



# SOURCING AND ALIGNING SKILL SETS USING EMPLOYER DATA

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# MIDWEST CENTER FOR IT

Consortium of 10 Community Colleges in Nebraska, Iowa, North and South Dakota and the AIM Institute (an Omaha not-for-profit)



# THE AIM INSTITUTE


- Lead Organization for Midwest Center for IT
- Regional Not-for-Profit based in Omaha
- Mission is to leverage IT for individual, community and business growth



# AIM'S OUTREACH

- Conducts research on workforce and IT pipeline trends
- Over 2000 youth with technology and college prep programs
- Hosts Infotec, an annual national IT conference
- Hosts a series of IT trainings for educators and business
- As a part of this mission, Careerlink.com was established in 1995



 AIM | **careerlink**

JOB SEEKER   EMPLOYER   STUDENT   EDUCATOR   ENTREPRENEUR   LOGIN...   SIGN-UP...


Job Seeker | Browse Jobs by Employer



Browsing 1,645 Employers in Omaha, NE [Browse Jobs by Career](#)


Location:


Show only employers with postings...


Show alphabetical listing of employers...


  
Baldwin Hackett & Meeks, Inc.  
Your Business. Your Software. Your Way.


  
  
Black Hills Corporation


  
On a mission


  
A Berkshire Hathaway Company


  
ATTORNEYS AT LAW


  
CenturyLink™


  
CRI


  
COMPLETE Industries Inc.


  
ConAgra Foods  
Food you love


  
COX.


  
Creighton UNIVERSITY


  
CSG INTERNATIONAL


  
IS  
Diversified Solutions


  
DOT COMM  
DOUGLAS COUNTY TECHNOLOGY COMMISSION


  
First Data.  
beyond the transaction


  
First National Bank  
One with You.™


  
Google


  
Great Western Bank  
Making Life Great


  
GREATER OMAHA CHAMBER


  
HDR


  
HEMPHILL STAFFING SOLUTIONS


  
INTRINIUM NETWORKS/IT SECURITY


  
ITT Technical Institute ITT


  
jelecocos  
The power of technology partnership.


  
Kiewit


  
LEAS TEAM


  
Lincoln Financial Group™


  
MEDICO GROUP


  
Millard Refrigerated Services


  
Mutual of Omaha

  
OFFICE PRIDE  
Commercial Cleaning Services

  
OPPD  
Omaha Public Power District

  
Physicians Mutual™

  
PLANET Group Inc.

  
proKarma  
Processing by Innovation



# CAREERLINK

Regions largest online job resource with:

- 2,650 employers in the region
- 7,500 jobs at any given time in the region
- 225,000 user sessions per week
- Jobs are 85% within our service region: NE, IA, ND, SD



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## Welcome


### Browse Jobs

- ▶ Browse Jobs by **Career**
- ▶ Browse Jobs by **Employer**
- ▶ Browse Jobs by **Geography**
- ▶ Browse Jobs by **Industry**

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- ▶ Upcoming **Career Fairs**

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 **AIM | careerlinkvideo**

- ▶ Browse **CareerlinkVideo** Jobs

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- ▶ Need help navigating this site?

### Search Jobs

[Helpful Search Tips](#)   

Keyword(s)

Location

Employer

Industry

Date Posted

Sort By


Use the checkboxes below to limit search results to a specific type of job...

<input type="checkbox"/> Part-time	<input type="checkbox"/> Internship	<input type="checkbox"/> Volunteer	<input type="checkbox"/> Temp
<input type="checkbox"/> Entry Level	<input type="checkbox"/> Contract	<input type="checkbox"/> Seasonal	<input type="checkbox"/> Telecommute

#### Quick Searches for Jobs in your location

▶ Information Technology Jobs	▶ Executive Jobs	▶ Accounting Jobs
▶ Nursing: RN Jobs	▶ Nursing: LPN & CNA Jobs	▶ Sales Jobs
▶ Marketing Jobs	▶ Human Resources Jobs	▶ Clerical Jobs
▶ Part Time Jobs	▶ Customer Service Jobs	▶ Managerial Jobs
▶ Contract / Consulting Jobs	▶ Internships	

### Featured Employers

[View All Featured Employers](#) 



## CAREERLINK ALLOWS OUR CENTER TO:

- Make stronger connections with students and industry
- Situate learning in the larger context of industry needs and regional employment
- Allow for longitudinal tracking of students to determine the impact of the scenarios on students





## Skills

Required fields are displayed with a red asterisk (\*).

