-up look at seven key characteristics of a futuristic guidance counselor will address the turbulence created by dramatic changes. Jobs, careers, attitudes, and technology are a few of the many changes taking place at alarming rates. The futuristic guidance counselor PROFILE that follows recommends a reassessment, redirection, and refocus of the entire role of the career guidance professional.

The strategies and resources revealed will break through the traditional barriers and lead the counselor into the 21st Century. Most importantly, the suggested Futuristic Guidance Profile will put the counselor in a strategic position to serve the students of the next decade and effectively create a major impact on their futures.

## FUTURISTIC PROFILE

An analysis of suggested characteristics essential to a futuristic guidance counselor are reflected in the following PROFILE format. The PROFILE represents a look at success by associating the characteristics peak performance winners and futuristic guidance counselors have in common.

## THE FUTURISTIC GUIDANCE COUNSELOR PROFILE

### Peak Performance Winners Are:

1. Technological Users
2. Resource Brokers
3. Relevant Initiators
4. Perpetual Mind Expanders
5. Team Players
6. Accountable Leaders
7. Positive Image Makers

### Futuristic Guidance Counselors:

- Incorporate computerization into their career guidance and information services
- Use and communicate "new-tech" guidance resources
- Base career guidance on current labor market information
- Become involved in professional development activities
- Establish partnerships with business and industry
- Develop a comprehensive career guidance program based on objectives and standards
- Design and execute a marketing/promotion plan

## IOICC . . . A HELPING FRIEND

To achieve the combined features associated with the futuristic guidance counselor and the peak-performance winner, most professionals may welcome "a little help from a friend". The Illinois Occupational Information Coordinating Committee (IOICC) is just that amiable connection to provide the many resources and technical assistance needed to revitalize a career guidance and counseling program. An added bonus derived from using IOICC products and services is the "one-stop shopping" convenience which can help foster the desire to create change.

## COMPUTERIZATION

A key factor influencing progress relates to the first PROFILE characteristic targeting technology via computerization. As a counselor becomes involved in new technology, the positive results of computerized career guidance can be gained through the use of IOICC's HORIZONS Career Information System (CIS). The following chart reveals the incredible career choice and preparation information available through the use of just two software packages - CIS and Micro-skills. Equally important in the assessment of any resource is the ultimate benefit derived by the user as reflected in the chart.

### Horizons CIS Software

\*QUEST component identifies potential careers consistent with users' interests and abilities

\*Occupational Information Component: career descriptions, aptitudes, wages, work settings, hiring practices, current employment outlooks, skills, preparation, tips, and links to other sources

\*Programs of Study & Training Component: description, admission, course work, graduation requirements, things to know, related programs, directly related occupations, related CIP codes, schools offering programs.

\*Illinois and National School Information Component

\*Job Search Component: job application, letter of introduction, resume, cover letter, and interview preparation

\*Financial Aid Component

\*Apprenticeships Component

\*Military Component

### Micro-Skills Software

\*Includes a comprehensive skill assessment, generates a career option list from assessment, shows a rating, provides specific career information

### Benefits To The Student

\*Provides user an individual assessment based on interest and abilities

\*Enhances user's career exploration, choices, and informed decision making

\*Assists user in selecting a post-secondary field of study

\*Informs user of post-secondary school alternatives

\*Prepares user with pre-employment skills

\*Provides user with financial aid options

\*Supplies user with apprenticeship information

\*Provides user with military occupational information and alternatives available

### Benefits To The Student

\*Assists skilled youth and adults in identifying career options based on past experiences and skills; useful in recognizing transferable skills needed during a career or job change

## NEW-TECH RESOURCES

Vital to Success is the PROFILE characteristic focusing on winners as resource brokers. To be effective in the future, the counselor will be much like a broker through the use of "new-tech" guidance resources to ensure that students are exposed to state-of-the-art information. To the futuristic, active guidance counselor's rescue is the **Occupational Information Sources in Illinois** (Sourcebook). This valuable publication provides an inventory of Illinois occupational and labor market information, sources, and services. Updated annually, it identifies the title, agency, description, format, date, availability and cost.

## CURRENT LABOR MARKET INFORMATION

The third PROFILE characteristic considers the importance of relevance through the use of timely labor market information. Credibility will be a key factor in the value-added perception of quality career guidance. Outdated statistics and a "crystal

ball" approach will not be tolerated! However, guidance based on current, reliable labor market information will be the touch of reality expected. IOICC offers the futuristic thinking counselor the **OCCUPATIONAL SUPPLY AND DEMAND INFORMATION SYSTEM (OIS)**. The OIS provides state and substate data of Illinois employment supply and demand. This information is presented in 178 "clusters" of related occupations and their appropriate educational preparation.

When local realities and needs become a prerequisite for useful career guidance, the futuristic counselor will need to be in the forefront offering relevant information consistent with specific geographic areas. IOICC has created the **SUBSTATE EMPLOYMENT PROJECTION SYSTEM (SEPS)** to satisfy this emerging need. SEPS is a flexible data system which generates industrial and occupational employment data for the state and any local region based on a user's request.

## PROFESSIONAL DEVELOPMENT

Significant to the progressive counselor's impact is the PROFILE characteristic relative to professional enhancement activities. The futuristic guidance "PRO" can be only as competent and effective as the ever increasing knowledge gained and innovative techniques/resources utilized. IOICC provides customized training to introduce the HORIZONS CIS computerized system and products to the consumer. Through a training session, the counselor can become aware and capitalize on the potential and vast capabilities incorporated in CIS. Further, operational knowledge and a comfortable attitude are goals achieved through IOICC training.

Another professional development training model available is the **IMPROVED CAREER DECISION-MAKING (ICDM)** techniques workshop. It is highly recommended for the new, as well as the experienced counselor. A third training program highly sought by forward thinking professionals is the labor market information and concepts seminars. This exposure offers strong support and wise utilization of the expanded labor market information generated by IOICC and its member agencies.

If the counselor is involved in graduate study research, IOICC may have the appropriate support data required. In addition, the Agency may be in a position to act as a referral agent to other potential resources.

IOICC software and printed materials are also the solution to the updating attempts being made by higher education in the teacher education and counselor curricula. The importance has been identified and addressed in a special NOICC project Eastern Illinois University has recently completed. The product outcome is a resource guide developed specifically for use by college/university guidance educators. It is **A TRAINING HANDBOOK** to be used in conjunction with **USING LABOR MARKET INFORMATION IN CAREER EXPLORATION AND DECISION-MAKING: A RESOURCE GUIDE**.

