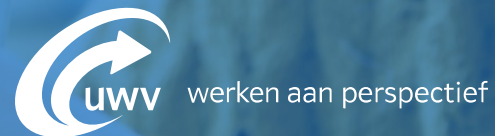


A woman with dark hair tied back, wearing a yellow knit sweater, is smiling and looking towards a laptop screen. The background is a bright, out-of-focus office or meeting room. A semi-transparent blue rectangle is overlaid on the left side of the image, containing white text.

# Customising LMI to different user groups - the approach of the Dutch Public Employment Service

CEDEFOP, 20<sup>th</sup> of April 2021

Michel van Smoorenburg, UWV  
Labour market analyst &  
Teamleader



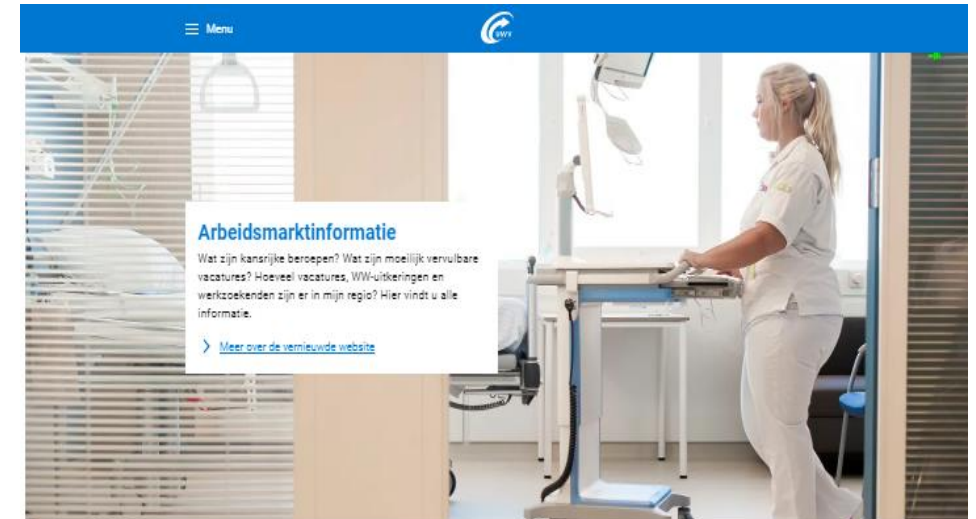
# Our approach to make Labour Market Information (LMI) more actionable

- ✓ Excellent Staff
- ✓ Active role towards the press
- ✓ Active role towards social media
- ✓ A lot of presentations
- ✓ A lot of workshops (blended)
- ✓ Integrating LMI in working procedures and tools like “Werkverkenner”
- ✓ Targeted information products for specific client groups
- ✓ Scanner - Light User – Super-User

But it all starts with relevant and reliable indicators!