[Click for instructions...](#)

### Skills

- Teambox
- Tungle.Me
- ☐ IT - Data Communications / Networking
  - Cisco
  - **Combined Information Data Network Exchange (CIDNE)**
  - Data Communications / Networking
  - Data Infrastructure
  - Data Network Design
  - Fiber Distributed Data Interface (FDDI)
  - HP Procurve
  - IGRP/EIGRP
  - Interior Gateway Protocol (IGP)
  - **LAN/WAN**
  - Messaging
  - **Multicast Border Gateway Protocol (MBGP)**
  - Network Infrastructure

### Selected Skills

- **LAN/WAN**
- **Multicast Border Gateway Protocol (MBGP)**
- **Private IP**
- **TCP/IP**
- **VOIP**
- **Combined Information Data Network Exchange (CIDNE)**



# SKILLS

Because employers choose skills and certifications that they want when they post jobs, Careerlink also gives us great information on the skills that are in demand in our region.



# RESEARCH QUESTIONS

- What were the top IT job skills in Careerlink job postings over the past year?
- How do these IT job skills vary by industry, such as IT vs. manufacturing / distribution?
- How do these IT job skills vary by company size?
- How do the Careerlink IT job skill trends compare to national data?



# METHODOLOGY

- Reviewed all job postings in Careerlink over the past year (July 17, 2012 – July 17, 2013)
- Specifically looked at job postings that identify IT skills and certifications
- Analyzed results by industry and company size



# RESEARCH STRENGTHS & LIMITATIONS

- Strengths

- Real-time, up-to-date information on job openings and IT skill trends
- Enables the development and tweaking of occupational/educational programs to match job market needs
- No duplicates; each job is unique
- Ability to view job skills by a variety of factors including industry, company size, location, job title, etc

- Limitations

- Not all job openings are listed on Careerlink
- Some job openings have incomplete information about desired skills



# DESCRIPTIVE STATISTICS

Jobs posted on Careerlink in the past year	233,069
Jobs with defined IT skills	15,327
IT skills associated with those jobs	122,467
Companies	827
Job titles	3,213
Industries	58