## **PARTNERSHIPS**

The team player PROFILE characteristic generated through partnership efforts must be given top-priority attention. Future days will require the guidance counselor to have a "finger on the pulse" of the business and industry work place as well as an established rapport with the community-at-large. To accomplish this mission, a functioning Guidance Advisory Council will be invaluable in generating good public relations, cooperation, and a realistic perspective. An excellent project/activity for an active Advisory Council would be to access Substate Occupational Projections for the local region from IOICC. Based on the projections, an analysis of the data could occur. Following this informal analysis from the Advisory Council, members could validate the data from a practical knowledge approach, and adjustments could be made based on the Council's input, the counselor's judgement, and further research.

IOICC can also play a major role in the development of a local state-of-the-art, "new tech" Career Event (Fair). By using HORIZONS CIS, careers of high interest to the students may be featured at the event. Similarly, based on IOICC's specific local labor market information, those occupations projected to generate job growth or openings may be emphasized. Additionally, the display of IOICC's MICRO CIS SYSTEM at a community Career Event involving parents, business, and industry usually attracts a great deal of positive interest and lends a high-tech approach to instant retrieval of career information.

In the future, IOICC may explore the feasibility and need for adding a fifth component to the MICRO CIS SYSTEM – an Illinois Employers Section. This Section would link Illinois Firms to the categories of occupations they employ. The benefit to counselors and ultimately their students would be the identification of potential employers in the State.

## **ACCOUNTABILITY**

A revitalized spirit and sense of purpose can be achieved through accountable guidance activities. The various educational reform movements' search for excellence has surfaced the issue of accountability which has strong application for the guidance counselor as suggested in the futuristic PROFILE. A comprehensive guidance program with standards, objectives, and an execution plan will be only a minimal fulfillment of accountability expectations from school boards, administrators, colleagues, students, parents, advisory councils, and interested community members in the future. NOICC, the national agency responsible for IOICC, became sensitive to the future needs of guidance professionals in this area. As a result, NOICC funded a national project, "**GUIDELINES FOR CAREER GUIDANCE STANDARDS**", in the Fall of 1986. The Project's purpose is to develop guidelines from which standards can be set for comprehensive career guidance programs. The outcomes expected from the NOICC

project will be a set of validated guidelines and standards for use by States, local schools, and agencies in providing competency-based career guidance programs for all youth and adults. A written program based on standards and objectives can be instrumental in helping counselors more efficiently deliver guidance services, promote the guidance program, and generate high-performance evaluations.

## **MARKETING AND PROMOTION**

Foreign to many professionals is the PROFILE characteristic dealing with a good marketing and promotion plan. To survive in the future, the guidance program must be visible. Futuristic guidance counselors cannot keep their guidance programs a "secret". Non-stop promotion and marketing must be well-planned, staged, and implemented. IOICC welcomes information related to exemplary activities as a result of guidance counselors' or educators' efforts in utilizing any of IOICC's resources and/or services. This success "story" information can be considered for publication in IOICC's Newsletter. Exposure promotes the futuristic guidance professional's results, and at the same time, may motivate others to follow the innovative lead described.

In addition, IOICC is a supporter of Illinois Career Development Week. This is an excellent time to join IOICC; the Illinois Career Guidance Center Network; the Illinois Council on Vocational Education; the Illinois Vocational Association; the Illinois Career Development Services Association; the Illinois Association for Counseling and Development; the Illinois Career Development Association Division; and the Illinois Association of School Counselors in the promotion of career guidance's value and impact on society. A special event spotlighting guidance is encouraged. Invitations to the media, as well as the rest of the community, to explore the contemporary guidance program and services provided allows a "close up" perspective and promotes positive recognition.

## **CONCLUSION**

Career Guidance Counselors possess the potential to assist youth and adults move into the future with confidence. In the race for professional survival, peak performance behavior may well be the supercharging element that counselors need to get out of the perceived "comfort zone" of an auxiliary service. In contrast, guidance can position itself as the essential, high-impact, result-oriented, comprehensive guidance program it is.

As futuristic guidance counselors access the new technology strategies and resources provided by IOICC and other reliable, far-sighted sources, the peak performance winners' profile will help guarantee their prominent role in education's success and excellence. The message is clear – your path to a successful future can begin today!

# IOICC: Making the Industry – Education Connection

*Kay Harned*



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The purpose of this article is to describe the ways in which data available from the Illinois Occupational Coordinating Committee can enhance the relationship between post-secondary educational institutions, specifically community colleges and local business and industry. Often, those involved in economic revitalization of their communities have little understanding or awareness of the role that education plays in these revitalization activities. There is an acknowledged role for universities to serve as providers of research activities relevant to high-tech industries as well as the education of engineers, scientists, and researchers in the hard sciences. In some instances these universities follow the trends of industry growth in the regions they serve and in others they, because of strong academic departments, are anchors around which industries gravitate to utilize these research capabilities. The Silicon Valley in California and Route 26 in Boston as well as the emerging high-tech corridor along I-5 west of Chicago are examples of these kinds of industry – education partnerships. The role of the community college system in supporting the economic development of the regions they serve has not been discussed quite as often. Talked about even less is the use of labor market information to support the unique role of the community college system in Illinois.

The Illinois Occupational Information Coordinating Committee provides for the development and dissemination of labor market information in Illinois. Labor market information is information on industry, business firms, and occupations. This information is available for point-in-time description of labor markets or for historical trends of industries and occupations as well as projections on the growth and decline of the same. This kind of information is available by service delivery areas, labor

market areas, larger regions for analytical comparison. All data are available in hard copy and developments are underway to have computer tapes and diskettes of selected data.

There are four areas where community colleges have program offerings that enhance their mission and promote the economic health of these communities. What follows is a description of these program areas and how the use of labor market information available from IOICC can enhance the kind and quality of these program areas.

## **ECONOMIC DEVELOPMENT PLANNING/ COORDINATION**

As a result of the recession of 1982, local communities, facing severe employment loss and tax base erosion due to declining industry employment, initiated a variety of programs to enhance the economic development of the area. Community colleges responded to this need by creating offices mandated to provide a variety of services to support economic development. Financial support for these offices comes from the Community College Board and contracts for services developed by the ICCB staff.

Labor market information can provide a background description of a local employment base by identifying the size, concentration, and trends in employment in local industries. Illinois is one of the few states in the nation that has sub-state industry and employment projections as well as data on historical trends of industry and occupational employment. These data were developed by IOICC through a contract with the Illinois Department of Employment Security and are excellent planning, and decisionmaking resources. This kind of information can serve as a coordination tool for the multitude of local groups seeking to plan economic development activities. One of the constant criticisms of these kinds of programs is the lack of efforts to coordinate program strategies. Coordination is often blocked by differing goals, protection of turf, and a lack of understanding of the goals of competing programs. Labor market information can provide consensus on labor market trends which is a beginning point for coordinated strategies. In other words, these groups will be operating from the same information base and though they may not coordinate programs they will understand the issues that face their communities in terms of industries that are performing poorly, or those that are projected to grow rapidly, and the skills needed for these industries to continue to perform well locally.

