



Labour market information in Career Counselling

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Labour Market Information (LMI)

One Definition of Labour Market Information for Lifelong Guidance

The labour market information (LMI) for lifelong guidance is defined as information about the following items:

1. Labour market profile and trends including employment, unemployment and earnings outlooks by sector, occupation. Basic principles of labour market regulation, laws and labour market policies.
2. Trends in skills, including skills needs and mismatches, skills gaps, together with current and future skill demands.
3. Information on occupations including information on skills requirements, educational background, interests, working conditions, skills shortages, pay and earnings.
4. Entry and progression routes into and through occupations including job vacancies
5. Entry and progression routes in education and training in order to gain skills for an occupation, or bridge a skills gap for a desired occupation.

Labor Market Information Sources in Finland

- Register data by Statistics Finland
 - Data presented in Vipunen.fi

Education Statistics Finland > Yliopistosta valmistuneiden työllistyminen - koulutusala (prosentit)_EN.xlsb

Filters <

- Statistical year
- University
- Main type of activity I
- Main type of activity II
- Status in employment
- Profession group 1
- Mother tongue
- Nationality
- Nationality (continent)
- Region of residence
- Level of education, tier...
- Level of education, tier...
- Field of education, tier 1
- Field of education, tier 2
- Field of education, tier 3
- Field of ed. HE steering

University graduates' entry into employment

1 yr after graduation % r	Employed	Full-time student, schoolchild	Unemployed	Others	Emigrated
⊕ Education	82.8 %	1.9 %	9.2 %	4.1 %	2.1 %
⊕ Arts and humanities	68.3 %	4.0 %	17.2 %	6.5 %	4.1 %
⊕ Social sciences, journalism and information	80.7 %	2.7 %	8.6 %	4.4 %	3.8 %
⊖ Business, administration and law	83.1 %	1.6 %	4.8 %	3.9 %	6.6 %
⊕ Business and administration	81.2 %	1.5 %	5.4 %	4.0 %	7.8 %
⊕ Law	89.9 %	1.8 %	2.4 %	3.6 %	1.8 %
⊕ Natural sciences, mathematics and statistics	70.2 %	3.8 %	14.0 %	5.6 %	6.4 %
⊕ Information and Communication Technologies (ICT)	74.0 %	1.4 %	5.5 %	8.7 %	10.4 %
⊕ Engineering, manufacturing and construction	83.7 %	1.6 %	5.2 %	3.7 %	5.9 %
⊕ Agriculture, forestry, fisheries and veterinary	78.2 %	2.0 %	5.9 %	7.9 %	5.0 %
⊕ Health and welfare	93.4 %	1.5 %	2.7 %	1.7 %	0.7 %
⊕ Services	77.1 %	2.1 %	8.3 %	4.2 %	8.3 %
Total	79.1 %	2.4 %	8.8 %	4.8 %	4.9 %



Labor Market Information Sources in Finland

- Register data
 - Statistics Finland
 - Data presented in Vipunen.fi
- Survey data, universities own Graduate Surveys
 - 1 year after Master degree (ÅAU and UTU)
 - 5 years after Master degree (all universities)
 - Reports Töissä.fi and Power BI
 - 3 years after Doctoral degree (all universities)



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 - 3 years after Doctoral degree (all universities)
- Additions sources
 - Academic research
 - Labor unions
 - Ministry of Economic Affairs and Employment:
Employment statistics, Employment Bulletin
 - Social media (LinkedIn etc.)



How we use LMI in Counselling and Guidance



Åbo Akademi University

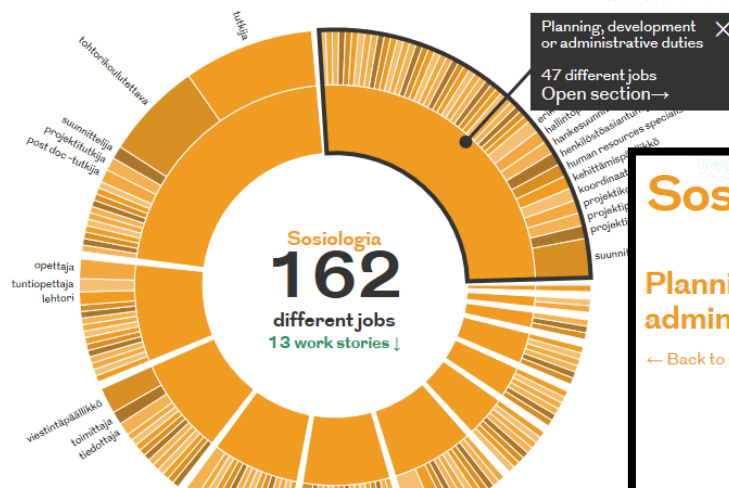
- Group session for all first year students
 - Mandatory lecture in "Akademiska studiefärdigheter"
 - Brief introduction about employment situation for alumnis in their field
 - Skills and competences needed in labour market (based on graduate surveys)

Main topics in workshop

- Lists of job titles töissä.fi
- How to fill the gap between needed skills and skills earned at university?