# 1st Good practice: a renewed Web Portal

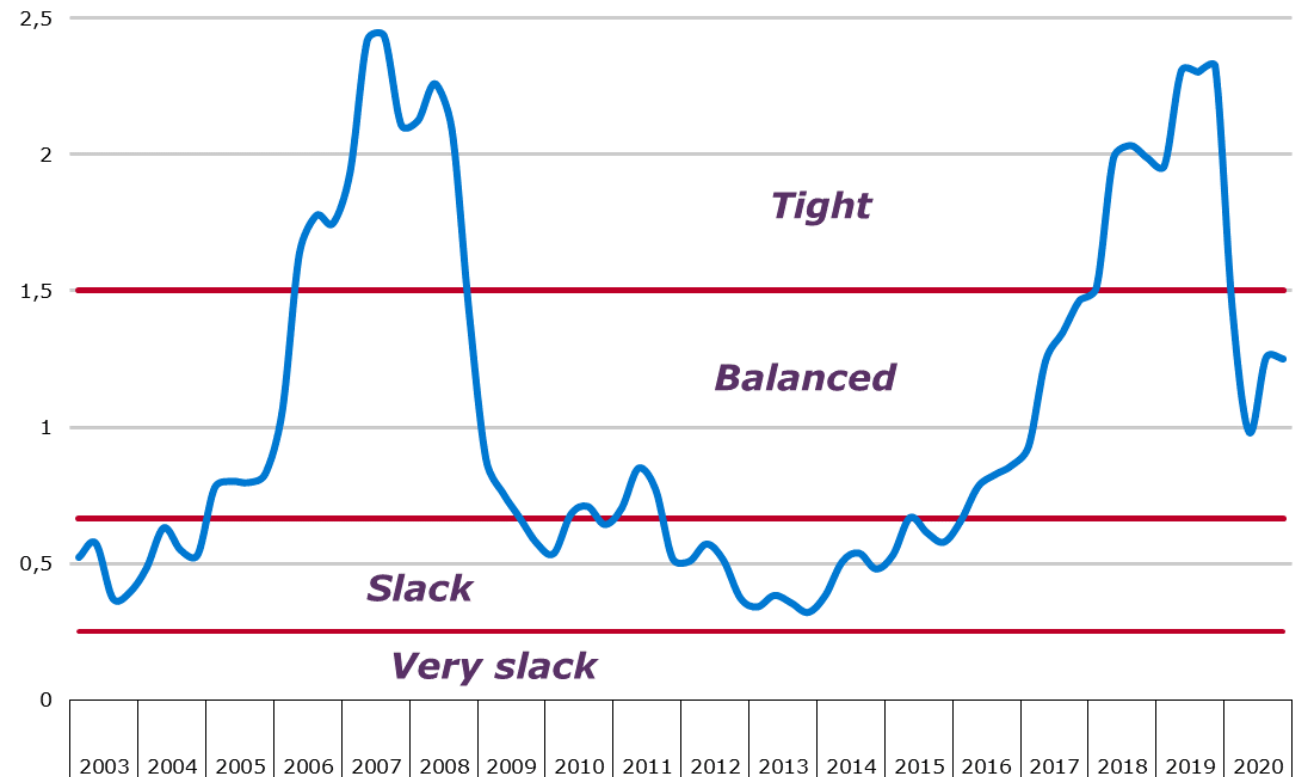
- In March 2021 58,000 visits
- A new Web Portal since April
- Developed with stakeholders
- 191 webpages
- 35 regional pages
- 9 Dashboards
- Integration of online and personal services



Prognose en trends >	Kansen op de arbeidsmarkt >	Sectoren >
Specifieke groepen >	Banenafpraak >	Werving en behoud >

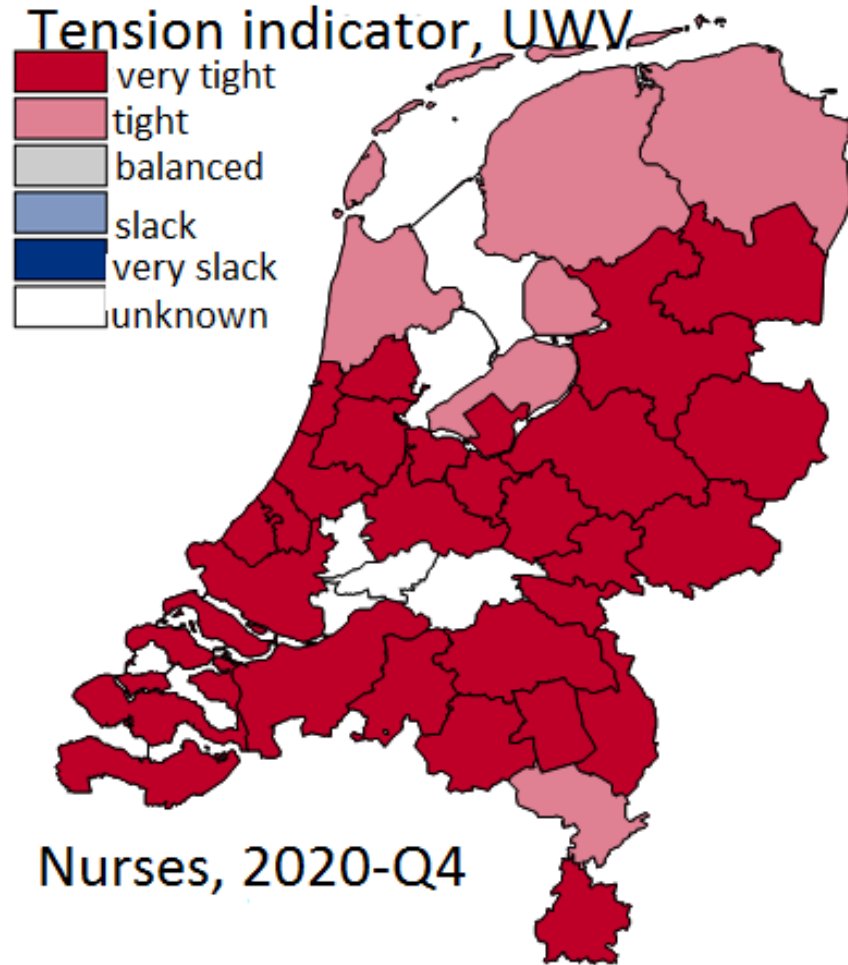
## 2<sup>nd</sup> Good practice: Tension indicator 2003-2020

