

# Veterans and the Labor Market

## *Creating connections for successful employment (Part 2)*

### Step Two: Connecting Veterans to Local Employers using Labor Market Information

Remember that your local employment partners are there to help you navigate employer engagement. Connect with them right away to help you leverage pre-existing employer contacts. Read more about Local Veteran Employment Representatives in the brief “One Stop Employment Shop: American Job Centers.”

Understanding your local labor market involves first understanding a bit more about how the labor market works. This process starts with the **O\*NET**.

#### What is the O\*NET?

The O\*NET program has a wealth of occupational information and includes the O\*NET database that breaks down every occupation into descriptors covering topics like knowledge, skills, abilities, and interests, for example. Altogether, the O\*NET combines 277 descriptors to lead to 974 current occupations on which data is currently being collected. This database is available to you and your community partners at no cost, and is available online to help you better understand the world of work.

The O\*NET can help in several ways, including:

- Providing specific skill-based content for resumes and cover letters;
- Identifying new occupations to explore with the client;
- Facilitating searches for new occupations that match skills;
- Connecting the Veteran to related occupations, especially if no occupations that directly match skills are locally available;
- Showcasing emerging growth industries;
- Providing Summary Reports and Detail Reports that help the Veteran get a bigger picture of common worker characteristics, education and training requirements, and workplace requirements.

The O\*NET gives comprehensive insight into the trends within the labor market. Each state employment agency likely has its own regular labor market report. Contact information for accessing this information can be found through the “[State Labor Market Information Contact List](#)”.

#### What information can I find on the O\*NET?

One useful resource for conducting employment assessments is the [O\\*NET Interest Profiler](#). This free online tool allows clients to identify and learn about broad interest areas most relevant to themselves. They can use their interest results to [explore the world of work](#). This assessment involves a series of activities that can be ranked from “strongly dislike” to “strongly like”.

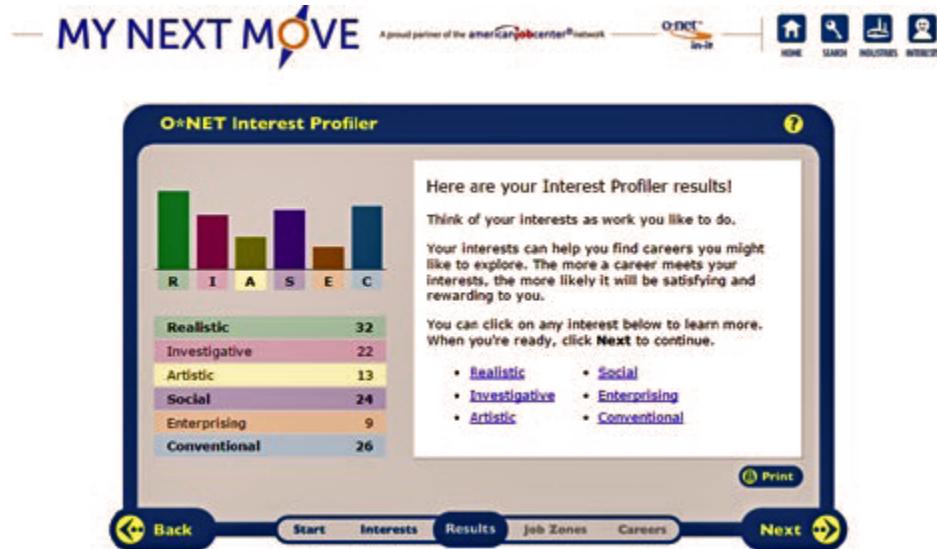
The O\*NET Interest Profiler, available at <https://www.mynextmove.org/explore/ip>.

The screenshot shows the O\*NET Interest Profiler interface. At the top, it says "MY NEXT MOVE" and "A proud part of the America's Job Centers network". Below that is the "O\*NET Interest Profiler" title. A progress bar indicates "Page 1 of 5" and "0 of 60 questions". On the left, a vertical scale shows "Strongly Dislike", "Dislike", "Unsure", "Like", and "Strongly Like". The main area lists 12 activities with corresponding Likert scale responses:

Activity	Strongly Dislike	Dislike	Unsure	Like	Strongly Like
Build kitchen cabinets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lay brick or tile	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop a new medicine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Study ways to reduce water pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Write books or plays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Play a musical instrument	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teach an individual an exercise routine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help people with personal or emotional problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy and sell stocks and bonds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manage a retail store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop a spreadsheet using computer software	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proofread records or forms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

At the bottom, there are navigation buttons: "Back", "Start", "Interests", "Results", "Job Zones", "Careers", and "Next".

The Interest Profiler is connected to Holland Codes that divide a worker's interests based on his or her scores in six interest areas. After completing the online assessment, the Veteran will receive a three-letter code that combines his or her highest scores on Realistic, Investigative, Artistic, Social, Enterprising, and Conventional interest areas.



This assessment links directly to over 800 occupations and takes approximately 30 minutes to complete. The assessment can be completed online or in paper and pencil format, and can be conducted individually or with a case manager at a partner agency providing employment services.

#### **How does the O\*NET connect to local labor markets?**

The O\*NET makes the connection between workers and occupations, between person-oriented information and job-oriented information. The easiest online tool for making this connection is the O\*NET Interest Profiler noted above. After a Veteran completes the O\*NET Interest Profiler and fills in his or her Job Zones based on prior experience and education level, he or she will be provided with a comprehensive list of possible occupations that match workplace interests.

How do your community partners use this information?

- ✓ **Ask the Veteran to complete the Interest Assessment:** This is the first step in connecting to labor market information through the O\*NET
- ✓ **Ask the Veteran to determine his or her Job Zone:** Based on the Veteran's current education, training, and history, he or she will fall into one of five job zones. The Veteran can also input his or her scores into the assessment tool at different job zones to build out a longer-term view of career growth for Veterans who are frustrated with their current employment opportunities.
- ✓ **Assign the Veteran homework:** Ask the Veteran to review the list of related occupations and to circle those that sounds interesting. Veterans can then review the "what they do" and the "on the job, you would" sections to get a better idea of what each occupation would involve.
- ✓ **Engage in a conversation about wage and salary expectations:** Within the Summary Report for each occupation, there is a section called "Wages & Employment Trends" or "Job Outlook". This section will allow your community partners to compare national and local employment trends for occupations of interest to the Veteran to help facilitate realistic expectations about salary and wages.
- ✓ **Together, review the available job opportunities for each circled occupation:** Also within the Summary Report for each occupation, there is a section called "Job Openings on the Web". This section will allow you to open up a conversation about what is available in the local labor market. Growth occupations in one city may not be available in another; this presents an important opportunity to emphasize that the Veteran's inability to find a specific job in his or her community may be a function of the labor market, not the Veteran himself or herself.

### JOB OUTLOOK



New job opportunities are **very likely** in the future.

**SALARY:**  
**\$47,610**  
per year, on average

[Check out my state](#)

[Local Salary Info](#)

[Find Jobs](#)

**Want to learn more about how SSVF can connect veterans to employment? Watch the SSVF Field Practice Video available at:**

[https://youtu.be/TCXU\\_eR8dNg](https://youtu.be/TCXU_eR8dNg)