Occupational Data Source Guide—[Insert program]

Introduction:
This document identifies the data sets required to complete the market analysis. It also provides guidance on where to find occupational data as well as how to retrieve the data.

Purpose:
The purpose of this document is to:

1. Validate steps for obtaining pertinent data with [insert program] leadership
2. [add purposes as needed]

Steps for Gathering Market Analysis Data:
The following steps provide a framework for identifying the necessary data sets as well as key connections to make

1. Identify data sources required for market analysis using the list of sources in the Occupational and Other Data Sources section
   a. Occupational Data. The primary occupational data sources to consider include the Bureau of Labor Statistics (BLS) and Indiana Workforce Intelligence System (IWIS)
   b. Student Data. Work with University Institutional Research and Reporting (UIRR) team to gather IPEDS and IU data.
2. Identify data elements required for analysis
3. Request data from respective sources
4. Review data received from sources to ensure the set includes all necessary data elements
5. Build trend analysis models (historical growth and projected outlooks) for occupational and student data
6. Integrate data into models and identify key trends

Occupational and Other Data Sources:

Bureau of Labor Statistics:
Data housed within the BLS is one of the primary data sets to use for analyzing occupational trends and forecasts for varying geographic regions.

- **Standard Occupational Classification (SOC).** The SOC forms the basis for how occupational data are categorized by the Bureau of Labor Statistics. You can learn more about the SOC by copying and pasting the following link into your browser (http://www.bls.gov/soc/home.htm).
- **Current Population Survey (CPS).** “...is a monthly survey of households conducted by the Bureau of Census for the Bureau of Labor Statistics. It provides a comprehensive body of data on the labor force, employment, unemployment, persons not in the labor force, hours of work, earnings, and other demographic and labor force characteristics” (http://www.bls.gov/cps/). You can learn more about the CPS by copying and pasting the following link into your browser (http://www.bls.gov/cps/).

Indiana Workforce Intelligence System:
Data housed within the IWIS is another primary source for occupational data related to Indiana.
• **Indiana Workforce Intelligence System.** IWIS houses occupational and educational data from four different agencies—Indiana Business Research Center at IU's Kelley School of Business, Indiana Commission for Higher Education, Indiana Department of Education, and Indiana Department of Workforce Development.

Other Data Sources:

Other data sets that *will* be needed for the market analysis include the following:

- **Integrated Postsecondary Education Data System (IPEDS).** Housed by the National Center for Education Statistics (NCES), IPEDS is the primary source for national college data. These data are necessary for assessing the graduation numbers at competitor institutions.
- **Indiana University Student Data.** University Institutional Research and Reporting (UIRR) team will be able to provide IU student data, which is necessary for understanding IU’s student populations.

Other data sets that *may* be helpful in completing the market analysis:

- **American Community Survey (ACS).** The ACS is a nationwide survey designed to provide communities a fresh look at how they are changing. It is a critical element in the Census Bureau’s decennial census program. The ACS collects information such as age, race, income, commute time to work, home value, veteran status, and other important data.
- **National Student Clearinghouse Research Center.** This provides enrollment and graduation data by school by program. This data can be accessed via their website at: [http://research.studentclearinghouse.org/working_with_our_data.php](http://research.studentclearinghouse.org/working_with_our_data.php)
- **JobsEQ®.** Chmura’s labor market modeling software package that provides detailed estimates of industry and occupations employment for every county in the nation. JobsEQ® models and data are available for purchase at [www.chompaecon.com](http://www.chompaecon.com)
- **Payscale.com.** Payscale has a yearly report that details average entry level wages by degree program based on the website’s surveys and users.
- **White House/Department of Education Scorecard.** The College Scorecard is nearly completed and once it is fully implemented it will feature the ability to ascertain employment rates by program by school. This data can be accessed at the Department of Education: College Affordability and Transparency Center ([http://collegecost.ed.gov/catc/](http://collegecost.ed.gov/catc/)).

**How to Gather Data from the BLS:**

The BLS website has several data extraction mechanisms to access the data and download it into an Excel (xlsx) or a csv format.

- **CPS Data.** It is best to access via Data Ferret ([http://dataferrett.census.gov/](http://dataferrett.census.gov/))
- **ACS Data.** It is best to access via the American Fact Finder website ([http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml](http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml)).

**Questions?** Contact the OOE ([iuonline@indiana.edu](mailto:iuonline@indiana.edu))