

# Localized Labor Market Assessments: Process Not Product

Presented by the Business,  
Entrepreneurship, Private Sector  
Engagement Community of Practice

April 28, 2022

Photo Credit: USAID/Haiti



# Welcome and CoP Champion Introductions



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# Webinar Housekeeping

- Please mute yourself when not speaking and keep your cameras off
- Post questions in the chat at any time
- Turn on English closed captioning with the “CC” button at the bottom of your screen
- This meeting is being recorded. The recording and slides will be available later at [youthpower.org](https://youthpower.org)
- If you have technical issues, please contact Stephanie Schmidt in private (direct) message on Zoom

# Community of Practice Agenda

- |            |   |
|------------|---|
| 9:00-9:10  | Welcome and Agenda  |
| 9:10-9:40  | Localized Labor Market Assessments: Experiences from<br>African Evangelist Enterprise and Education Development<br>Center |
| 9:40-9:55  | Questions and Discussion  |
| 9:55-10:00 | What's Coming Up and Closing  |

*Post questions in the chat as we go!*



# Business, Entrepreneurship, Private Sector Engagement (BEPSE) Community of Practice

The BEPSE CoP focuses on how donors, governments and financial entities support young entrepreneurs and how to work with private sector leaders.

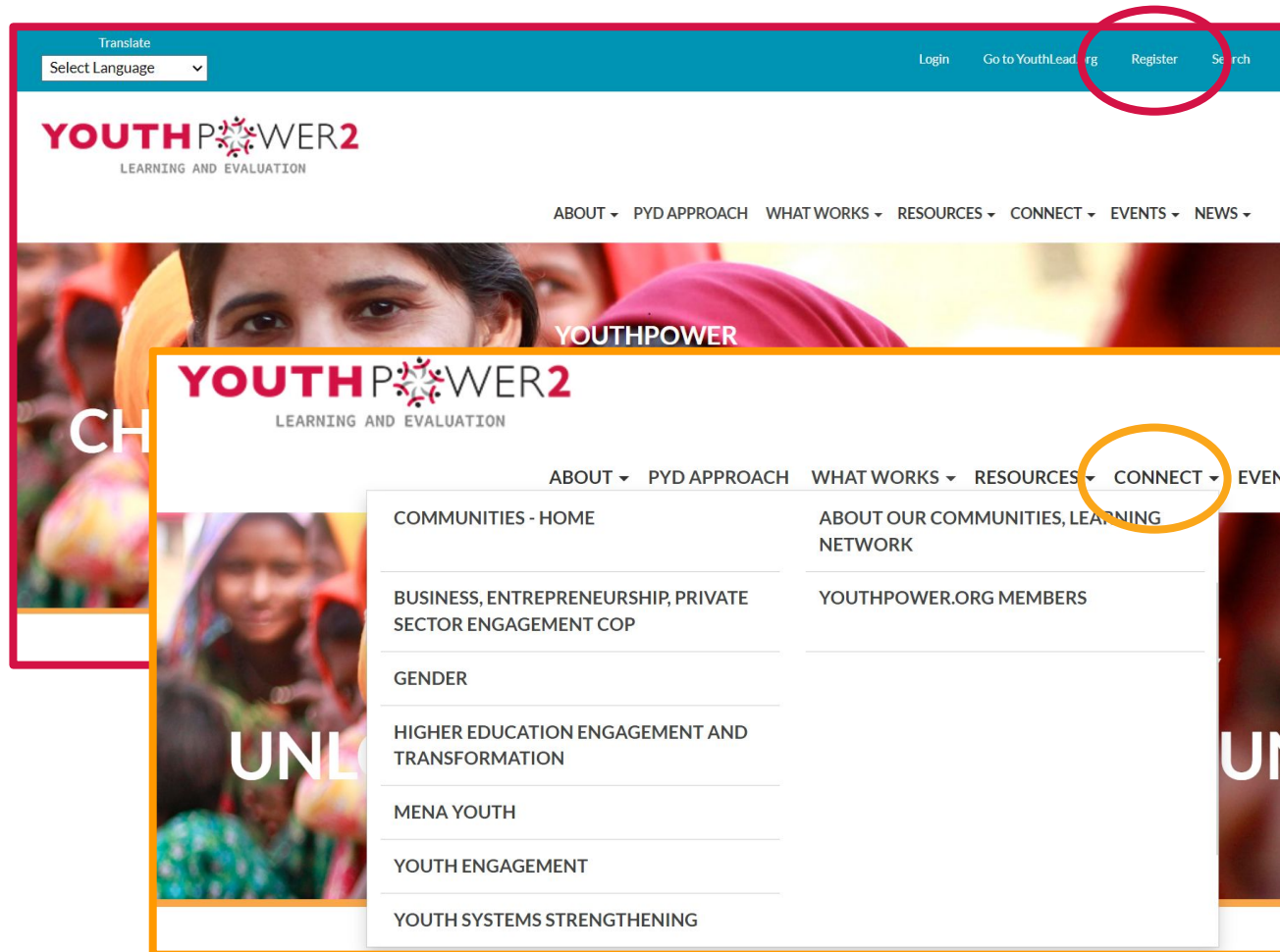
## Discussion Group Link:

