

# Guidance for Providing Labour Market Demand

Institutions must provide satisfactory evidence of the labour market demand for people qualified in this vocation. Consider how many students you expect to graduate in determining demand.

If there is a professional or regulatory body that sets standards for this occupation, institutions must determine whether that body collects labour market demand information to inform their approval decisions. If not, the institution must provide evidence of labour market demand to the Private Career Colleges Branch as prescribed.

Evidence collected must be for the labour market in Alberta and students must be made aware of the labour market demand information for this program prior to enrolling in the program. Within the contract, students must sign that they have reviewed this information.

## Your Labour Market Demand Report should include:

- Completed Labour Market Demand Questionnaire
- Relevant Job Postings
- Labour Market Demand Data

## Labour Market Demand Questionnaire

Create a document and provide the answers to these questions:

1. What is the total number of job postings in Alberta for the relevant occupation?
2. What is the total number of job postings in the city or town where the instruction will take place?
3. Are the majority of job postings for part-time or full-time positions?
4. Considering your research and other similar licensed programs, please provide a rationale for why your program is needed.
5. Please provide a projection of student enrollment for each of the first three years of licensed program delivery.
6. How long do you estimate a graduate of your program will take to find a job? Why?
7. What are the problems or barriers that a graduate of your program will face when looking for a job? Why?

Save your answers as a PDF titled "Labour Market Demand Questionnaire."

## Relevant Job Postings

You will need to provide a number of job postings to support your evidence of labour market demand.

- If your program is delivered in 1 location: Provide 5 job postings from that location.
- If your program is delivered in multiple locations: Provide 3 job postings per location.
- If your program is delivered 100% online: Provide 21 job postings from across Alberta.

## Tips for acceptable job postings:

- Match the specific jobs for graduates in the Program Information Form.
- Reflect full-time positions (30-40 hours a week).
- Require a diploma or post-secondary education (but not a degree).
- Do not require more than 2 years' experience.
- Entry level and not managerial.
- For programs delivered in person, the job is in the city where the college is located.
- For programs delivered online, the job is located within the province of Alberta.

You can search for job postings on any relevant source. We suggest:

- [Indeed](#)
- [LinkedIn](#)
- [Canada Job Bank](#)

Save each relevant job posting as a PDF. Links will not be accepted as they expire.

Once you have gathered all job postings required, merge the PDFs into a single document.

Save the PDF as “Relevant Job Postings.”

## Labour Market Demand Data

Labour market demand forecasting and research data can be found on several recommended government websites, including the following:

- [Canada Job Bank](#)
- [Alberta Occupational Outlook](#)
- [Alberta Regional Occupational Outlook](#)
- [NOC and Canadian Occupational Projection System](#)
- [Alberta Short Term Economic Forecast](#)
- [ALIS – Alberta Occupation Profiles](#)