Sosiologia: Where do graduates go?

Show all the subjects in the diagram ▾



TÖISSÄ.FI

Sosiologia: Where do graduates go?

Planning, development or administrative duties

47 different jobs

← Back to start

Show portions



- suunnittelija
- projektityöntekijä
- projektipäällikkö
- projektikoordinaattori
- koordinaattori
- kehittämispäällikkö
- human resources specialist
- henkilöstöasiantuntija
- hankesuunnittelija
- hallintopäällikkö
- erikoissuunnittelija
- yliaktuaari
- yhteiskuntapäällikkö
- verkkoviestinnän suunnittelija
- vakuutussihteeri
- utvecklingschef
- ungdomssekreterare
- työllisyysasiantuntija
- toiminnanjohtaja
- strategisti, rahoitus ja henkilöstöhallinto
- socialpolitisk sekreterare
- projektsekreterare
- projektitiedare
- projektitoiminnan päällikkö
- Projektikehittäjä
- project manager
- planerare
- palveluohjaaja
- opintoneuvoja
- ohjelmasuunnittelija
- myyntikoordinaattori
- maaseutuylitarkastaja
- maakunta-analytikko
- koulutussuunnittelija
- koordinaattori

Statistics of employment

3%

of respondents unemployed.

28%

of respondents in temporary job.

Monthly salary

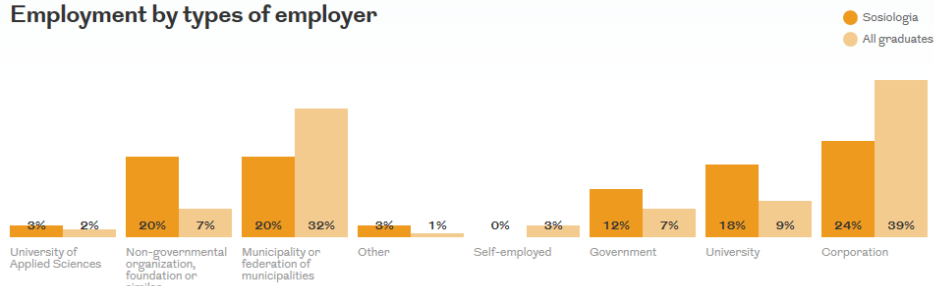
2675 €

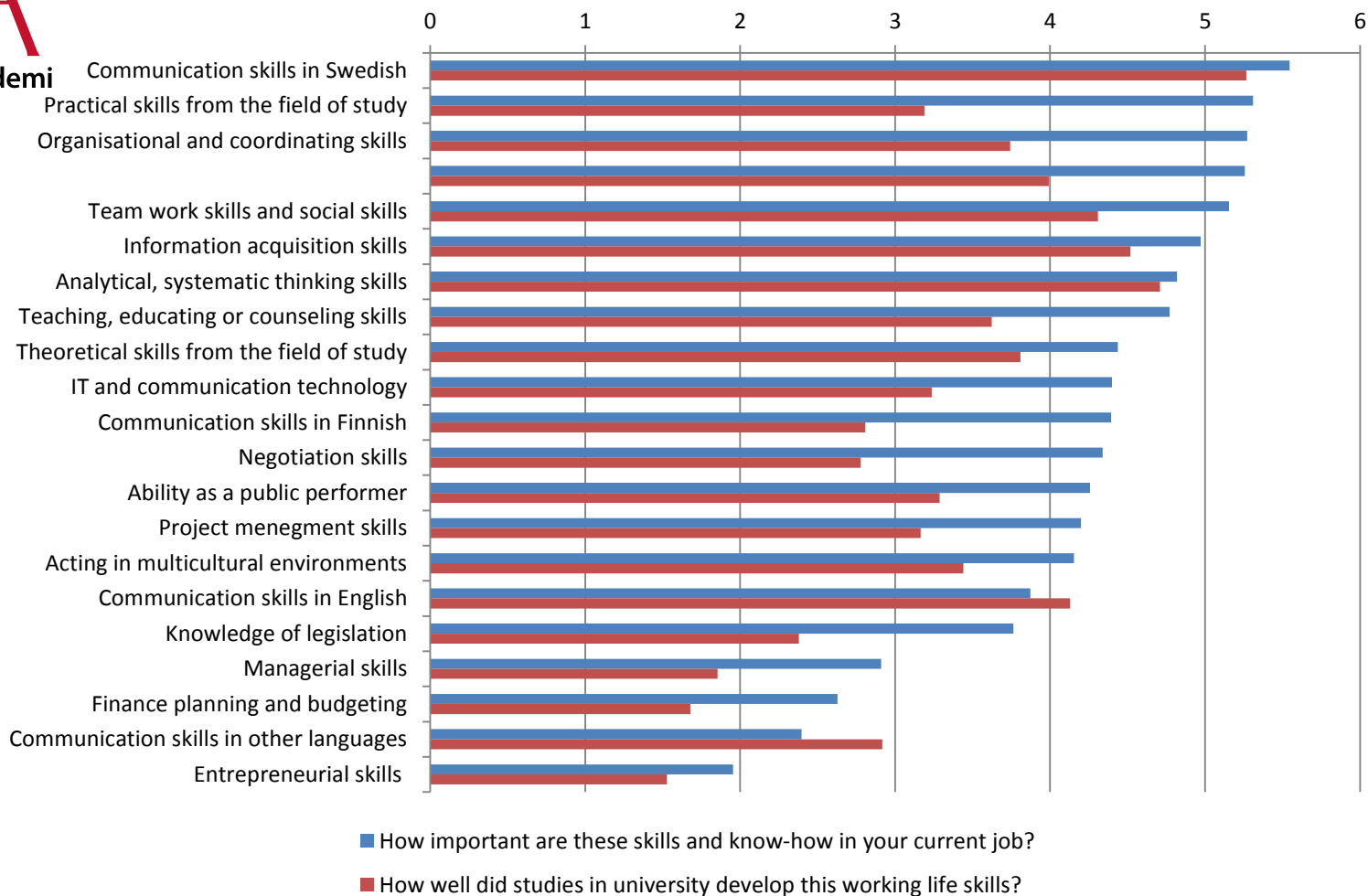
one quarter of respondents earned this or less