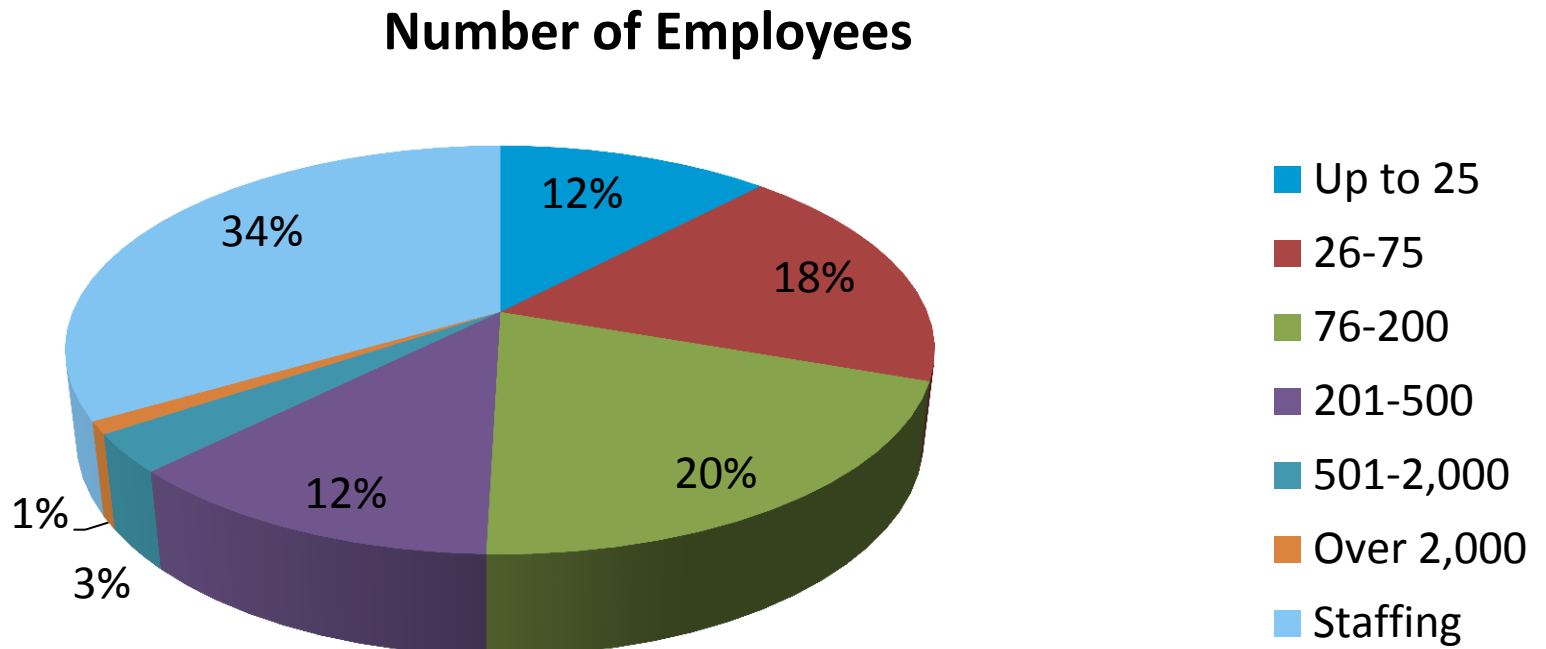


# MOST REPRESENTED JOB TITLES

- Software Developer
- Database Administrator
- .NET Administrator
- .NET Developer
- Java Software Engineer
- Web Developer



# COMPANY SIZE







# MOST REPRESENTED INDUSTRIES

- Information Technology
- Financial Services
- Human Services
- Healthcare / Wellness / Fitness
- Manufacturing / Distribution
- Staffing



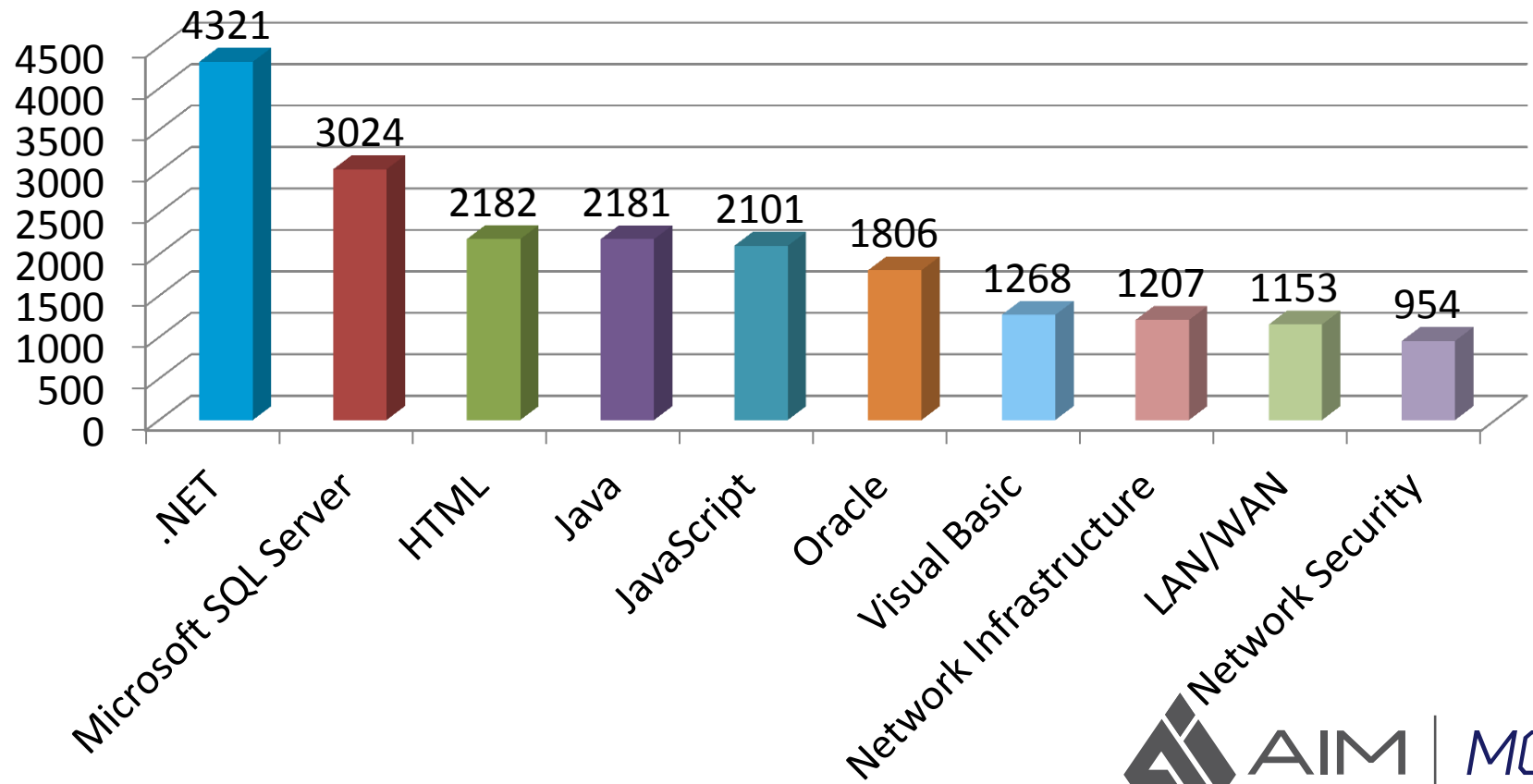
# RESEARCH QUESTION #1

What were the top IT job skills in Careerlink postings over the past year?