Strategies to attract or retain industries in the labor market are crucial to the success of local economic development. Community colleges with access to labor market information provide a valuable service for this kind of planning by making available this information to design attraction and retention strategies. Once attraction strategies are designed, the data can be used in brochures or other marketing tools to describe the success of like industries in the area or identify the availability of skilled and semi-skilled occupations. Furthermore, grant applications for funds to continue economic development programs require information on the characteristics of the labor market area. The availability of these data saves staff time and energy normally spent compiling data for applications.

### **BUSINESS ASSISTANCE CENTERS**

Retention strategies for local communities often include Business Assistance Centers located in community colleges. These Centers provide services to make their regions good places to do business by responding to the variety of needs of local businesses. Labor market information can be used to identify those industries that are experiencing employment loss or those industry sectors with high numbers of firm deaths or outmigration by size of firm. Activities of these centers can be targeted to those firms in specific industries that are most in need of services. Actual business lists can be used to contact these firms.

One of the identified reasons for small business failure has been the fact that some small business owners have little experience or training in planning and marketing. Data available from IOICC can be used to analyze small business trends in order to identify potential competition for a new firm or to identify additional markets for products or services. The experience of these similar businesses can provide a basis for further investigation into the reasons for their performance.

### **CUSTOMIZED TRAINING PROGRAMS**

The cost and availability of skilled and semi-skilled labor is a major factor in location decisions of firms. In years to come it will be the quality of occupational training in Illinois and the nation that will keep the United States competitive in the international economy. It is therefore important to identify the skill composition of the local labor force and also to plan for new and emerging skilled occupations to meet the needs of industries that are growing rapidly.

One of the most successful efforts on the part of community college economic development offices is the development of customized training programs to meet the skilled labor needs of rapidly growing or technologically changing industries in the labor market area. This particular program has produced hard dollars to support the continuation of economic development programs in the community college system. Labor market information de-

veloped by IOICC can identify a greater range of opportunities to provide these important services to business.

Industry employment and occupational historical trends and projections identify industries and occupations that are growing rapidly and those occupations that have high separation rates. These industries and occupations comprise an immediate market for customized training programs. Dun and Bradstreet Business lists provide the names of the executive officers in firms in these high growth industries, as well as their addresses and phone numbers.

### **INSTITUTIONAL PLANNING**

With the increase in the numbers of adult learners and the changing nature of the technical skills required by the current and future trends in the labor market, methods to plan for the kinds of programs and the special needs of life-long learners require a data base that can inform program decision making. Here again, IOICC has available the kind of information that directly responds to the unique mission of the community college system in Illinois. Those planners and decision makers who utilize this kind of data are making the information age work for them instead of being intimidated by "deadly data".

One of the major uses of labor market information is for short and long term curriculum development. It provides a justification for new educational program development, program revisions, and elimination of programs that no longer provide job opportunities. Labor market information answers the question, "How many jobs exist for completers of a specific curriculum?" Beyond the need to offer relevant programs to students, labor market planning can insure that the general quality of the labor force overall is such that it will make the area attractive to industry.

Once the educational programs are in place the data can identify firms for cooperative education programs. These programs provide excellent learning opportunities and allow colleges to offer unique, cost-efficient programs. Placement services within colleges also benefit from business lists that can be used to identify employers for student contact.

One of the most important considerations in the use of this kind of secondary data is a local validation process that brings the expertise of various business people and public sector planners and decision makers to bear on the data. These data can provide names of business people to serve on advisory committees and participate in informational surveys.

The range of uses for data developed and disseminated by the Illinois Occupational Coordinating Committee is very broad. This agency has the capability to respond to a variety of planning and decision making needs, and it is important that the state acknowledge the lead role that IOICC has taken in making the information age work for education and industry in Illinois.



# The Strategic Planning Process and Labor Market Information

*Patricia A. Fera*

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Labor market information has been a long overlooked commodity when examining the strategic planning process, whether it be in education, economic development, or any other policy area. It is just recently that planners and decision makers have been able to fully utilize labor market information in their decision making process. This is partly due to the fact that providers of labor market information are advocating its use much more often, but some of the utilization has occurred because of state and federal requirements to do so. Another explanation is the advent of the "Information Age". Computers have made access to large amounts of information possible with relatively little effort, thus enabling planners and decision makers to utilize this information much easier.

One example of the many uses of the labor market information which is available in Illinois is chronicled below. This example utilizes a combination of sources of labor market information which work very well together but can also be used individually to answer a variety of strategic planning questions. Most specifically, this paper will focus on the data and resources provided by the Illinois Occupational Information Coordinating Committee and how they were utilized in a very specific strategic planning process.

In April of 1986, Northern Illinois University's Center for Governmental Studies was approached by the West Suburban Regional Academic Consortium to develop a strategic planning model to assess academic need in Kane and DuPage Counties. The Consortium, which is made up of higher education institutions that offer courses in this two-county area, was interested in determining the future educational need of that region so as to better plan educational programs. The Center developed a needs assessment model for the consortium which incorporated a wide variety of labor market information. A short-term informal needs assessment using this model was requested by the consortium. What follows is a summary of that process.

The short-term assessment incorporated only the first step of the model developed for this process (see "Issues in Conducting a Needs Assessment Study of the West Suburban Area," Center for Governmental Studies, Northern Illinois University, 1986, for a complete explanation of the model). The first step was an Industry/Occupational Demand Assessment which included an Industry Growth Analysis, Occupational Demand Analysis, Inventory of Educational Programs, and an Occupational Supply Analysis.

Labor market information was provided by the Illinois Occupational Information Coordinating Committee (IOICC) for each piece of this first step, with the exception of the Inventory of Educational Programs which was not formalized for this short-term process. In the industry growth analysis, historical industry employment information was examined to identify an initial pool of industries which would be examined more fully later in the strategic planning process. The County Business Patterns industry employment data series was used to examine historical employment trends for the two-county region. Detailed industry information was requested from the IOICC to further analyze and verify the historical trends identified for the industries in this region. The data provided was the Regional Sub-State Employment Projection (RSEP) data for Kane and DuPage counties. This data series was compiled by the Economic Information and Analysis Division of the Illinois Department of Employment Security and then prepared by the IOICC.