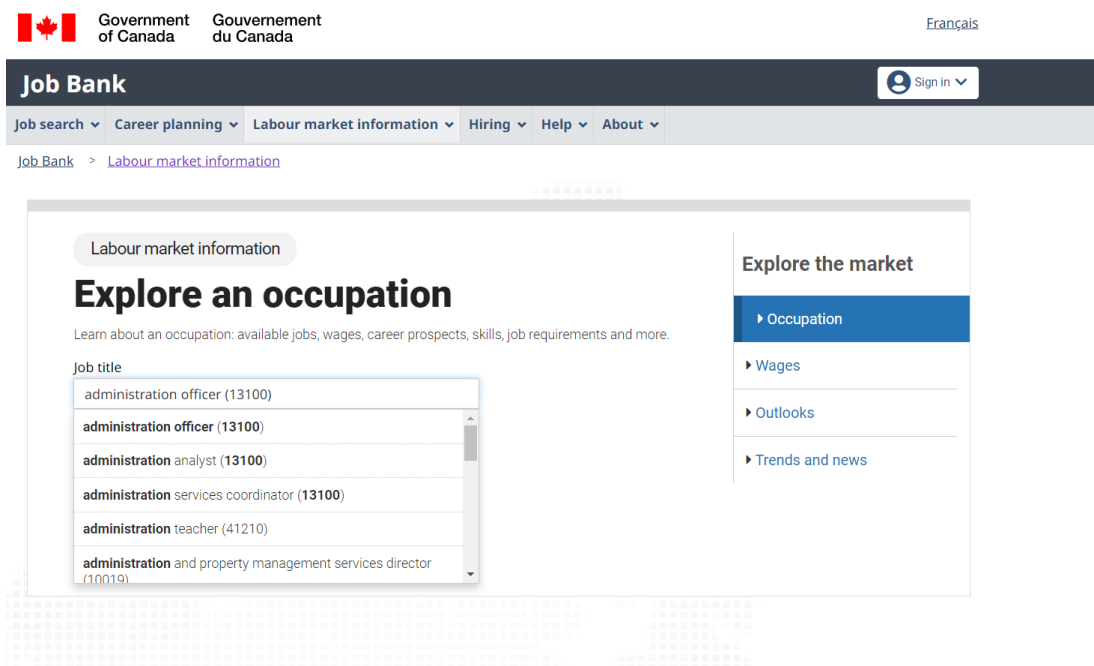
The examples below are intended to help you provide a thorough Labour Market overview using several of the sites listed above.

### Examples:

#### Canada Job Bank – Description

Provide the Canada Job Bank description for the occupation associated with your program.

1. Go to the [Canada Job Bank Explore an occupation - Job Bank](#).
2. In the job title search bar, enter the name of a relevant job title and click ‘search.’



Eg 1: Searching for "Administration Officer"

3. Select 'description' from the top row of tabs.

The screenshot shows the top navigation bar of the Government of Canada Job Bank website. The 'Job Bank' logo is on the left, and 'Sign in' is on the right. Below the logo, there are navigation tabs: 'Job search', 'Career planning', 'Labour market information', 'Hiring', 'Help', and 'About'. The 'Labour market information' tab is selected. Below the tabs, there is a breadcrumb trail: 'Job Bank > Labour market information'. The main heading is 'Administrative Officer in Canada'. Below the heading, there is a row of tabs: 'Summary', 'Description', 'Wages', 'Prospects', 'Jobs', 'Requirements', 'Skills', and 'Search'. The 'Description' tab is selected.

Find out what work is like for an administrative officer in Canada. This work description is applicable to all Administrative officers (NOC 13100).

## Administrative officers

### Description

Administrative officers oversee and implement administrative procedures, establish work priorities, conduct analyses of administrative operations and coordinate acquisition of administrative services such as office space, supplies and security services. They are employed throughout the public and private sectors. Administrative officers who are supervisors are included in this unit group.

*Eg 2: Description of Administrative Officer*

4. Save the entire page as a PDF and title it "Canada Job Bank Description" (print -> print to PDF).
5. Keep the job bank web page open to complete the next section.

## Canada Job Bank – Opportunity Summary

Provide the Canada Job Bank opportunity summary for the occupation your program prepares graduates for.

1. Switch to 'Prospects' in the top row of tabs.
2. Scroll down and select 'Alberta' to get the provincial breakdown of job prospects.

The screenshot shows the 'Administrative Officer in Alberta' job prospects page. The 'Prospects' tab is selected in the top row of tabs. Below the tabs, there is a breadcrumb trail: 'Job Bank > Labour market information'. The main heading is 'Administrative Officer in Alberta'. Below the heading, there is a row of tabs: 'Summary', 'Description', 'Wages', 'Prospects', 'Jobs', 'Requirements', 'Skills', and 'Search'. The 'Prospects' tab is selected. Below the tabs, there is a section titled 'Job opportunities in Alberta'. A note states: 'Note: These outlooks are based on the 2016 version of the National Occupational Classification (NOC). Learn more about our methodology.' Below the note, there is a section titled 'Prospects over the next 3 years'. A box shows a rating of three stars and the word 'Moderate'. Below the box, there is a paragraph: 'The employment outlook will be moderate for Administrative officers (NOC 1221) in Alberta for the 2022-2024 period. The following factors contributed to this outlook:'. Below the paragraph, there is a list of factors: 'Employment growth will lead to a moderate number of new positions.', 'Several positions will become available due to retirements.', and 'There are several unemployed workers with recent experience in this occupation.'