# TOP IT JOB SKILLS





# GENERAL SKILLS

## Microsoft

- Office
- Windows Desktop
- Access
- Project

## Adobe

- Acrobat
- Creative Suite
  - Photoshop
  - InDesign

## Apple Mac OS X

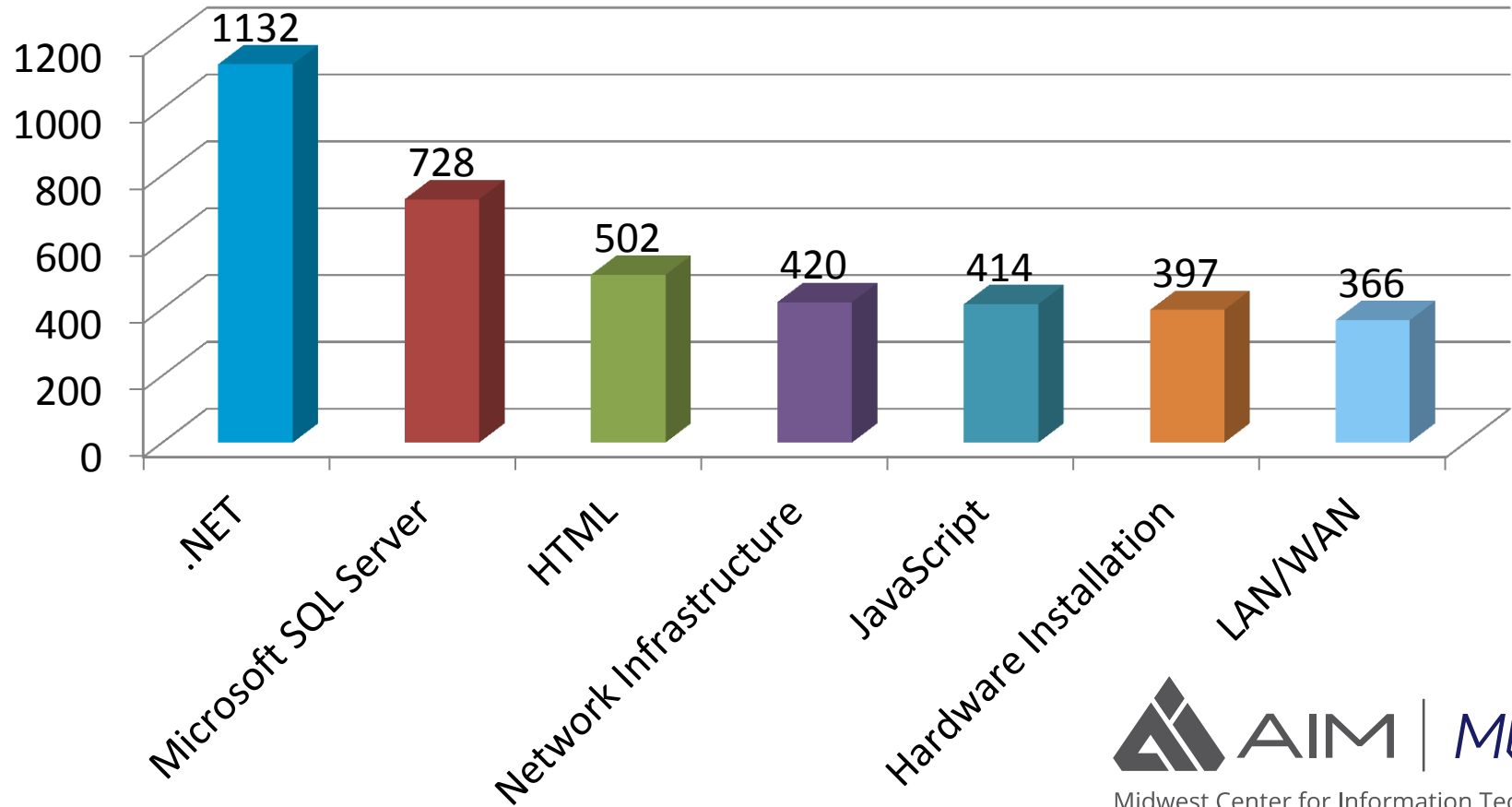


# RESEARCH QUESTION #2

How do IT job skills vary by industry, such as IT vs. manufacturing / distribution?