These data enabled the Center to examine future expectations of employment trends in three-digit industries. For example, the County Business Patterns data showed that in SIC 737 - Computer and Data Processing Services had experienced large employment increases between 1977 and 1984 (a 4,892, or 322%, employment increase in this time period). Table 1, below, is the RSEPs data for this three-digit industry.

**TABLE 1**  
**STATE OF ILLINOIS INDUSTRY EMPLOYMENT ESTIMATES**  
**1982 ANNUAL AVERAGE & PROJECTED 1995 EMPLOYMENT**  
**OCCUPATIONAL EMPLOYMENT STATISTICS INDUSTRY FORMAT - PREPARED BY THE IOICC**

SIC CODE	INDUSTRY NAME	1982 EMPLOYMENT	PROJECTED 1995 EMPLOYMENT	EMPLOYMENT CHANGE 1982-1995	
				NUMBER	PERCENT
737	COMPUTER & DATA PROCESSING SERVICES	2919	9000	6081	208%

Source: Economic Information & Analysis Division, Illinois Department of Employment Security (IDES).

This table shows that in the industry 737 - Computer and Data Processing Services, employment is projected to increase by 208% between 1982 and 1995. This verifies the trend that was noted in the historical data and also projects substantial employment increases in this industry in the future. Specifically, it identifies the magnitude of employment change which can be expected over the next eight years. In addition to verifying the trends seen in secondary data, and analyzing future employment trends, these data are very helpful in projecting industries which have the potential to increase employment in the future. This is done by examining the projected employment for each three-digit industry and identifying the ones which are expected to grow at the fastest rate. Historical data cannot capture the future employment possibilities that can be identified using the RSEP data.

The product of the industry growth analysis was a set of 18 industrial clusters which were most significant to the Kane and DuPage County region. Significance to the region was based on absolute and percent total employment increases, absolute and percent increases in professional/technical/managerial employment, and projected absolute and percent total employment increases. The next step

in this process was to examine the occupational composition of each of these significant industry clusters. The West Suburban Regional Academic Consortium was only interested in examining higher education need at the post-associate degree level. With this in mind, the occupational analysis for the industry clusters was limited to only those professional, technical, and managerial (PTM) occupations.

The occupational analysis for this process began with an examination of the occupational composition of each of the 18 significant industry clusters. As was the case with the initial industrial analysis, this occupational analysis begins with a historical look at the occupational staffing patterns of each cluster. This historical perspective is captured using the County Business Patterns data and combining it with the national Occupational Employment Statistics data to estimate the number of people employed in each occupation in each industry in the region.

Detailed occupational projection data for the two-county area was supplied by the IOICC to complete this portion of the analysis. Table 2, below, is an example of the RSEP occupational projections which were provided for the process.

**TABLE 2**  
**STATE OF ILLINOIS OCCUPATIONAL EMPLOYMENT (1982 AND PROJECTED 1995)**  
**AND AVERAGE ANNUAL JOB OPENINGS**  
**PREPARED BY THE IOICC**

OES CODE	OCCUPATIONAL TITLE	1982 EMPLOYMENT		1995 EMPLOYMENT		EMPLOYMENT CHANGE 1982-1995		AVERAGE ANNUAL JOB OPENINGS			
		NUMBER	%	NUMBER	%	NUMBER	%	TOTAL	%	GROWTH	SEPAR.
21000024	MANAGEMENT SUPPORT OCCUPATIONS	6186	2.29	9188	2.49	3003	48.55	495	2.41	231	264
21114025	ACCOUNTANTS AND AUDITORS	2697	1.00	4390	1.19	1694	62.81	249	1.21	130	119
21917026	ASSESSORS	37	.01	38	.01	2	4.39	3	.02	0	3
21921027	CLAIMS EXAM., PROP. AND CAS. IN	75	.03	91	.02	16	21.26	3	.02	1	2

Source: Economic Information & Analysis Division, Illinois Department of Employment Security (IDES)

This table is an example of the type of data which is found in the IOICC occupational projections. The table gives an identifying occupational code and title, an employment level for each occupation in 1982 and a projected occupational employment level for 1995. In addition to the absolute numbers, also provided are the percent that the employment number represents of total occupational employment. For example, in 1982 there were 2,697 accountants and auditors in this region; that represents 1% of the total employment in the region.

A unique feature of these data is that they also provide the number of average annual job openings in each occupation. A total number of average annual job openings is provided and then that number is broken out into those openings due to growth and those due to labor force separations. Job openings due to growth are caused by increases in employment in an occupation. Job openings due to separations are due to deaths, retirements, and other separations from the labor force such as leaving the work force to take care of family responsibilities, to travel, or to go back to school.

The occupational information which the IOICC provided also included the supply/demand report

for this region. More formally known as the Occupational Information System (OIS) Supply-Demand Report, this data series provides both the supply and demand information for occupations by program cluster area. The demand data provided for each occupation is a combination of the growth expected in the occupation with the expected labor force separations in the occupation. The total demand in a program cluster is the sum of all the occupations within that cluster.

The supply data for a cluster is reported by program area and includes completers of public secondary, adult educational institutions, and job corps. At the postsecondary level it includes completers of career schools, certificate programs, associate degree programs, bachelor degree programs, and graduate and professional degree programs.

Table 3 is an example of this OIS supply-demand report. This report allows an examination of the possible over- or under-supply of an occupation. This is especially important to educational institutions when they are planning the programs they will offer because it is an indication of the current demand for an occupation and the supply of people to fill the occupational openings in a region.

**TABLE 3  
ILLINOIS OCCUPATIONAL INFORMATION SYSTEM STATEWIDE SUPPLY-DEMAND REPORT  
CLUSTER 1359 AIRPLANE PILOTING & NAVIGATION  
ANNUAL SUPPLY OF PROGRAM COMPLETERS**

PROGRAM	CIP CODE	CIS CODE	ALLOC %	PUBLIC SECOND	PUBLIC ADULT	-----POST SECONDARY-----							SUPPLY TOTAL
						CAREER SCHOOLS	CERTIFICATE	ASSOCIATE	BACHELOR	GRADUATE & PROF	JOB CORPS	JTPA	
AIRPLANE PILOTING & NAVIGATION	49.0102	274	100	13	0	413	33	5	0	0	0		464
SUPPLY TOTAL				13	0	413	33	5	0	0	0		464

OCCUPATION	OES CODE	CIS CODE	ALLOC %	ESTIMATED EMPLOYMENT 1986	PROJECTED EMPLOYMENT 1995	EMPLOYMENT CHANGE 1986-95	AVERAGE ANNUAL GROWTH	AVERAGE ANNUAL SEPARATION	AVERAGE ANNUAL OPENINGS
AIRCRAFT PILOTS & FL. ENGINEERS	97702834	6188	100	3897	4226	329	36	46	83
DEMAND TOTAL				3897	4226	329	36	46	83

All the information relevant to each industry cluster was examined and analyzed to identify some industry and occupational areas which have an immediate or short-term potential for employment opportunity. This process did not identify those areas which could have implications for long-term employment potential in the region, nor did it explore all the possible employment opportunities for the region. This assessment was conducted to identify immediate opportunities and to give background for a more complete educational needs assessment to be undertaken by the consortium at a later date.

