



Understanding Labor Market Economies: Basic and Applied Training (Up to 5 Days)

February 22 – 26, 2010

Sacramento, CA / Sheraton Grand Sacramento

Day 1 Using Data to Drive Workforce and Economic Development Planning

The purpose of this one-day session is to provide analysts with an overview of the regional workforce and economic development planning process, with an emphasis on the role of alternative research approaches to support the planning process.

Key session topics during this training module include:

- Trends in economic and workforce development
- The role of regional leadership in framing the planning process and setting a research agenda
- An overview of alternative methods for analyzing regional economies, including economic base, sectoral/ cluster, innovation, and entrepreneurial
- Key tips for using data-driven inputs to guide an integrated workforce and economic development strategy selection process
- Managing implementation, including the Identification of evaluation measures

Day 2 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 3 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 4 Using Cluster Analysis Techniques to Analyze Your Local Economy

The purpose of this one-day session is to provide the basics skills required in conducting an industry cluster study. This approach explores industry cluster analysis as one alternative for understanding a region's competitive economic strengths. Analysts will better understand how regional economic characteristics link to larger regional, national, and global economic trends as well as how industry clustering can be used in selecting economic or workforce development targets in a regional economy.

Key session topics during this training module include:

- Defining industrial interdependence and the role of "clustering"
- Measuring industrial interdependence
- Benchmarking value chains, including tools to identify regional clusters
- Application of cluster analysis techniques to a specific regional economy

Day 5 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

Instructors:

- Kenneth Poole, Ph.D. - Center for Regional Economic Competitiveness
- Mark White, Ph.D. - Center for Regional Economic Competitiveness
- Ed Feser, Ph.D. - University of Illinois at Urbana-Champaign
- Terry Clower, Ph.D. - University of North Texas
- Drew Conrad, CEcD - University of Northern Iowa
- Dennis Reid - Bureau of Labor Statistics

<i>Early Registration</i>	1 day / module	2 days / modules	3 days / modules	4 days / modules	5 days / modules
Member rates	\$375	\$675	\$900	\$1,075	\$1,200
Non-member rates	\$525	\$825	\$1,050	\$1,225	\$1,350
<i>After February 8, 2010</i>					
Member rates	\$425	\$725	\$950	\$1,125	\$1,250
Non-member rates	\$575	\$875	\$1,100	\$1,275	\$1,400

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



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>	1 day / module	2 days / modules	3 days / modules
Member rates	\$375	\$675	\$900
Non-member rates	\$525	\$825	\$1,050
 <i>After March 9, 2010</i>			
Member rates	\$425	\$725	\$950
Non-member rates	\$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 17, 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.

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