



## **Understanding Labor Market Economies: Basic and Applied Training (Up to 3 Days)**

*March 23 – 25, 2010*

*Kansas City, MO / Kansas City Marriott Country Club Plaza*

### **Day 1 An Overview of Regional Economic and Workforce Data**

The purpose of this one-day session is to provide analysts with an overview of the various available data sources to conduct analyses that support state and regional economic or workforce strategies. This program provides insights into key workforce data programs followed by an overview of key economic and demographic data resources.

Key session topics during this training module include:

- Workforce Data Sources and Programs
  - Review of key workforce information terms and concepts
  - Review of industry and occupational data sources and data structure
  - Examination of key analytic tools (including O\*NET )
- Regional Economic and Demographic Data
  - Federal statistical sources for economic and demographic data
  - State and regional economic data and their uses
  - Key demographic data tools (including American Community Survey)
- Data integration efforts (including overview of ETA Community Economic Hot Reports)

### **Day 2 Introduction to Basic Analysis Methods for Understanding Your Regional Economy**

The purpose of this one-day session is to provide the foundations for understanding how regional economies function and to describe the key principles driving economic growth. The session will provide analysts with basic regional economic theories and the skills required to analyze regional drivers that most greatly influence economic growth and new job development.

Key session topics during this training module include:

- Applied statistics refresher for conducting regional economic and labor market analysis
- Applying economic base theory to regional economies
- Calculating and using location quotients
- Conducting a shift-share analysis

### **Day 3 Analyzing and Presenting Workforce Data for Policymakers**

The purpose of this session is to apply key analytic skills to practical, real-world questions that policymakers and practitioners encounter. The session will offer practical tips for experienced analysts on techniques to document your region's labor shed to identify good-paying jobs and the skills they require. The session will also explore techniques for communicating regional economic analysis effectively to policy leaders and practitioners.

Key session topics during this training module include:

- Selecting appropriate data sources, including "real time" and proprietary data
- Examining key labor market characteristics that policymakers value
- Communication tips - for the web, policy briefs, and oral presentations
- Practical exercises in presenting to policymakers and practitioners

<i>Early Registration</i>	<b>1 day / module</b>	<b>2 days / modules</b>	<b>3 days / modules</b>
<b>Member rates</b>	\$375	\$675	\$900
<b>Non-member rates</b>	\$525	\$825	\$1,050
 <i>After March 9, 2010</i>			
<b>Member rates</b>	\$425	\$725	\$950
<b>Non-member rates</b>	\$575	\$875	\$1,100

*\*Please ensure with your LMI Administrator that your state has renewed its membership.*



THE COUNCIL FOR COMMUNITY  
AND ECONOMIC RESEARCH



## **C2ER Annual Conference + LMI Forum**

### **Applications of Local Employment Dynamics in the Green Economy**

*May 18, 2010*

*Washington, DC / Omni-Shoreham*

Working together, the state Labor Market Information agencies and the Census Bureau have developed a very useful tool for analyzing the local workforce. The Local Employment Dynamics (LED) program combines data already available from LMI and Census to provide information about local labor market conditions and the demographics of the workforce. This session is designed to provide you with insights on what data is currently available and what's coming up, as well as advice on how you can use it in your own research work. Specifically, this session will focus on areas that this tool can be used to analyze emerging areas of the green economy.

#### *Early Registration*

**Member rates** \$250

**Non-member rates** \$325

#### *After May 1, 2010*

**Member rates** \$300

**Non-member rates** \$375

## How Cool is Your City? Measuring Quality of Life

*May 19, 2010 / 8:30 a.m. – noon*

*May 20, 2010 / 1 – 5 p.m.*

*Washington, DC / Omni-Shoreham*

Experts agree that “Quality of Life” is critical to your city’s ability to retain and attract mobile, knowledge workers. But...

- How do you quantify it and measure quality of life?
- How do use quality of life measures to shape and sharpen a civic agenda?
- How do you become the “go-to” resource in your community when employers are seeking to attract and keep an educated, younger workforce?

During multiple sessions held over a two-day period, “Cool School” participants will:

- Gain insights about seven quality of life indexes that make a city attractive to next gen workers
- See your city’s data in each index, so you can calculate your city’s scores
- Understand techniques to help you tell a story about quality of life in your community, and how to use a “handprint” to shape and sharpen a civic agenda
- Participate in hands-on experiences in Washington to help translate the metrics into real-life experiences you can use in your own cities

All sessions will be facilitated by Rebecca Ryan of Next Generation Consulting, the firm that creates the “Next Cities™” rankings in the United States and Canada. The Research and Data Lab session (Session 1) are planned for Wednesday, May 19 from 8:30 to 12:00 noon. The Learning Lab (Session 2) will be held off-site on Thursday, May 20 from 1:00 to 5:00 p.m.

### *Early Registration*

**Member rates** \$250

**Non-member rates** \$325

### *After May 1, 2010*

**Member rates** \$300

**Non-member rates** \$375



## **Data-Driven Economic Development Techniques**

*September 13 – 17, 2010*

*Arlington, VA | C2ER Offices*

### **Day 1 An Overview of Data Needs for Community Economic Researchers**

This session provides the basics about the critical data sources used to describe regional economies. Learn more about how to manage your community's data and be prepared with the data that businesses need most in making economic and workforce investments.

### **Day 2 The Basics of Economic Impact Analysis**

This session introduces key concepts related to regional economic input-output framework. Participants learn about relevant commercially available software and how to apply them in conducting economic impact studies.

### **Day 3 Fiscal Impact Analysis**

This course provides the basics of conducting cost-benefit analysis. Participants learn how to structure and undertake cost-benefit studies to better understand the fiscal consequences of a proposed project or policy.

### **Day 4 Conducting Competitive Market Intelligence**

This session provides participants with the tools necessary to collect information about prospects and client companies. The session will prepare participants to better pre-qualify leads to make their economic development efforts more efficient and effective.

### **Day 5 Managing Relational Databases for the Web**

Make your website more powerful with relational databases. Organize your community profiles in more dynamic ways. This course will provide the basics of creating relational databases used in describing regional economies. You will learn how to create a relational database by using MS Access and MS SQL Server to manage your community's data most efficiently, and use Macromedia Dreamweaver to publish your database on the web without knowing any programming. You will also learn SQL script for querying and modifying data and managing your community's databases.

	<b>1 day / module</b>	<b>2 days / modules</b>	<b>3 days / modules</b>	<b>4 days / modules</b>	<b>5 days / modules</b>
<i>Early Registration</i>					
<b>Member rates</b>	\$375	\$675	\$900	\$1,075	\$1,200
<b>Non-member rates</b>	\$525	\$825	\$1,050	\$1,225	\$1,350
<i>Late Registration</i>					
<b>Member rates</b>	\$425	\$725	\$950	\$1,125	\$1,250
<b>Non-member rates</b>	\$575	\$875	\$1,100	\$1,275	\$1,400