The data provided by the IOICC along with the expertise of the IOICC staff in the uses and implications of the data have made this difficult process

much easier. The IOICC staff was able not only to provide the data discussed above, but also to provide insight into this data and possible alternatives for further examination of an industry or occupation.

This discussion should not be taken as an outline for a complete educational needs assessment process; it is only one portion of a much larger process, but it provides an indication of the many uses of labor market information available in Illinois. It is possible for planners and decision makers to obtain and utilize labor market information much more readily because of the products and assistance available at the Illinois Occupational Information Coordinating Committee.

# Illinois Department of Employment Security Provides Essential Labor Market Information

The Illinois Department of Employment Security (IDES) has enjoyed a long association with the Illinois Occupational Information Coordinating Committee (IOICC), providing the IOICC with a wide range of Labor Market Information (LMI). LMI is a critical ingredient for career planning, vocational counseling, curriculum design, and, of course, the Occupational Information System program (OIS). IDES has been happy to provide LMI at no cost in order to cooperate with the IOICC and to make LMI available to the educational and economic development communities at the lowest possible cost.

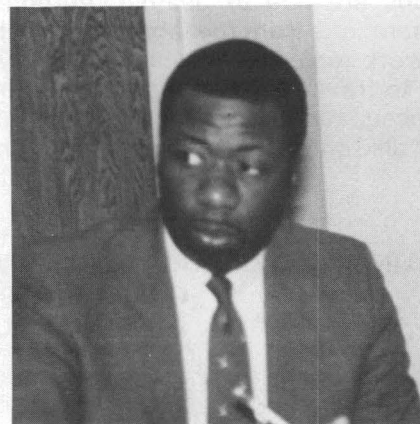
LMI is that body of information which describes the labor market to which young people, whether high school, community college, or university graduates, will be introduced upon completion of their studies. LMI also provides guidance for the design of the curricula which shape their studies. In brief, LMI describes the current economic composition of a geographic area -- the kinds of industries located there, the kinds of employers doing business there, the kinds of jobs that are available, and the kinds of people vying for those jobs. In addition, LMI projects the future economic composition of an area, including projected labor demand. It is this type of information that IDES has traditionally provided to the IOICC to assist them in delivering career guidance and occupational information to educators, counselors, and economic development planners in Illinois.

Projected labor demand is the most critical item that young persons can consider in making career choices. No matter how much they may desire to work in a specific field, no matter what sacrifices they may be willing to make, if there are no jobs then their dreams cannot come true. Many young people freely admit that they aren't looking for high incomes; rather they are seeking a meaningful career, one that they will enjoy for many years if not a lifetime. But the labor market may not permit even the most altruistic of ambitions to be realized. This is the real value of labor market information: to assist young people in making realistic career choices affecting their lives for as long as they are able to work.

Projected labor demand, then, is currently the major cooperative effort between IDES and the IOICC, and the IOICC has been a participant in the development of these projections. After the Economic Information and Analysis Division (EI&A) at IDES completes its employment projections for industries and occupations, the IOICC along with other State agencies assists EI&A staff in a general overview of the finished projections. In this way,

EI&A staff are able to incorporate the IOICC's interpretations of changes in labor demand and reconcile their suggestions with those of other State agencies as well as with the data generated by the forecasting model developed by EI&A.

The labor demand projections together with labor supply data are then incorporated by the IOICC into their OIS program and HORIZONS career information system which they offer to local and regional planners.



**Henry Jackson is Director of Economic Information and Analysis unit of the Illinois Department of Employment Security (IDES). Mr. Jackson represents IDES on IOICC and is the current chairperson of the Committee.**

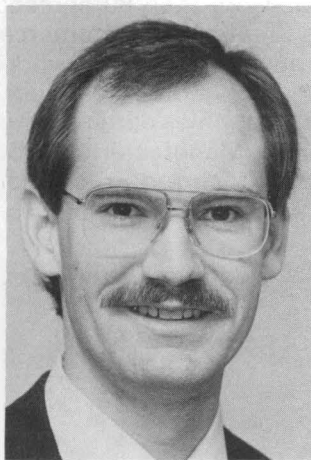
Another illustration of the relationship between the IOICC and IDES is a workshop called Improved Career Decision Making (ICDM) which familiarizes counselors with a wide array of career information, including a special component on LMI. Every time one of these workshops is conducted, an EI&A staff person is on hand either to conduct the LMI component or to be a resource to the IOICC staff person who is handling the workshop. In fact, EI&A and the IOICC worked together in adapting materials developed by a federal agency to the unique needs of Illinois educators.

IDES plans to continue its relationship with the IOICC by regularly providing them with the latest labor market information and by direct financial support from its own budget. Along with several other State agencies, IDES provides an annual supplement to the funds the IOICC is able to generate on its own, from fees for career information.

IDES expects the IOICC to enjoy a long and fruitful life as a state coordinating agency for the maintenance and delivery of a broad range of occupational and labor market information products.

# Department of Rehabilitation Services Finding Jobs – IOICC Helps!

Mark Sturgell



*Mark A. Sturgell is Public Information Officer for the Illinois Department of Rehabilitation Services (DORS). DORS is one of the original statutory member agencies of IOICC, and its representatives work diligently to promote IOICC activities, largely through HORIZONS, which improve and enhance employment opportunities for people with disabilities.*

Finding employment for people with disabilities is the No. 1 priority at the Illinois Department of Rehabilitation Services (DORS). At least 36 million U.S. citizens have some kind of physical, developmental, or mental disability, and three out of every four persons of working age with disabilities are unemployed. But they are not unemployable.

DORS' participation on the Illinois Occupational Information Coordinating Committee (IOICC) is one example of initiatives being taken to provide vocational and educational information to the more than one million Illinois citizens with disabilities. DORS implemented a pilot program for IOICC in 1981, making the HORIZONS system available for counselor/client use. Use of the computer information system provides a first step toward job placement and independent living for many of DORS' clients.