<https://www.youthpower.org/group/business-entrepreneurship-and-private-sector-engagement-community-practice>



Photo credit: USAID Feed the Future Guatemala

# How to join at <https://www.youthpower.org/>



1

**Register** on  
YouthPower.org

2

**Connect** with  
others through the  
CoP pages,  
discussion groups,  
and future events

Localized Labor Market Assessments:  
Process not Product

*...or....*

# A Systems Approach to Generating & Using Labor Market Data

**Rachel Blum**

Education Development  
Center (EDC)



**EDC**

Education  
Development  
Center

**Phanuel Sindayiheba**

African Evangelist  
Enterprise (AEE Rwanda)



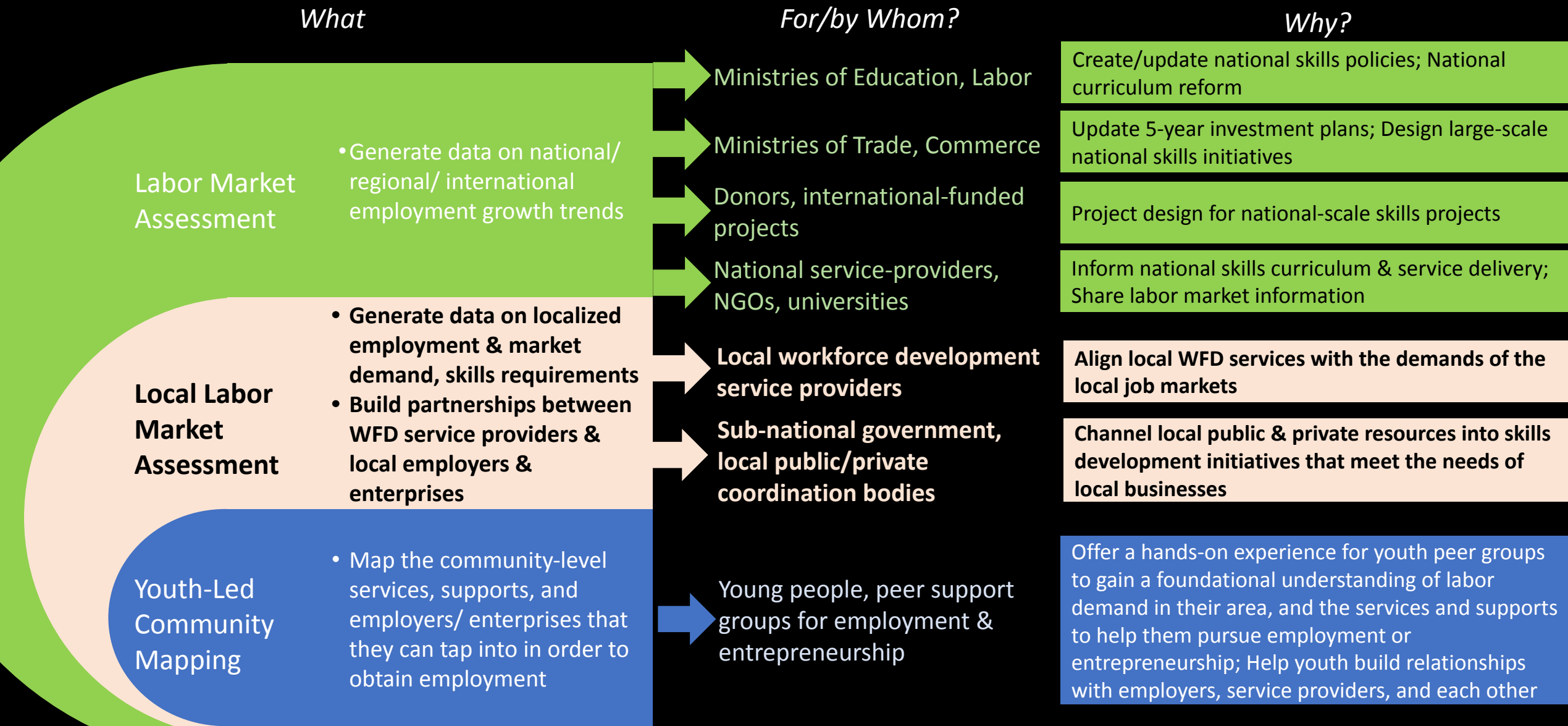
**Chris Murray**

Education Development  
Center (EDC)





# EDC's What/Who/Why Framework for LMAs



# Local LLMAs help connect local system actors: it's an opportunity for the supply of skills and the demand for jobs to meet at the local level.

1. It is a joint and participatory exercise that brings together service providers, local government, the private sector, development actors, and young people
  - The start of a process that strengthens relationships, builds local connections
2. Help service providers become better at understanding local opportunities and local economies
3. Helps supply side partners understand skills gaps and better prepare youth
4. For our youth, we can share relevant data and help them access local opportunities



# Key Principles & Approaches of a Local Labor Market Assessment

- Builds capacity of a local organization to engage repeatedly with local market demand
- Uses simple instruments and a simple low cost methodology
- A participative approach engaging with local actors, including youth
- Creates links and relationships for future cooperation
- A relatively small number of interviews resulting in a manageable amount of data to analyze



# Who do we talk to, and what do labor market assessments tell us?

## Information We Get:

1. High demand sectors/value chains
2. Employer soft and hard skills needs
3. Entry-level opportunities
4. Local small business opportunities
5. Economic trends
6. Government economic and youth initiatives
7. Detail about skills training provision by training providers
8. Perceptions of youth skills provided by training providers
9. Youth interest and experience in finding work
10. Resources youth think they need to secure opportunities