*Eg 3: Opportunity Summary for Administrative Officer*

3. Save the entire page as a PDF and title it "Canada Job Bank Opportunity Summary" (print -> print to PDF).

## Alberta Occupational Outlook

Provide the Alberta Occupational Outlook for the occupation your program prepares graduates for.

1. Go to the Alberta Occupational Outlook and download the most recent version of “Alberta’s occupational outlook, 2021-2030.”
2. Open the PDF and scroll down to the chart in Appendix C.
3. Take a screenshot of the chart header and paste it into your document.
4. In the PDF, use “CTRL+F” to search for the occupation name. The search results will indicate how many results there are.
5. Screenshot each section from your search until complete.
6. Paste the screenshots into a document with the header on the top so that the information aligns below.

Alberta Occupational Outlook: 2021 - 2030										
	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030

1241 Administrative assistants										
Net Change, Job Openings	2,119	1,725	1,322	1,195	1,228	1,291	1,331	1,318	1,302	1,282
Net Change, Job Seekers	1,915	1,640	1,431	1,363	1,353	1,403	1,425	1,426	1,417	1,429
Annual Imbalance	204	85	-109	-168	-125	-112	-94	-108	-115	-147
Cumulative Imbalance	204	289	180	12	-113	-225	-319	-427	-542	-689

*Eg 4: Administrative Assistant data aligned with header.*

7. Save the Document as “Alberta Occupational Outlook.”

## Alberta Regional Occupational Outlook

Provide the Alberta Regional Occupational Outlook for the occupation your program prepares graduates for.

\*\*\*If your course is delivered 100% online, you do not need regional data\*\*\*

1. Go to the [Alberta Open Government](#) webpage.
2. Search “Alberta occupational demand” + the name of your economic region (e.g., If your program is being delivered in Calgary, search “Alberta occupational demand Calgary.”
3. You should see a result called “Alberta occupational demand outlook at 3-digit NOC: Economic region” (e.g., If you searched for “Alberta occupational demand Calgary” you should see a result called “Alberta occupational demand outlook at 3-digit NOC: Calgary economic region”).
4. Click that result and download the most recent report available.
5. Take a screenshot of the chart header and paste it into your document.
6. Use “CTRL+F” to search for the occupation name. The search results will indicate how many results there are.
7. Take a screenshot of the first section of the search results, then move to the next result from the search.
8. Screenshot each section from your search until complete.
9. Paste the screenshots into a document with the header on the top so that the information aligns below.

**Alberta Occupational Demand Outlook at 3 Digit NOC, 2021 - 2025**  
**Calgary Economic region**

	2020	2021	2022	2023	2024	2025	Annual Average	Above/Below Annual Average
<b>Total Employment</b>	834,000	867,600	910,900	922,400	931,000	945,400		
<b>% Change</b>		4.0%	5.0%	1.3%	0.9%	1.5%	2.6%	
<b>% Share of total employment</b>		100.0%	100.0%	100.0%	100.0%	100.0%		
<b>124 Office administrative assistants - general, legal and medical</b>	15,000	15,500	16,400	16,300	17,000	17,300		
<b>% Change</b>							2.9%	Above
<b>% Share of total employment</b>		1.8%	1.8%	1.8%	1.8%	1.8%		

*Eg 5: Administrative Assistant data aligned with header.*

10. Save the document as “Alberta Regional Outlook.”