DORS is the state's lead agency charged with serving the needs of the disabled population. An outgrowth of the former Division of Rehabilitation Services, the Department was established in 1979 to provide a continuum of services for people with disabilities and to promote their integration into the mainstream of society. DORS is among the nation's network of vocational rehabilitation agencies which provide these services. The Illinois agency is unique in that DORS Director Susan S. Suter is a member of Governor James R. Thompson's cabinet.

The Department's budget is derived from state and federal funding sources, with approximately 80 percent of the monies received from the federal government. With more than 2,000 employees working throughout the state in 50 offices, DORS strives to be responsive to the particular needs of each person it serves. Whether it be vocational training, in-home services, classroom and individualized instruction, or the need for information and referral assistance, DORS employees are available in Illinois

communities to assist people to live more independently.

On the front line of providing services on a daily basis are DORS counselors. Counselors work directly with clients on a one-on-one basis, assessing each person's aptitudes, abilities, and interests, and guiding them to help make responsible life decisions in order to participate fully in community life.

Each local DORS office has at least one on-line computer to access IOICC's HORIZONS informational system as a vocational guidance tool. Therefore, clients do not have to wait on a response to their vocational questions and may work directly on the computer with a counselor. HORIZONS gives clients something tangible to take home to study how their interests and abilities match up with appropriate jobs, education, and career development opportunities.

Jim Martin, a counselor in the Champaign DORS office, describes HORIZONS as "a good system" and uses it at least once a month, mostly with clients who are unclear about their own vocational interests and abilities. Martin asks these clients to answer questions about their interests and abilities using the established QUEST questionnaire. He also has a parent, spouse, or someone close to the client complete the questionnaire as well, lending perspective to the vocational possibilities which might be explored.

"The way you perceive yourself and the way others close to you see you might say something about your personality," Martin explains. "Personality attributes give me another counseling tool."

Once the client's answers are entered into the system, Martin says he tries to limit the list of occupations generated by the computer to no more than a dozen vocational areas for the client to explore. In this way, the information generated by the computer serves as "reality therapy" for clients who may be unrealistic about their vocational aptitudes and abilities.

"The cold hard facts generated by the computer also lend credibility to what I might say to a client or to the client's parents," Martin says. "They may have some definite ideas about what jobs their son or daughter can pursue. The QUEST information is something I can show them and ask, 'Does your son or daughter have this skill?' It's usually quite helpful."

For clients who know specifically the type of employment they want to pursue, Martin finds those job requirements on QUEST and compares them with the client's attributes and skills.

"Most clients are already in training for a type of job and have direction as to where they're going.

The bottom line is, QUEST narrows down their options -- where to go and how to get there."

Martin says of the client/counselor relationship at DORS: "With all persons who seek to organize their educational and occupational options, we start with their dreams."

Once those dreams have been articulated clearly by the client, and his or her skills and interests have been matched with one or several possible vocational opportunities, DORS provides a variety of services that help place persons with disabilities into competitive employment.

Two years ago, Governor Thompson and Secretary of State Jim Edgar formed the Illinois Jobs Committee to develop a strategy for marketing the job skills of the state's people with disabilities. An aggressive goal of locating employment for 5,000 Illinois residents with disabilities within the next three years was established by the committee. One initiative launched by DORS in order to reach that goal is a job placement and referral service called JOBS NOW for Illinois employers.

With a single toll-free phone call to 1-800-JOBS NOW, employers may tap into the free placement service that provides a selection of qualified job candidates within 72 hours. JOBS NOW instantly screens and matches employment openings with qualified job candidates who have disabilities. In less than one year, more than 1,535 people have been successfully placed through the JOBS NOW program and similar initiatives.

When a JOBS NOW candidate is hired, DORS provides whatever is necessary to ensure that the person succeeds on the job -- everything from training and transportation to accessibility. Besides gaining a productive employee, employers are eligible for credit and reimbursement programs such as the Targeted Jobs Tax Credit, which can provide up to a \$2,400 tax credit for hiring a person with a disability.

DORS Marketing and Employment Specialists are responsible for implementing JOBS NOW and other employment initiatives in local areas. They help determine the needs of the local business community, counselors and clients, and establish mutually supportive relationships which are beneficial to all. Marketing and Employment Specialists are not responsible for the placement of DORS clients -- that still remains vested with the counselors.

DORS also received a federal, \$477,186 planning grant for a joint project with the Department of Mental Health and Developmental Disabilities to provide real pay for real jobs performed by people previously considered unemployable. The result was a supported employment program which started just over a year ago in 29 sites across the state. Today, 250 severely disabled people have jobs, proving that regardless of the severity of their disabilities, they can be productive wage-earners in the private sector.

Research has shown that workers with disabilities are eager, efficient, reliable and extremely

loyal. For example, regarding on-the-job performance: In a study of 1,400 workers with disabilities at DuPont, the nation's 16th largest employer, 91 percent performed as well or better than co-workers on both job performance and attendance. Four national studies, including one at AT&T, found that workers with disabilities have a significantly better-than-average safety record. More than 80 percent of the companies in a U.S. Chamber of Commerce study reported a lower turnover rate among workers with disabilities than among other workers. More than 80 percent of the companies participating in a National Association of Manufacturing/U.S. Chamber of Commerce study incurred no special costs resulting from hiring workers with disabilities.



**Karen Wempen, Manager of MIS Administration and Operations for the Department of Rehabilitation Services (DORS), represents DORS on the IOICC governing board and the Technical Advisory Subcommittee. Here, she prepares for the regular monthly IOICC meeting as Henry Jackson, IOICC Chair, reviews the agenda.**

Getting people with disabilities into private sector jobs where they can make a real contribution, earn money, and be more independent makes economic sense for society. DORS Director Susan Suter explains: "These are disabled people who have been handicapped by society. They represent an untapped consumer market, people who without personal independence and a paying job are limited in their contributions to society."

To promote independence, Suter is willing to take risks with new programs and to approach the employer market as aggressively as any private sector competitor.

"The bottom line is to put our most important task in front of the public -- finding jobs for people with disabilities," she says. "Jobs buy options. Job training buys the option to work. Work buys the option of transportation. Transportation buys the option of living further away from the worksite in an accessible apartment or house. An accessible home buys independence, and independence buys human dignity."

DORS' participation on the IOICC provides a first step for many clients to identify the educational

occupational options available to them. With the assistance of the HORIZONS information system, they can more easily select a satisfying career path and seek appropriate training and education in

order to reach their vocational goals. But much work remains to be done. Many myths and misconceptions about hiring people with disabilities still exist, despite their proven track record.