3100 €

median salary of respondents

Employment by types of employer

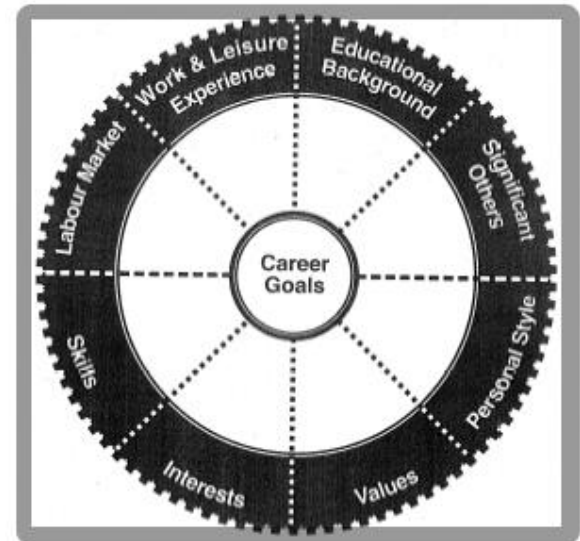




Source: Åbo Akademi,
 Humanities Graduate survey, 1
 year after graduation

Individual Career Counselling

- Matias Erlund experience
 - Labour market demands and employment information in the end of counselling session
 - Some students have a negative view of employability and employment situation





University of Turku

- Individual Career Counselling
- Training Courses for nearly graduates
 - Master and PhD students
 - Courses include career planning and job search training
- Next autumn starts Career Courses for Masters (2+2 ects)
 - Course 1: Self-knowledge and employability skills
 - Recommended for second year students
 - Course 2: Career management and job search skills
 - Recommended for fourth year students
- We are planning English on-line course



Workshop, part I

- Where do you get labour market information? (20 min)
 - Sources of labour market information
 - Evaluation of each source, benefits and downsides



Workshop results, part I

- Group 1:
 - Labour market statistics, university level surveys, LinkedIn, teachers, faculty members, graduating students. Important to help the student to find information and utilize it.
- Group 2:
 - Media, alumni, employers, guest lecturers.
- Group 3:
 - International students, labour market statistics from different countries. It's good to be aware of international labour market.



Workshop results, part I

- Group 4:
 - Employment office, private consultant companies (surveys), family, friends, networks, companies, groups of companies (industries). National surveys are mostly used in career counselling but there are also Nordic and European surveys and statistics.

Workshop results, part II

- How you use labour market information at your work (specially in counselling)? (10 min)
 - Statistical information about labour market situation (unemployment, skills, information about occupations, routes into and through occupations etc.)
- Group 1: Asking good questions to challenge the students to think about labour market. Presenting different options.
- Group 2:



Workshop results, part II

- Group 3: Creatively in different ways, depends on the students and their focus. Presenting different career options.
- Group 4: For widening perspectives. Students may have a fixed idea of what their education leads to. A way to build the students' professional identity and add to career management skills.

Webblinks based on workshop

- Sve national Employer service. Yrkesguiden also in English
- <https://www.arbetsformedlingen.se/etjanst/yrkesguiden/start>
- SACO for academics <https://www.saco.se/studieval/>
- Uddannelsensum vheel of values
- Island, Own university survey,
- Tips from USA <https://www.onetonline.org/> (E.g. lists of skills needed and importance for occupations and vacancies)



Weblinks from presentation

- [Töissä.fi](https://www.toyss.fi) job titles from alumni's and statistics info graphs
- [Vipunen.fi](https://www.vipunen.fi) National employment statistics for University Graduates
- [Career monitoring survey](#), Aarresaari-network
- [Employment Bulletin](#) Ministry of Economic Affairs and Employment



Thank You!

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