

# IN CONVERSATION WITH... WORKFORCE PLANNING ONTARIO



## FEATURED PROGRAM WORK TRENDS

### About Us

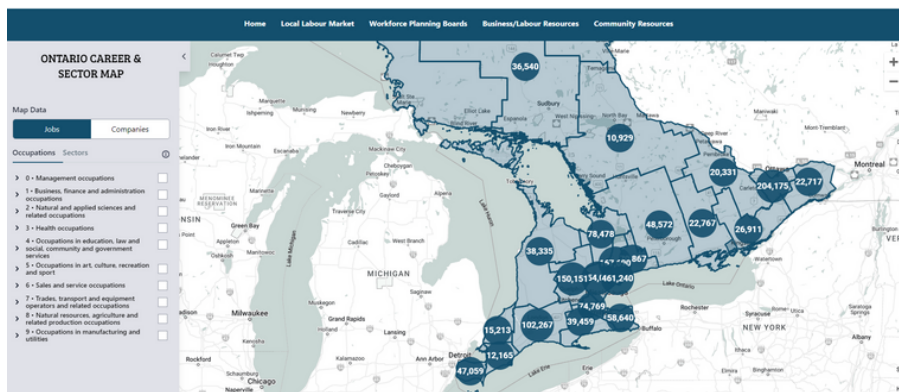
Workforce Planning Ontario is made up of a network of 26 Workforce Planning Board (WPB) areas, covering the entire province. These boards collect and disseminate labour market information, conduct localized research, and actively engage organizations and community partners in local labour market projects. Each board is as individual as the community it serves, addressing labour market issues and priorities in their own way. As a network, Ontario's WPBs collaborate to address labour market issues from a province-wide perspective. Workforce WindsorEssex led the project because it was the workforce planning board that originally developed the real-time labour market tools that underpinned the project work.

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### Lessons Learned

The collaboration of the 26 WPBs and the Western Wardens' Caucus has played a crucial role in organizing this provincial-level project. We have streamlined the efficient provision of local-level data and can now repurpose it for provincial or multi-region uses. These resources are indispensable for assisting jobseekers in efficiently and effectively finding job opportunities, while also supporting other skills and workforce development partners and practitioners in their day-to-day operations and planning. This ensures consistent data accessibility to support decision-making and planning processes in every region across the province.

Learn more and access Work Trends tools:  
[www.workforceplanningontario.ca](http://www.workforceplanningontario.ca)



Workforce WindsorEssex led the Work Trends project with the goal of aggregating, de-duplicating, and classifying real-time job demand and job search data from 26 WPB regions into a new provincial dataset to increase the accuracy and access to province-wide data, while offering tools to jobseekers, service providers, employers, and decision-makers.

Work Trends ran in 24 workforce planning board regions in Ontario. Project deliverables included new provincially-aggregated data tools such as the new Ontario Work from Home Job Board, Ontario Career & Sector Map (sector-level employer concentrations across the province, enhancing visibility into employment opportunities for jobseekers, and highlighting the competitive landscape for employers), Ontario Labour Market Insights Report (monthly report on in-demand jobs and what jobseekers are searching for, available in real-time), and no-cost, place-based user accounts for Employers and Jobseekers.

Through participating WPBs, Work Trends offers jobseekers self-serve account features that help them quarterback their job search across dozens of independent job boards to monitor, save, and discard unique job opportunities that align with their skills and interests. The interactive Labour Market Insights Report dynamically displays real-time job search and job demand data. Job demand mode uses nine different filters to create custom, pdf-ready, interactive reports for any month/year, while organizing data visualizations into 10 sections. Providing real-time access to labour market information enhances the ability of persons and organizations to monitor and tackle challenges.

Although the project period and funding by a one-year Skills Development Fund grant from the Ontario Ministry of Labour, Immigration, Training and Skills Development has ended, the deliverables and associated data continues to be updated and available to the public through the newly published data tools on Workforce Planning Ontario website and the websites of the local workforce planning boards.

Don't miss the chance to showcase your program in our upcoming newsletter!  
Share your success story by completing this form: [Click Here](#)