- For employers and policy makers
- Ratio between vacancies and jobseekers
- By weighing and rescaling online vacancies Textkernel
- Every quarter for 114 occupational groups x 35 regions

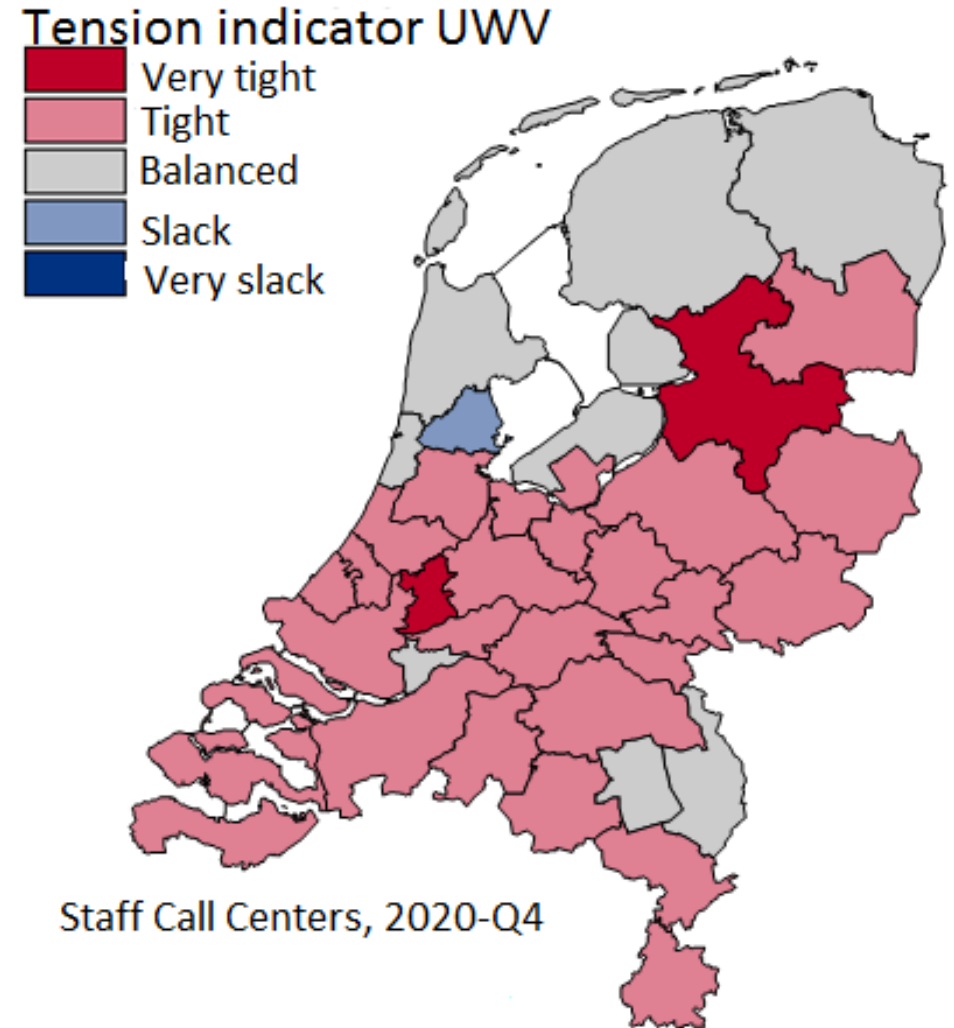


# 2<sup>nd</sup> Good practice: Tension indicator

Nurses, 2020-Q4



Staff Call centers, 2020-Q4



## 3<sup>rd</sup> Good Practice: Graduate Tracking

- **Why?** Honest and relevant labour market information (LMI) for students is lacking
- **Purpose?** to create reliable LMI for students of initial education (comparing 70 master studies, 87 bachelor studies and 104 studies at 2<sup>nd</sup> level vocational education)
- **By whom?** Cooperation between UWV and SEO/University of Amsterdam (data from CBS)
- **Source?** Register data (218,000 graduates annually)
- **When?** Measuring 1.5 and 10 years after graduating