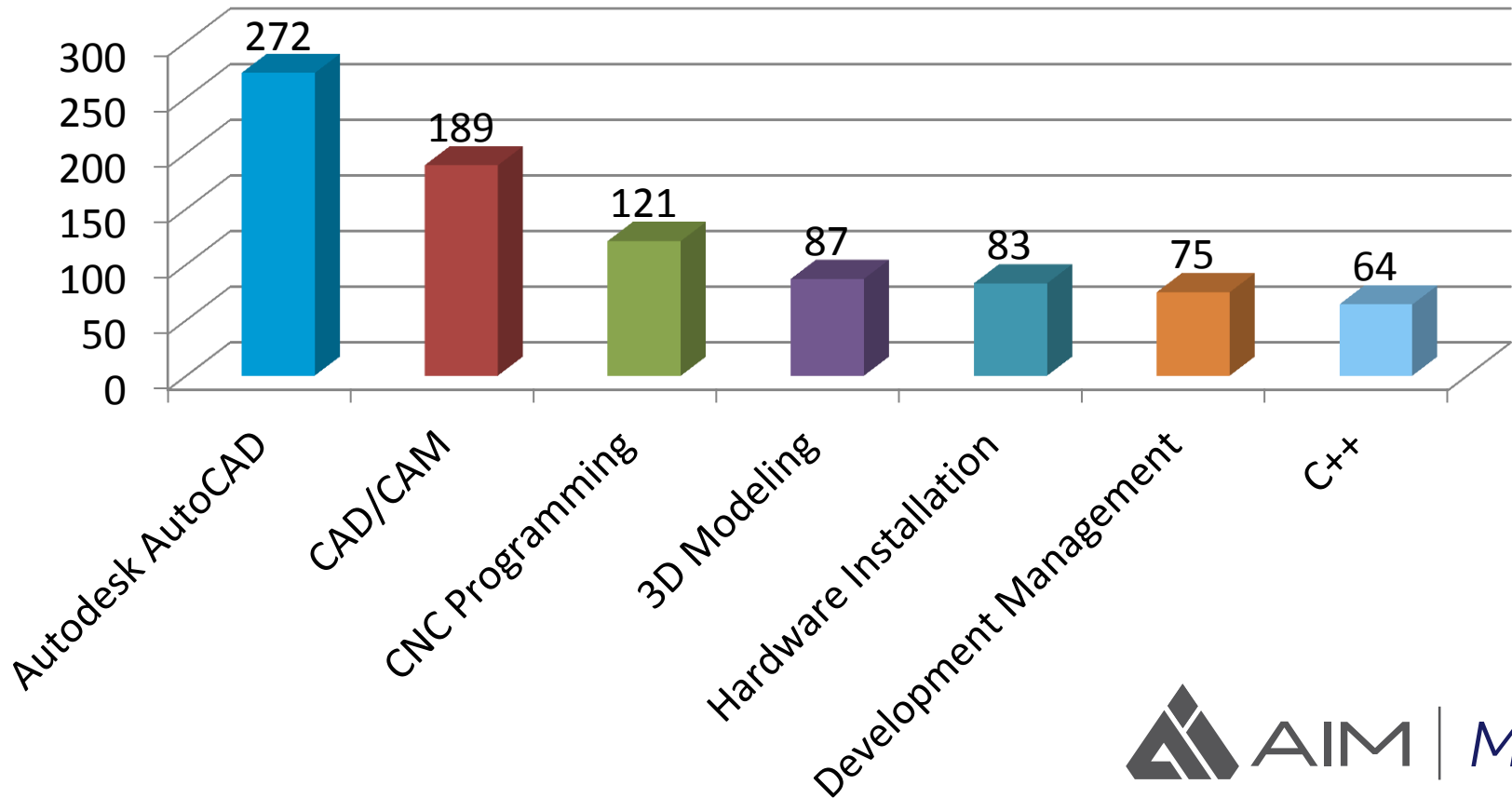


# TOP IT JOB SKILLS BY INDUSTRY: IT





# TOP IT JOB SKILLS BY INDUSTRY: MANUFACTURING & DISTRIBUTION





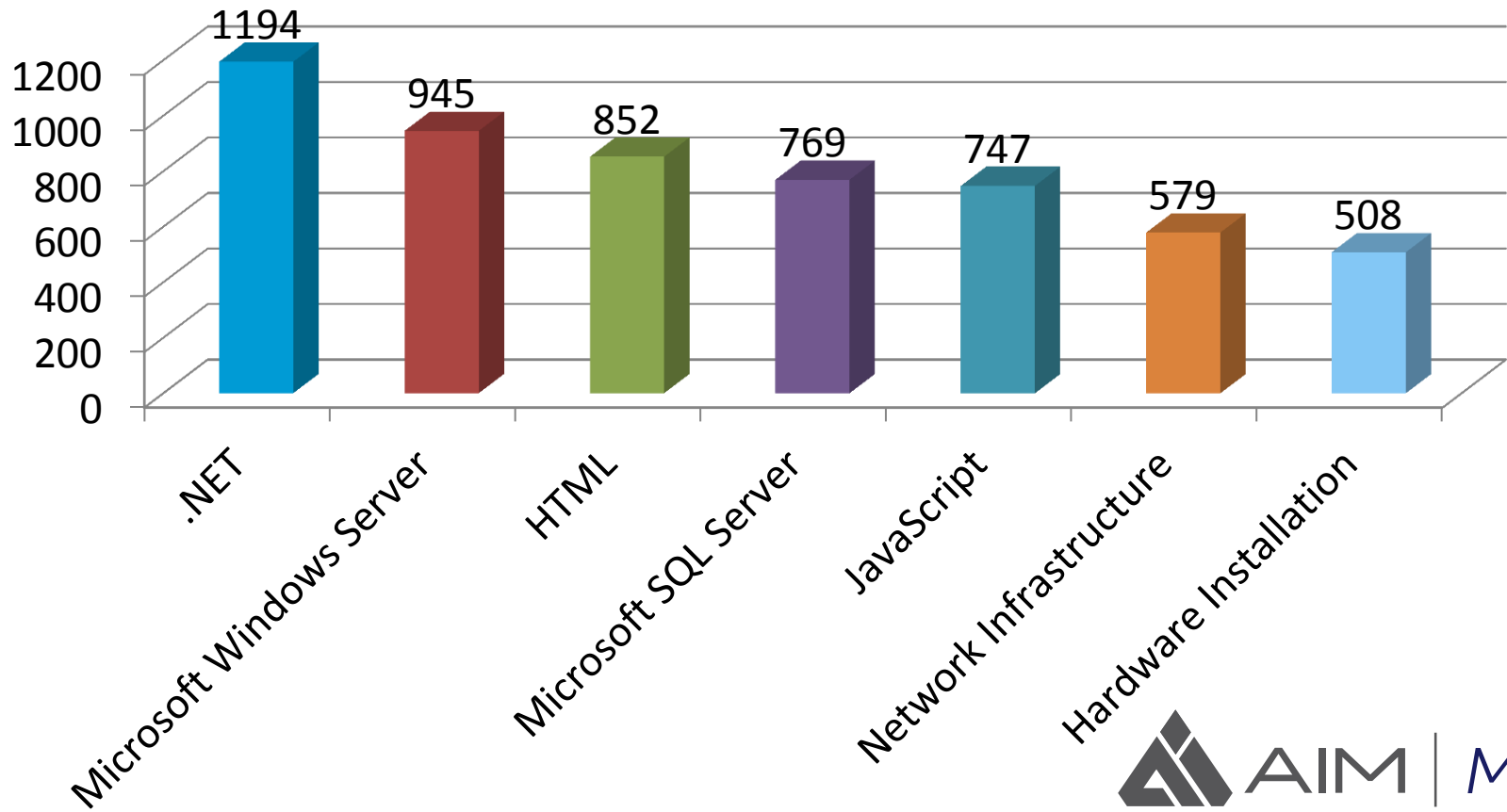


# RESEARCH QUESTION #3

How do IT job skills vary by company size?