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## Market Research From the IOICC/DCCA: It's Coordination That Can Provide You With a Real Bargain

*Chris Reynolds*



*Chris Reynolds has worked as a planner and research economist involved in Illinois job training and economic development programs since 1977. He is the former manager of Department of Commerce and Community Affairs (DCCA) Labor Market Information Office and currently serves as a Labor Market Information Specialist in DCCA's research office. He has represented DCCA on IOICC's governing board and subcommittees since 1980 and has served two terms as the chairperson of IOICC's Technical Advisory Subcommittee.*

Since 1977, the Department of Commerce and Community Affairs (DCCA) has leased from the Dun and Bradstreet Corporation (DUNS) statewide files of information on businesses in Illinois. During the recent ten-year period, use of this leased information has expanded and evolved, and now, through an arrangement with the Illinois Occupational Information Coordinating Committee (IOICC), DUNS marketing research is being made available to a wide range of users. The brand name for this information is DUNS Marketing Identifiers (DMI), and what makes the availability of this information worth writing about at length is that the IOICC/DCCA arrangement for providing services with DMI allows users to buy this information for a fraction of what it's worth. It's a bargain, and it's hoped that organizations who normally couldn't afford expensive DUNS Marketing Services can now put this information to good use. To help you decide if IOICC-provided DMI services might be of use to you, we would like to inform you of what this information is, how it can be used, the format that it is available in, and how you can obtain it for application.

DMI is probably the most widely used and recognized source of information in the private sector for marketing products to businesses. But the public sector has also been using it extensively for years.

Reportedly, DMI's biggest customer in the nation is the Federal Government. According to a survey recently completed by the State of Minnesota of the chief economic development agencies in each of the fifty states, close to half of the states (23) said they were using Dun and Bradstreet information. Clearly, public organizations are finding that they need to market or promote their programs and services to the business community to accomplish their goals. DCCA uses DMI on an almost daily basis to analyze the business community of Illinois and to market and promote its programs and services to the state's businesses. Over the past ten years, DCCA has been making DMI information available on a request basis to a wide variety of local economic development, job training, educational, and social service agencies. These agencies have been using the information locally in the same way that DCCA uses it at the statewide level. According to Dun and Bradstreet representatives, the present DCCA/IOICC provision of DMI services to local public organizations is unique to Illinois.

The provision of DMI and Labor Market Information (LMI) services to local users through the IOICC has only been operating since September, 1986. Before September, DCCA had provided these services first through University subgrantees and then with an in-house operation. These services have always been funded with federal job training funds. Over the past few years, the federal dollars available to support the provision of these services have all but completely dried up. In order to maintain these services and hopefully continue to expand and enhance them, the time had come to consider charging user service fees. Because of the IOICC's long and successful experience with the Horizons Career Information System, which has been partly supported by user service fees, and its key role in the coordination of the State's Labor Market Information Systems, DCCA sought the committee's involvement in the provision of DMI and LMI services. The provision of these services through the IOICC has worked remarkably well, with over 200 users receiving services to date (Mar. 1987). The costs

that have been associated with providing these services through the IOICC have been substantially lower than DCCA's previous arrangements for providing these services. This is good news for users, because the user service fee charged has only needed to be a cost recovery mechanism. The fee has and will remain low, because we have only needed to recover the information processing cost due to the low overall cost associated with providing the services through the IOICC.

In addition to the favorable cost factors associated with the IOICC delivery of LMI and DMI services, these services fit in well with the services the IOICC was already providing. In the range of LMI services that are available, the IOICC now is in a position to offer services to address the needs of most users. With the addition of the DCCA services, the IOICC can now provide data on historical and current industry and business establishment employment trends (DMI and County Business Patterns). They also can provide considerable population-related demographic data from the census and state administrative files. These services fit well into the range of information the IOICC provides on the supply and demand of labor in the State and its regions. Using the information available from the IOICC, a user can now identify historical, current, and projected trends of industry and business establishment employment to determine the demand for labor. They can also explore the demographic characteristics of population groups in the potential supply of labor with census and state administrative information. All of this information can provide solid background to primary occupational-related data sources like the IOICC's occupational supply and demand system. This system, known as the Occupational Information System (OIS), puts together many primary data sources on the supply and demand of labor, so informed planning decisions can be made based on labor trends and their impact on educational, job training, and economic development programs in the state and its regions. All this data now available from the IOICC can also have a significant impact on information provided individuals in the State through the Horizons Career Information System, so they can determine labor supply and demand trends that may affect their own career and job-related decisions.

By adding the DCCA, LMI, and DMI services to the existing IOICC services, especially in the case of DMI, we think a new dimension of services that can assist public organizations in implementation of their programs is now available through the IOICC. When planning goals and objectives are in place, if occupations or industries are targeted in any way, the DMI services can put these programs in direct contact with the businesses that may be potential beneficiaries of the programs. In the case of educational and job training programs, the DMI services can put clients and students in direct contact with potential employers.



**Scott Kimmel (third from left) is a planner with the Office of Illinois Governor James Thompson. He is an active participant on the IOICC and serves as a member of the Technical Advisory Subcommittee to the Committee. Here, Mr. Kimmel presents a proposed draft of the Illinois Labor Market Information Plan while Chris Reynolds, DCCA, (second from left) and IOICC staff members listen.**

The DMI services now available through the IOICC, as mentioned earlier, are a result of a DCCA lease with the Dun and Bradstreet Corporation. This lease has provided DCCA with, in some cases, quarterly files of Illinois businesses from November, 1977, to the present (A new file is due in June, 1987). These state-wide files, which over this ten-year period have ranged in size from around 230,000 businesses to 295,000 businesses, are drawn from DUNS' national file of businesses. DUNS nationally compiles and markets a variety of information on an extensive cross-sectional group of around 8.8 million industrial and commercial establishments. Dun and Bradstreet's staff of over 2000 reporters/analysts gather information on the nation's businesses as part of its credit rating system. Information appears on businesses in the DMI files either because a business has requested a credit rating or the business is involved with other firms who have requested a credit rating on them. The performance of the reporting staff of Dun and Bradstreet can vary from region to region, but generally they are well-trained and experienced since they are on the job continuously. DUNS has a strong incentive to insure that the information contained in the file is accurate. It can be, and frequently is, sued if the information contained in the file is wrong. Efforts to keep their files accurate and timely are, of course, ongoing, and from year to year these efforts sometimes produce mixed results. But they do claim one of the most extensive centralized quality control systems in the industry to monitor each report filed by their reporters/analysts prior to entering the report into the data file.

