# Labour Market Demand Exploration

**Potential approach for assessing new program labour demand**

We encourage applicants to assess labour market demand information for new microcredential proposals to better support their successful submission to the Ministry of Colleges and Universities (MCU) and / or external funding opportunities. Labour market demand is a heavily weighted criteria for MCU when it comes to new programs, and a key characteristic of OSAP-eligible microcredentials.

This assessment seeks to answer the questions:

* Is there demonstrated demand for jobs in this profession?
* What are the job prospects?

The MCU submission of a new program must include evidence that graduates of the program are needed in specifically identified fields (within academic, public and or private sectors), and include at least three occupations that graduates may be employed in. These occupations should be commensurate with the degree program level (bachelors; master’s, etc.) and tuition level (i.e., high fee programs usually correspond with high salary expectations).

For microcredentials, it is critical:

* to identify specific fields for which graduates of the program will be prepared
* to ensure that the granular competencies supported by the microcredential are aligned with competencies required in specific occupations.

It appears that eCampus Ontario’s [microcredential portal](https://microlearnontario.ca/) [link to: <https://microlearnontario.ca/>] now displays additional information for microcredentials in “hot” areas (i.e., areas experiencing job growth) based on the four-digit NOC code included with the application to MCU. (e.g., see the listing for [Data Science Institute - Visualization (part of Data Science Certificate)](https://microlearnontario.ca/item-details/#/721?k=data&itemTypes=13&sortCol=1)) [link to: <https://microlearnontario.ca/item-details/#/721?k=data&itemTypes=13&sortCol=1>]

**The approach:**

Based on key words reflecting employment you think potential graduates may pursue use the following websites to search related job profiles\*:

* [Canadian Government Job Bank](https://www.jobbank.gc.ca/career-planning/search-job-profile) [link to: <https://www.jobbank.gc.ca/career-planning/search-job-profile>] (e.g., [recreational therapist](https://www.jobbank.gc.ca/marketreport/summary-occupation/22768/22437) [link to: https://www.jobbank.gc.ca/marketreport/summary-occupation/22768/22437 ] or [exercise physiologist](https://www.jobbank.gc.ca/marketreport/summary-occupation/25163/22437) [link to: <https://www.jobbank.gc.ca/marketreport/summary-occupation/25163/22437>] or [information systems analysts and consultants](https://www.jobbank.gc.ca/marketreport/summary-occupation/22501/ON)[link to: <https://www.jobbank.gc.ca/marketreport/summary-occupation/22501/ON>])

As you look at the profiles, look at the information provided and assess them for the following:

1. What level credential is required for employment - does it match the microcredential you are proposing (i.e., if you are proposing an open enrolment microcredential, can the targeted skills and competencies be developed starting from the pre-requisite knowledge a general audience could be expected to possess?)
2. Look at the prospects. What you want is to show evidence that prospects are looking good for that job profile (i.e., competitive salary, high number of jobs).
3. For positions at the right level with high prospects, look at the skills page - that should inform the design of your program (e.g., if skills include collaboration, project management, etc., support for developing those skills should be embedded somewhere in the curriculum). For microcredentials, remember that a single short-duration offering can support only a limited number of specific competencies.

**\*Additional resources that may be of interest (including beyond Canada):**

* [Ontario Job Bank](https://www.services.labour.gov.on.ca/labourmarket-ui/search) [link to: <https://www.services.labour.gov.on.ca/labourmarket-ui/search>]
* Labour Market Information Council’s [job trends dashboard](https://lmic-cimt.ca/data-dashboards/canadian-job-trends-dashboard/)[link to: https://lmic-cimt.ca/data-dashboards/canadian-job-trends-dashboard/]. Note that the dashboard categorizes areas with projected four-digit [National Occupational Classification Codes](https://noc.esdc.gc.ca/Home/Welcome/4d655901c5a8499d8af705bb2a3aee03?GoCTemplateCulture=en-CA) (NOC) [link to: https://noc.esdc.gc.ca/Home/Welcome/4d655901c5a8499d8af705bb2a3aee03?GoCTemplateCulture=en-CA].
* [O\*NET OnLine](https://www.onetonline.org/) [link to: https://www.onetonline.org/]. This is a US data source to include as U of T graduates may well work in the US.
* Relevant industry or trade organizations might publish annual reports on the state of the industry, including areas/regions of growth and or supply and demand forecast models. These could be particularly helpful in newer areas of program focus.