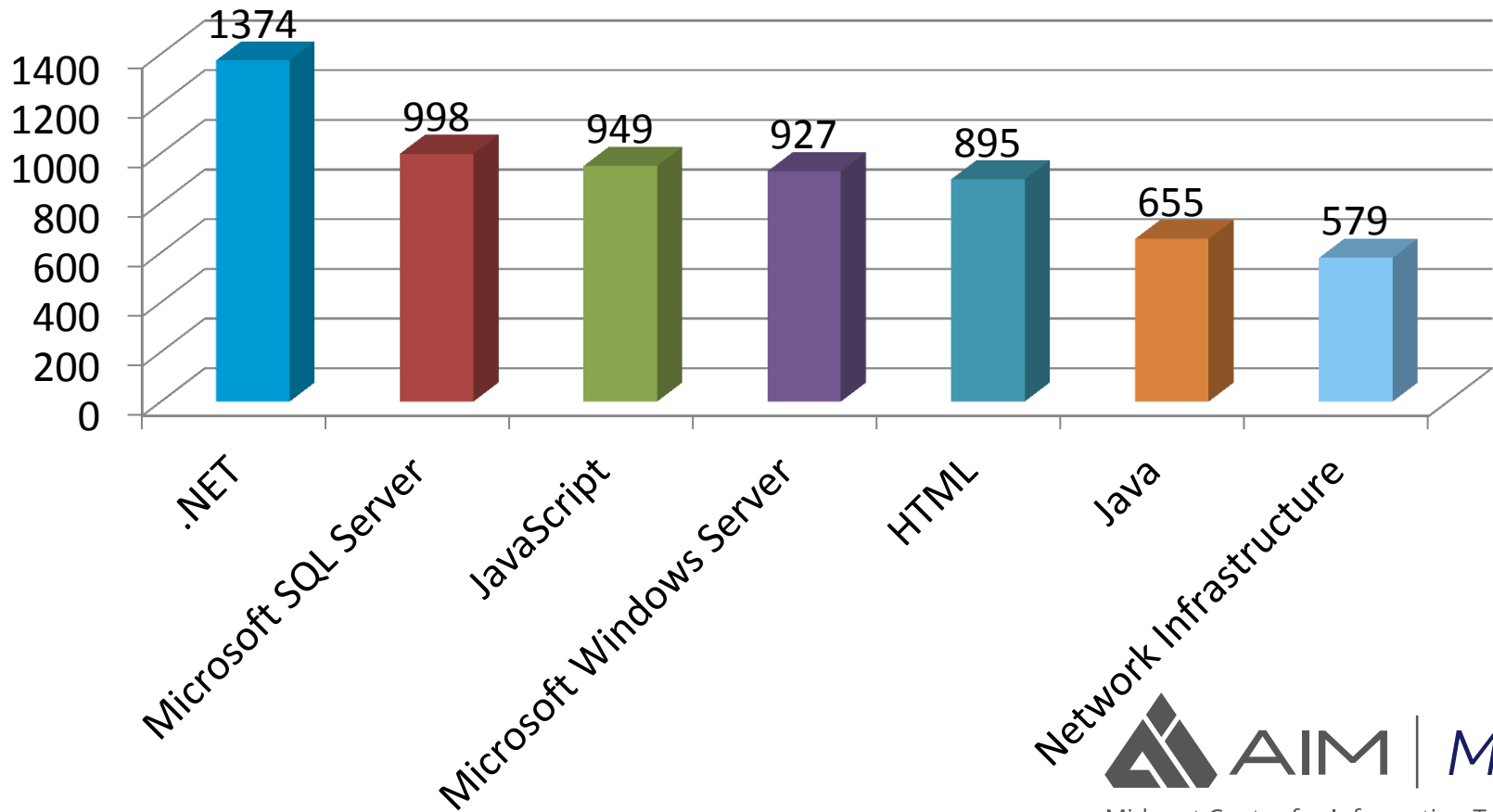


# TOP IT JOB SKILLS BY COMPANY SIZE: UP TO 200 EMPLOYEES



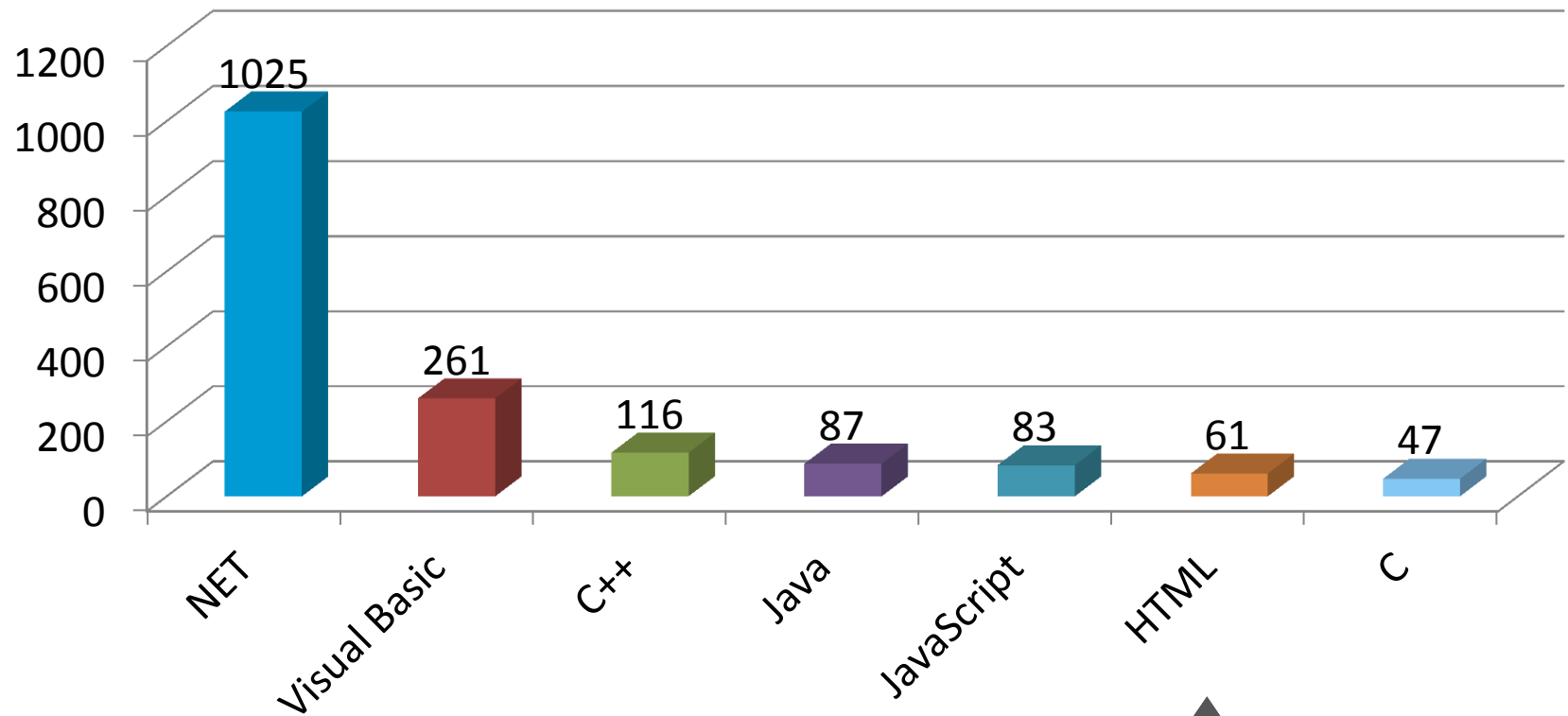


# TOP IT JOB SKILLS BY COMPANY SIZE: 200-2,000 EMPLOYEES





# TOP IT JOB SKILLS BY COMPANY SIZE: OVER 2,000 EMPLOYEES





# RESEARCH QUESTION #4

How do the Careerlink top IT job skills compare to national IT job trends?



# COMPARISONS TO NATIONAL DATA

## Top IT Skill Priorities

- Network / Infrastructure
- Server / Data Center Management
- Storage / Data Backup
- Cybersecurity
- Source: CompTIA's *"State of the IT Skills Gap"* (2012)



# COMPARISONS TO NATIONAL DATA

## Top 5 In-Demand Skills for IT Jobs

- Security Infrastructure
- Cloud, SaaS
- Virtualization
- Big Data
- Networking
- Source: TechNewsWorld (2013)



# COMPARISONS TO NATIONAL DATA

## Top Tech Trends Affecting Job Projections

- Mobile Technology
- Business Analytics
- Cloud Computing
- Social Business
- Source: IBM's "*Tech Trends Report*" (2012)





## NEXT STEPS

- Create customized, on demand reporting for each of the community colleges we serve
- Create a means to track trending skills, so that our schools can prepare ahead of time for the next new thing
- Analyze how this data source differs and complements traditional labor-market information
- Strengthen the alignment of skills and educational opportunities for the public



# USING CAREERLINK TO SHOWCASE:


**Skills**  
to  
**Jobs**  
To  