# 3<sup>rd</sup> Good Practice: rankings of labour market position

Starting position in the labour market  
graduates from a university master



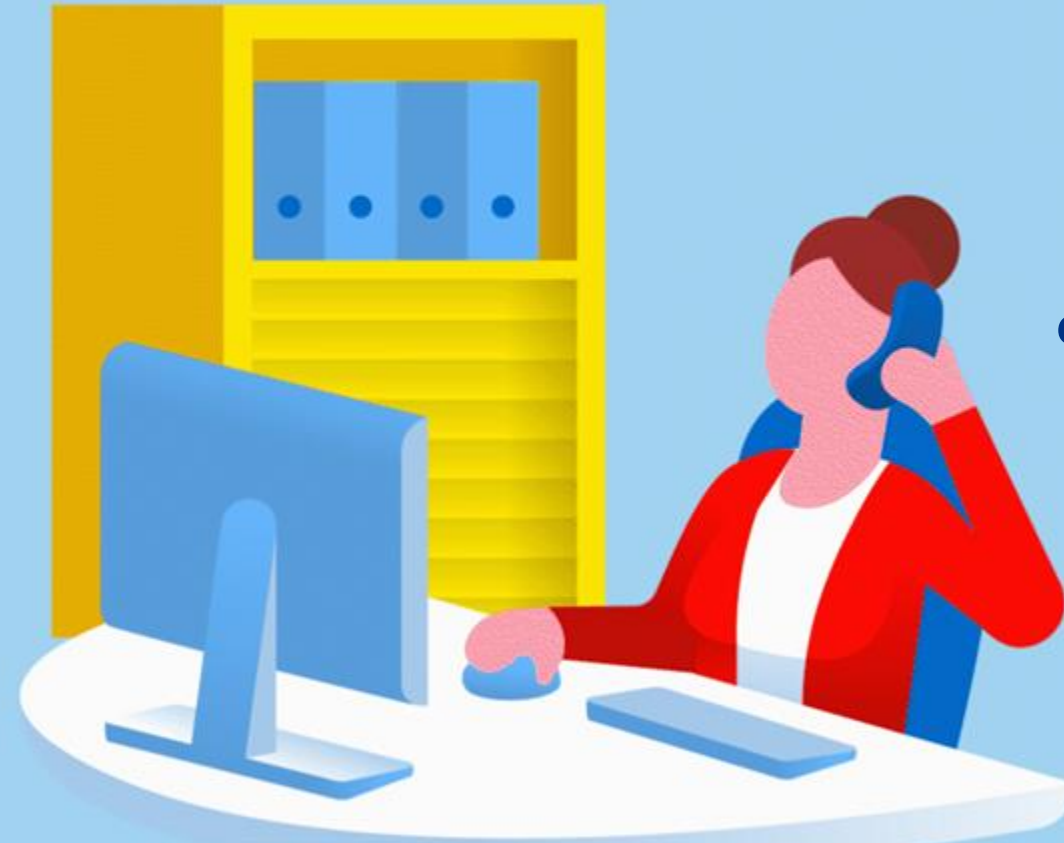
Based on SEO Economic Research/Elsevier



## 4<sup>th</sup> Good Practice: Related occupations with better chances

- For job seekers with an unfavourable occupational background
- A composite indicator to measure the **chances** per occupation
  - Tension indicator
  - Duration to find a job
  - Unemployment benefits per 100 employed workers
- A method to determine the **relatedness** of occupations
  - Historical job mobility paths (database with resumes)
  - Skills per occupation

# Low chances to find a job



employment



**Secretary employee**



# Related occupations with better chances to find a job

Customer service employee



Logistic employee



Back office employee



Planning and coordination



ICT help desk



# The golden rule to be effective:

**Quality of LMI x  
Quality of  
communication**

**See [www.werk.nl/arbeidsmarktinformatie](http://www.werk.nl/arbeidsmarktinformatie)  
For further information, please E-mail to:  
[michel.vansmoorenburg@uwv.nl](mailto:michel.vansmoorenburg@uwv.nl)**

