

Regional offices for retention of skilled labour
-
The Brandenburg skilled labour monitoring

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**How can we get from labour market data to
*labour market knowledge and to labour market action?***



Agenda



1. The Project: Regional offices for retention of skilled labour
 - 1.1 Initial Situation
 - 1.2 Project-Constellation
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 - 2.1 Regional Offices
 - 2.2 Skilled Labour Information System
3. Labour market activities of the project

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1.1 Initial Situation



Problems of securing skilled labour

- The demographic development
- Migration of young skilled employees
- Predominantly SME businesses in Brandenburg
- Increasing regional competition for skilled labour

Conclusion

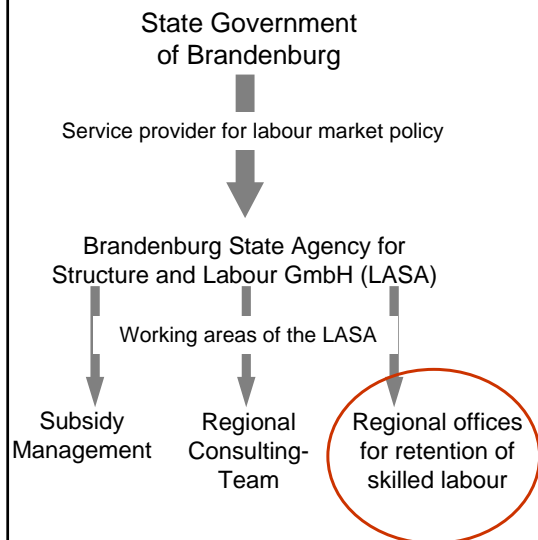
- In order to sufficiently support the companies in securing skilled labour the Project "Regional offices for retention of skilled labour" was established in Brandenburg in march 2006.

Intention

- Using the chance at the job market, in association with a solid basis of job market information (and prognoses).

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1.2 Project-Constellation



The Project consists of four working areas:

- Team-Coordination
- Six Regional Offices
- Skilled Labour Monitoring
- Support for business start-ups and expansion investments



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1.3 Responsibilities of the regional Offices

- **Sensitisation** of the business sector regarding the retention of skilled labour
- **Coordination** of partners and measures for securing skilled labour
- **Support**
 - ... the transfer of knowledge and personnel between science and economy
 - ... for securing skilled labour in regional growth centres and innovative branches
 - ... of measures for vocational education

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1.4 Responsibilities of the Brandenburg State skilled employees monitoring

The skilled labour monitoring has to comply the following **information demands**:

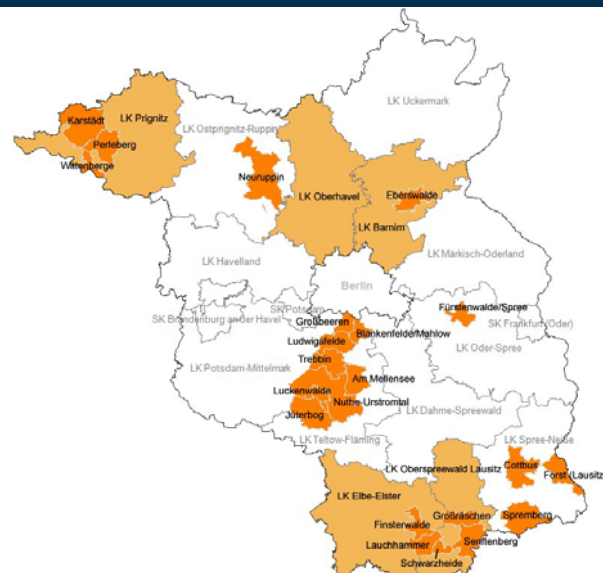
- The intention is to get an empiric consolidated picture of the economy and the labour market in Brandenburg.
- Constitutive hereon, current and future skilled employees shortages can be identified.

The user orientated approach results in **three central areas of activities**:

1. Structure-Analysis of the Brandenburg State labour market (**statistics**)
2. Business **surveys** to identify sectoral and local demand on skilled labour
3. Establishment of a distribution system for the monitoring results (**communication**).

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1.5 Areas of activities of the Brandenburg State skilled employees monitoring



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2. Communication strategy

- How can we get from labour market data to *labour market knowledge*?

↳ generate awareness of the labour market situation

↳ communication of labour market information to labour market actors

- challenge: description of the labour market situation in an easy and understandable way

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2. Communication strategy

two ways of communication

information supply via internet

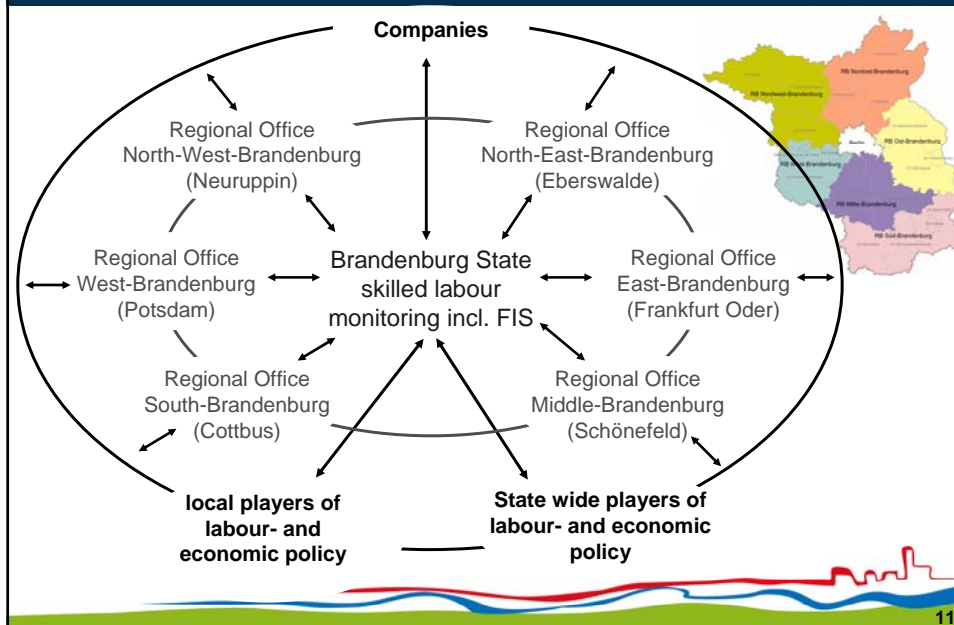
↳ skilled labour information system (FIS)