**Educational Opportunities**



**Job Opening | HDR, Inc.**

HDR, Inc.

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EMPLOYER PROFILE

VIEW POSITIONS

EMPLOYER WEBSITE

Senior Traffic Designer

Printer-friendly version

SHARE

Details

Located In: Papillion, NE

Zipcode: 68133

Date Posted: June 7, 2013

Requisition: 131881

Function: CADD Technician

Job Type: Full-time Employee

Occupational Category: 17-3013.00 Mechanical Drafters

→ Apply for this Job

Skills

Careers

Courses

This job involves the following skillset:

- Construction / Architecture / Engineering - Software
  - CAD/CAM
- IT - CAD/CAM
  - CAMWorks
- IT - Programming / Analysis / Design
  - Analyst
  - Programming / Analysis / Design

Description




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EMPLOYER PROFILE VIEW POSITIONS EMPLOYEE WEBSITE

Senior Traffic Designer

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Skills Careers Courses

Educational opportunities that relate to this job:

- [Metropolitan Community College : Computer Occupational Technology](#)
- [Northeast Community College : Computer Classes](#)

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Lo, J.; Wylde, C.; Hupfer, S. (2012). *The 2012 IBM tech trends report*. Armonk, NY: IBM.

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[www.technewsworld.com/story/77549.com](http://www.technewsworld.com/story/77549.com)



# QUESTIONS?

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