



Preparation for Adults Through
Training and Higher Education



Mapping Careers in your Regional Labor Market: A New Methodology

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Reviewer: Alison Richardson

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The City University of New York was awarded \$19.86 million through the United States Department of Labor’s Trade Adjustment Assistance Community College and Career Training grant program to offer CUNY CareerPATH, a three-year program aimed at supporting adult students in career advancement and successful college transition, responding to local industry needs, and building CUNY’s capacity to serve adult workers. CareerPATH provides academic and English language skills instruction “contextualized” to five industry sectors – health care, education, manufacturing, culinary arts and hospitality, and business – with the goal of engaging adult learners and accelerating their progress once they enroll in college. Strengthened connections between English language pre-college programs, occupational training, and degree programs — bolstered by strong advisement and enhanced student services — help students progress on each step of their education and career pathway. In the short term, participants earn industry-recognized credentials and find jobs. In the longer term, they translate their training into college credit and enter degree programs.

While some career mapping tools are informed by industry intelligence, many are based on long-held assumptions or the aspirations of the people who develop them. As a result, the career trajectories they portray are not necessarily those experienced by the workforce. The New York City Labor Market Information Service (NYCLMIS) and its colleagues at Kingsborough Community College’s Center for Economic and Workforce Development and the Office of Continuing Education and Workforce Development at the City University of New York (CUNY) wanted to understand how careers actually progress. We created career maps to investigate and demonstrate advancement pathways for three occupations: medical assistants, home health aides, and cooks. The career maps have been used by hundreds of students and CUNY staff and they have received a positive reception from higher education and workforce development professionals throughout the nation. NYCLMIS prepared *Mapping Careers in Your Regional Labor Market: A New Methodology* to address frequently asked questions and help policy makers and public- and private-sector labor market researchers replicate this approach in other locations with other occupations.

The reviewer should complete the information below:

Based on your expertise, how would you rate the product’s ability to meet standards within your field?			
<input type="checkbox"/> Outstanding	<input checked="" type="checkbox"/> Satisfactory	<input type="checkbox"/> Needs Improvement	<input type="checkbox"/> Incomplete

Reviewer: Type Reviewer Name and Title

SUMMARY

Based on knowledge of the product, please summarize your review of the product below in 2-3 paragraphs.

A New Career Map Methodology: Using Data from Real-World Experience, provides a clear and useful overview of the approach used by The New York Labor Market Information Service (NYCLMIS) and its colleagues to map the actual career paths of a sample of individuals who worked as medical assistants, home health care aides and cooks.

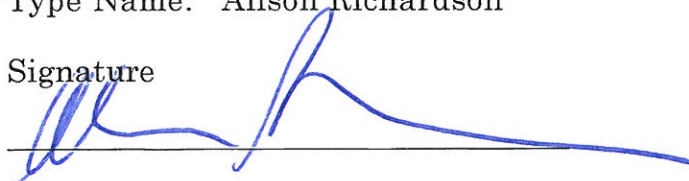
The career maps are a valuable tool for education and workforce development professionals in that they provide an indicator of what is really happening with medical assistants, home health care aides and cooks at work. They not only enable these professionals to tailor their support, but if shared with job seekers, would provide them with a lens into what it will really take to advance and what type of jobs they can reasonable expect to progress into. Moreover, the maps can provide employers with insights into how to bridge the gap between what they think employees are experiencing and what they actually are. By providing employees with the kind of support they actually need to develop and progress, employers can maximize the contribution of more of their employees.

By providing a step by step explanation of how the maps were created, examples of the maps and tips on what to do and not do to when duplicating them, this document will enable other practitioners to replicate the maps for a broader range of occupations contributing to the bank of knowledge education and workforce development professionals need to maximize the impact of their services.

Type Name: Alison Richardson

9/28/2015

Signature



This workforce solution was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. The CUNY CareerPATH Program is an equal opportunity employer/program and auxiliary aids and services are available upon request to individuals with disabilities.