The DMI information, as noted earlier, is a by-product of Dun and Bradstreet's credit rating service. DUNS does seek the most complete record of businesses in the United States, but not all businesses presently in operation are reported in the DMI file. The DMI file for Illinois is not a census of



businesses; it's just a comprehensive sample. Because the DMI file can't be viewed as a complete enumeration of all businesses, employment and business establishment trends analysis using DCCA files back to 1977 should be supplemented with other sources of industrial employment trends data (county business patterns, current employment statistics, bureau economic analysis, etc.). The updating of the DMI files' content generally occurs only as a result of a request for a new credit rating. DMI does claim that they attempt to update the information on businesses in a more systematic manner (every 9 months). Each business information record on the file contains a record update date, so users can judge for themselves how well DUNS does at updating their file. The strong suit of the file is its potential direct mail uses, and DCCA experience has shown that the return rate on mailings is pretty much what DUNS claims it will be, which is as good as or better than anyone in the industry.

We suggest that other sources be consulted when using DMI information for trends analysis, but DMI does have some strengths compared to other data sources that may be useful to certain users. Generally it's recognized that many government-related data bases on businesses are limited in their coverage of small businesses. Based on our experience, this understatement of small businesses is not as significant on the DMI files. Small businesses are generally greater credit risks, and the DUNS credit system is more likely to account for these businesses. The DMI file also includes businesses which have no paid employees, unlike many government data sources. Coverage by industrial sectors on the file varies from sector to sector, with manufacturing being quite good and service-related sectors generally lower. The file is not reliable with regard to private not-for-profit and public organizations; these organizations have no need for a private sector credit rating in many cases. Also, information about branch operations of multi-unit companies may be missing or incomplete because of its secondary importance for the purposes of the credit rating process. Again as we have said earlier, the DMI file was never intended as a census, and like other comparable data sources, the file is not without common clerical and reporting errors. What the DMI file does provide is one of the most comprehensive and reliable sources of information on Illinois businesses, and if users are cognizant of the file's limitations, they should be pleased with results gained from their use of this resource.

So what are these services which we are claiming are such a bargain? For any given file, the DMI has a business name, mailing and physical location street address, a city name and code, zip code, county code, SMSA code, a primary standard industrial classification (SIC) code and up to six secondary SIC codes, a principal officer, an employment level, in some cases a sales volume, a status of the firm (headquarters, branch, single location), in some cases a year in which the firm began operation, a

date for which DUNS updated the information, and additional information that makes it possible to track the ownership of the business. When we merge files from two points in time, we can also identify businesses which have experienced employment changes and which have changed location within the state. We call analysis done with merged files the components-of-change services. As one might imagine, with this much information on each business, the possibilities for selecting certain types of business are endless. Using primarily geography, SIC code (type of business), employment level or employment change, and status of the business (branch, headquarters, single location), users come up with infinite combinations of criteria for selecting the businesses they want to reach. DCCA and IOICC analysts can inform the users of possible options for selecting the right combination of criteria that will give them the number of businesses necessary to accomplish a given objective and provide assistance in deciding what format will best facilitate the use of the needed information. The information can be on hard copy listings displaying almost all of the information on each business in the file on two lines of the listing. The information can be put on a variety of mailing label formats (pressure sensitive, cheshire, etc.). Both the listings and labels can be sorted or arranged in a variety of ways designed to meet a user's need (by geography, SIC, employment size, etc.). A wide range of hard copy tabular formats can also be provided to assist in any analysis or research on trends between 1977 and the present. Information can also be provided in machine-readable forms like mainframe magnetic tape or floppy diskette. IOICC can be flexible on all these formats, based on what a user needs.



**John Taylor (center) is Chief, Office of Policy Development and Planning for the Department of Commerce and Community Affairs, and represents the Illinois Job Training Coordinating Council on IOICC. Here, he participates in the monthly IOICC meeting as Dick McKenzie and Louise Smith, IOICC staff members, present a projects progress report.**

So why are these services such a bargain? According to DUNS' representative, there is a two-thousand-dollar minimum on an order from Dun

and Bradstreet directly. In comparison, the vast majority of users of the IOICC services pay twenty-five dollars plus postage. Hard copy products are priced at \$25 per 15,000 businesses provided. Prices on machine-readable products are a fraction of DCCA's highly discounted cost (because DCCA leases so much information every year); the majority of users will pay about six cents per business. There are setup and diskette/tape fees in some cases

depending on what's requested in a machine-readable format. Clearly Dun and Bradstreet, by allowing IOICC to provide these services, is giving public and not-for-profit organizations a unique opportunity to utilize their information. Individuals or organizations who wish to utilize these services should contact the IOICC office in Springfield. It really is a bargain.

## **Occupational and Career Information Group Holds National Conference in Portland**

More than 350 experts in labor market, occupational, and career information from across the country attended a national conference in Portland, Ore., July 27-30, 1987, at the Red Lion Inn/Jantzen Beach. It was the Tenth Annual Conference of the National Occupational Information Coordinating Committee (NOICC) and its counterpart State Occupational Information Coordinating Committees (SOICCs).

The conference included sessions on Career Information and At-Risk Populations, Jobs in the Year 2000, Federal Initiatives and Career Guidance Programs, Critical Issues in Career Guidance and Career Choice Isn't What It Used to Be.

Conference speakers included NOICC Executive Director Juliette Noone Lester; Ronald Kutscher, Associate Commissioner, Bureau of Labor Statistics; Dr. Bruce McKinlay, Executive Director of the National Career Information System, Eugene, Ore.; and Judith M. Garcia, Teacher in Space Project, NASA Headquarters, Washington, DC. Dr. H. B. Gelatt, a career development expert, gave the keynote address - "Career Choice Isn't What It Used to Be."

Twenty-four commercial vendors displayed their equipment, products and services during the conference, including computer systems and printed materials. These companies included Careers, Inc., American College Testing Program, Educational Testing Service, and Northwest Regional Educational Laboratory, among others.

The Tenth Annual NOICC/SOICC Conference was hosted by the Oregon Occupational Information Coordinating Committee, based in Salem and headed by Executive Director Nancy Hargis.

Through Federal interagency cooperation at the national level and interagency cooperation at the state and local level, the NOICC/SOICC Network is designed to ensure that current, relevant labor market information reaches those who make decisions about job-related programs and individuals who are making decisions about their careers.

Participants in the Portland conference representing the Illinois SOICC (IOICC) were staff members Jan Staggs, Sally Hawker, and Patti Cox, and agency representatives Karen Wempen, Department of Rehabilitation Services; Henry Jackson and Bob Malooley, Illinois Department of Employment Security; Scott Kimmel, Office of the Governor, and Ron Leathers, Eastern Illinois University.



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