Employers	Local Government officials
Self-Employed and Small Business Owners	Business Associations / Chambers of Commerce
Training Providers	Youth Focus Group Discussions



# AEE conducts LLMA's each year, and uses them as an opportunity to build relationships at the local level.

- AEE trains a small local team of 3-4 researchers per district where the LLMA is conducted;
- Each team starts by identifying the key stakeholders to talk to, working with YDAs, private sector bodies, government offices
- About 4 interviews a day are conducted by pairs of researchers for about 3 weeks;
- Collected data is compiled and grouped into categories by respondents and sections ( trades, skills, market opportunity) into excel sheets;
- Analysis is done by M&E staff and the program coordinator;
- A detailed report is produced in a simplified format and shared with stakeholders for inputs and validation.



# AEE uses a Research Instrument that has different questions for each stakeholder

## 1. Questions to ask Employers:

Employers will be able to tell you a) if and when they are planning to hire employees, b) what job skills (soft and hard) they are seeking, c) where they find employees, d) what skills employees lack, e) which training institutions provide high quality trainings in the skills the employer needs.

The list of questions below are guiding questions. If your key informant says something that you think is interesting and relevant, please follow up on their response instead of moving directly to the next question

### Basic Information

- Tell me about the size of your company. Are you private or government owned? Are you a small or medium or large business?
- What are your main products? What do you do?
- How many employees do you have, both part- and full-time?
- What percentage of your workforce is youth (under the age of 24, and under 29)? What % are women?

### Recruitment and Retention

- How do you recruit and hire for new people when you have a vacancy? What is the best way to find qualified workers? (word of mouth, advertisement, job placement agency)
- Have you ever used an external job placement agency (private, gov't., or non-profit) to find qualified workers? Do you pay for those services, or are they for free to the business
- On average how long do your staff stay with you? On average how many staff leave each year? On average how many new staff do you hire each year?