direct communication with the target groups

↳ using contacts between regional offices and companies or local players of labour and economic policy

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2. Communication strategy



2.1 Regional offices

- regional offices → direct contact to local policy actors and companies
 - ↳ spreading the information supply of the FIS
 - ↳ helping to interpret the data and to formulate needs for action
 - ↳ supporting and backing the initiation of concrete activities
 - ↳ feedback over the utility of the information supply of the FIS
- ↳ regional offices as mediators

2.2 Skilled labour information system (FIS)

- FIS → internet information platform
- objective: improve the information basis for more rational decisions of labour market actors
- method: describing the labour market situation
 - presentation of analysis results form official statistics
 - publication of results form business surveys
 - links to other relevant information sources
- core target group:
 - **local and federal state wide actors of labour market and economic policy; companies**

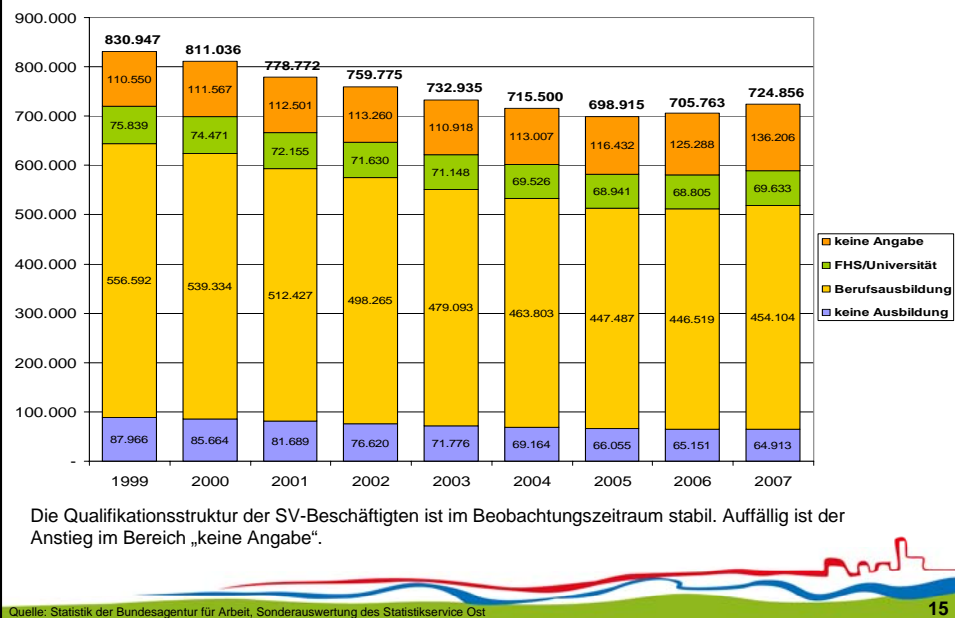
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2.2. Skilled labour information system (FIS) - presentation

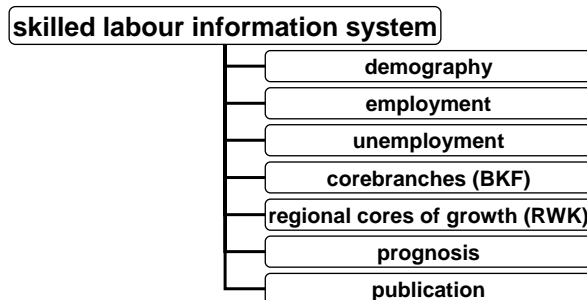
- succesful communication → problem of bounded time budget und bounded foreknowlegde on the side of the target group
 - ↪ information mainly in diagrams
 - ↪ simple forms: bar and line graphs
 - ↪ every image with short comment

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2.2 Skilled labour information system (FIS) - example diagram: employment qualification structure



2.2 Skilled labour information system (FIS) - navigation and content



2.2 Skilled labour information system (FIS) - content

- statistical information in 976 pdf-files
- statistical information in over time series → identification of development trends
- information in regional differentiation
- information for specific occupations → skilled labour information system

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3. Labour market activities

- How can we get from labour market data to labour market knowledge and to *labour market action*?
 - ↳ first step: successful communication of labour market information to build labour market knowledge
 - ↳ second step: initiate, support and back concrete activities
- establish regional contact persons for local policy actors and companies
 - ↳ regional offices take part in many regional networks

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3. Labour market activities



- activating regional labour market structures as central result of regional labour market studies by also using the information of the FIS
 - ↳ building networks and working groups for securing skilled labour
 - ↳ intensifying vocational training and staff vacancies
 - ↳ build up company cooperation for vocational training
 - ↳ developing of regional marketing concepts
- occupational orientation for individuals
 - ↳ activity guideline for teachers and pupils
 - ↳ presentation of the FIS and additional data in career advice events

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Brandenburg State Agency for Structure and Labour GmbH (LASA)



Thank you for attention!

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