As we look to the future, [technology can help individuals develop new skills and connect with new jobs, and] better help more people develop so-called middle skills...And we believe that new data tools such as LinkedIn’s Economic Graph can serve even more cities and states to help those in government match their worker training and economic development resources with the strongest opportunities in the market...We also believe that these issues represent the next frontier for innovation in public policy.

- Brad Smith
Our mission is to bring to life data insights and civic projects that help LinkedIn and others understand and address the future of the global workforce
Economic Graph Projects

1. **Economic Research:** Describing the global economy in ways no other company or government can, through the LinkedIn lens.

1. **Data Analytics:** Applying LinkedIn’s data and insights to help solve labor market challenges around the world.

1. **Civic Engagement:** Extending the reach of the Economic Graph beyond our core membership.
Workforce Report

The LinkedIn Workforce Report is a monthly report on employment trends in the US workforce

HIRING RATE
Is now a good time to look for a new job?

MIGRATION
Where are the best opportunities for me?

SKILLS
What skills do I need to learn to stay competitive?

Hiring on LinkedIn in the United States

Cities That New York Has Lost the Most Workers To

Most Abundant Skills in Atlanta

1. Computer Network and Network Administration
2. IT Infrastructure and System Management
3. Sales
4. Accounting
5. Management Consulting, Business Strategy and Analysis
6. Business Development and Relationship Management
7. Aviation
8. Music Production
9. Administrative and Office Management
10. HR Management
New York Tech Talent Pipeline

Guiding policy makers to make informed workforce investments
CIVIC ENGAGEMENT

Pilot projects to test new strategies to support workers

LinkedIn Cities

The team launched Training Finder, which allows middle-skill workers to surface vocational training programs, in partnership with the Markle Foundation.

InPloyment (UI Pilot)

The first pilot in the company’s history to assess the impact of LinkedIn products and training on re-employment outcomes was launched.

Project Gig

The team formed partnerships with companies to host events and assess how LinkedIn can best help workers in the growing gig economy.
LinkedIn Work in Colorado

Connecting workers, employers, educators, and policymakers to make better informed training and employment decisions.

Skillful 2.0 Partnership

Since LinkedIn launched with Skillful last spring they continue to be an essential partnership in the state of Colorado. Currently we are collaborating with Skillful Navigators and developing a Beyond Degrees Campaign.

Veterans Program for CyberSecurity Jobs

Provide skills data for the top cyber security occupations. Work with the University of Colorado — Colorado Springs to help inform their security programs’ curricula, and then register their students as LinkedIn members to follow their career pathways in cybersecurity.

Strengthen Partnerships for Employer-Educator

The goal of this pilot project is to better understand the connection between community college graduates and hiring employers. We are helping 100 college students complete their LinkedIn profiles and directly matching them with hiring employers in the healthcare field.
OPEN JOBS

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Retail &amp; Consumer Products</td>
<td>29%</td>
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<tr>
<td>Professional Services</td>
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<tr>
<td>Healthcare &amp; Pharma</td>
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<tr>
<td>Aero/Auto/Transport</td>
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<tr>
<td>Financial Services &amp; Insurance</td>
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<tr>
<td>Architecture &amp; Engineering</td>
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</table>
**SKILLS IN GREATEST SCARCITY**

- Healthcare Mgmt.
- Lean Manufacturing
- Education & Teaching
- Logistics & Supply Chain Mgmt.
- Microsoft Windows Systems
- Nursing
- HR Recruiting

**Skills gap index**
SKILLS IN GREATEST SCARCITY

- Health Information Management
- Electronic Medical Records
- Medical Records
- Medicaid
- Case Management
- ...
EMPLOYERS HIRING FOR THIS SKILL
1. Centura Health
2. Children’s Hospital Colorado
3. Denver Health
4. University of Colorado Health
5. Kaiser Permanente

SCHOOLS TEACHING THIS SKILL
1. Front Range Community College
2. Community College of Denver
3. Concorde Career College
4. Emily Griffith Technical College
5. Arapahoe Community College
Key learnings and public policy

Leverage Public/Private Collaboration to Build Workforce Development

Important to work with a coalition of stakeholders to advance workforce development solutions across local, state, and federal government.

Lift up best practices to maximize investments into effective solutions.

Examining and Capturing New Data for New Policies

Digital listing of all apprenticeships

National Standardized Employer Training Provider Lists for all states that may be shared to expand access to training programs

Workforce System Modernization

Best practices for workforce investment boards

UI modernization effort and reform to reduce waste, fraud and abuse

Promote evidence based learnings for UI claimants
Traditional

Employers

Government

Schools
Responsive

Employers

Schools

Government