## Questions to ask Small Business Support Agencies

Small Business Support Agencies will be able to tell you about a) opportunities for self-employment and small business, b) best sectors and locations for self-employment, c) other local support agencies for self-employment, d), linkages to markets and value chains.

### Business Support Provided

- What support do you provide to start up or existing self-employed people / businesses?
- How often do you provide this support?
- Who provides this support
- How is this support financed? Is the government funding?
- Where can youth get resources to afford support?
- How do youth connect with local value chains?

### Profile of Self-Employed youth

- What kind of skills and attitude do youth need to successfully start their own business?
- How do they learn these skills?
- What advice do you have for female youth seeking to be self-employed?

# AEE communicates LLMA data among different system actors—and adjusts its communication methods to the user.

## Communicating Findings to Youth:

- **Meetings with Youth:** Meet with training groups; Youth Representatives; Peer Leaders.
- **Reports, Presentations, Fliers:** Simple Documents in youth friendly language
- **Youth Workshops:** Flip Charts, Business Ideas Lists

## Communicating Findings with District government and Youth Development Alliances (YDA):

- **Stakeholder Workshops:** These are either presentations or sense-making discussions where we compare the results with what they already know.
- **Private Sector Bodies:** Share reports, have meetings, talk about findings and Methodology. We look for alignment to local knowledge and content

## Communicate with other Service Providers and Development Partners:

- One Voice - One Image approach
- Findings/ data are also communicated/ shared through meetings with other development actors through the JADF [Joint Action Development Forum] and other coordination platforms.



# AEE communicating with Youth and Stakeholders





# AEE uses LLMA findings to empower youth in their employment journey, to align its training & service package with market demand, and to coordinate with other services and supports in the area.

## Youth Empowerment:

- **Youth Choices:** In youth empowerment projects, informed youth can choose livelihood options that are relevant in the local community
- **Youth Interest:** Youth can align interests with skills they need.
- **Young Women are given relevant information:** Greater awareness of relevant demand-driven opportunities are supported to achieve their personal goals.

## Demand-Informed Skills Training & Services:

- An example is a shift to Agribusiness based on LLMA findings
- We realized that there were opportunities in other value chains like coffee processing and vegetable growing
- Now we have youth doing this, and selling and making money

## Understanding the LLMA process helped AEE realign our relationship with local stakeholders

- other development actors,
- districts, Youth Development Alliances
- Employers [medium and small]

# LLMAs are a foundation for sustained coordination, private sector engagement, & continually improved youth WFD programs and policies.

After the LLMA, the following takes place:

1. Engagement of local government: improved coordination and synergy in interventions
2. LLMA shows priority in needs and help to shape district priorities as far as youth empowerment is concerned.
3. Helps partners in youth development converge their effort, avoid duplication and overlap rather complementarity and resources leveraging
4. Increased private sector engagement in youth development/ empowerment



# Key Take-Aways and Lessons

1. Having local staff conduct the research results in greater relevance and ownership for the local partner.
2. The Youth Voice is stronger and considered.
3. Over time the capacity of the organization increases, and the data and reports have more depth and relevance.
4. The Debriefing / Reporting process is qualitative, rich, interactive, visual and actionable.
5. Opportunities for local partnerships are identified and relationships allow for further discussions and opportunities for youth.
6. Output reports need to provide information to enhance youth employability
7. We are working on ways to get more robust qualitative data









# Reminders & Coming Up Soon from the YouthPower 2 Learning Network and USAID

Find details and register on the [YouthPower.org Events](https://youthpower.org/events) page



Friday, May 6: Generation 2030: USAID Celebrates Youth Partnerships, including launch of USAID's revised Youth in Development Policy

May 25, 2022: Engaging Young Women in Policy, Politics, and Decision-making: Experiences from FE-MALE Lebanon (MENA Youth CoP)

Coming in June: Webinar on climate change adaptation in Kenyan universities (BEPSE and Higher Education Engagement and Transformation CoPs)

Watch the Youth Power Events page for more!

# THANK YOU!



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