The National Capital Workforce and the Economic Graph

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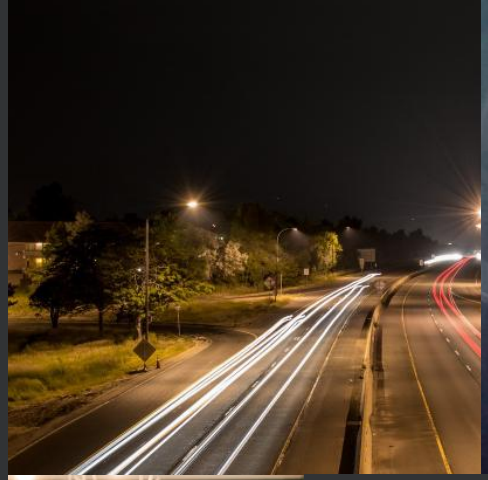
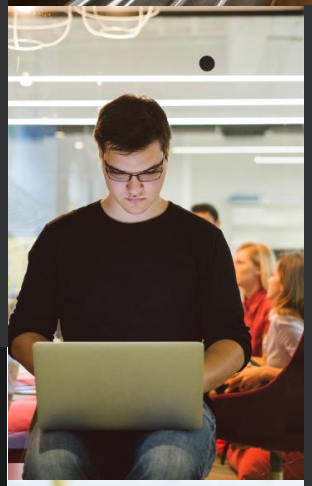
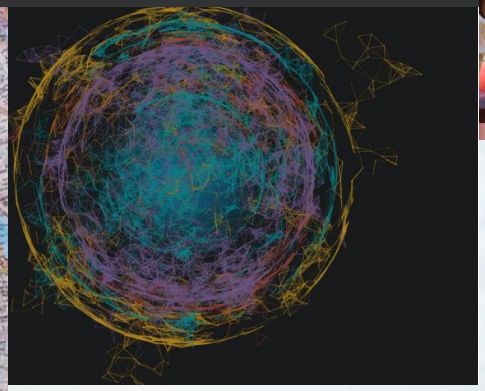
LinkedIn

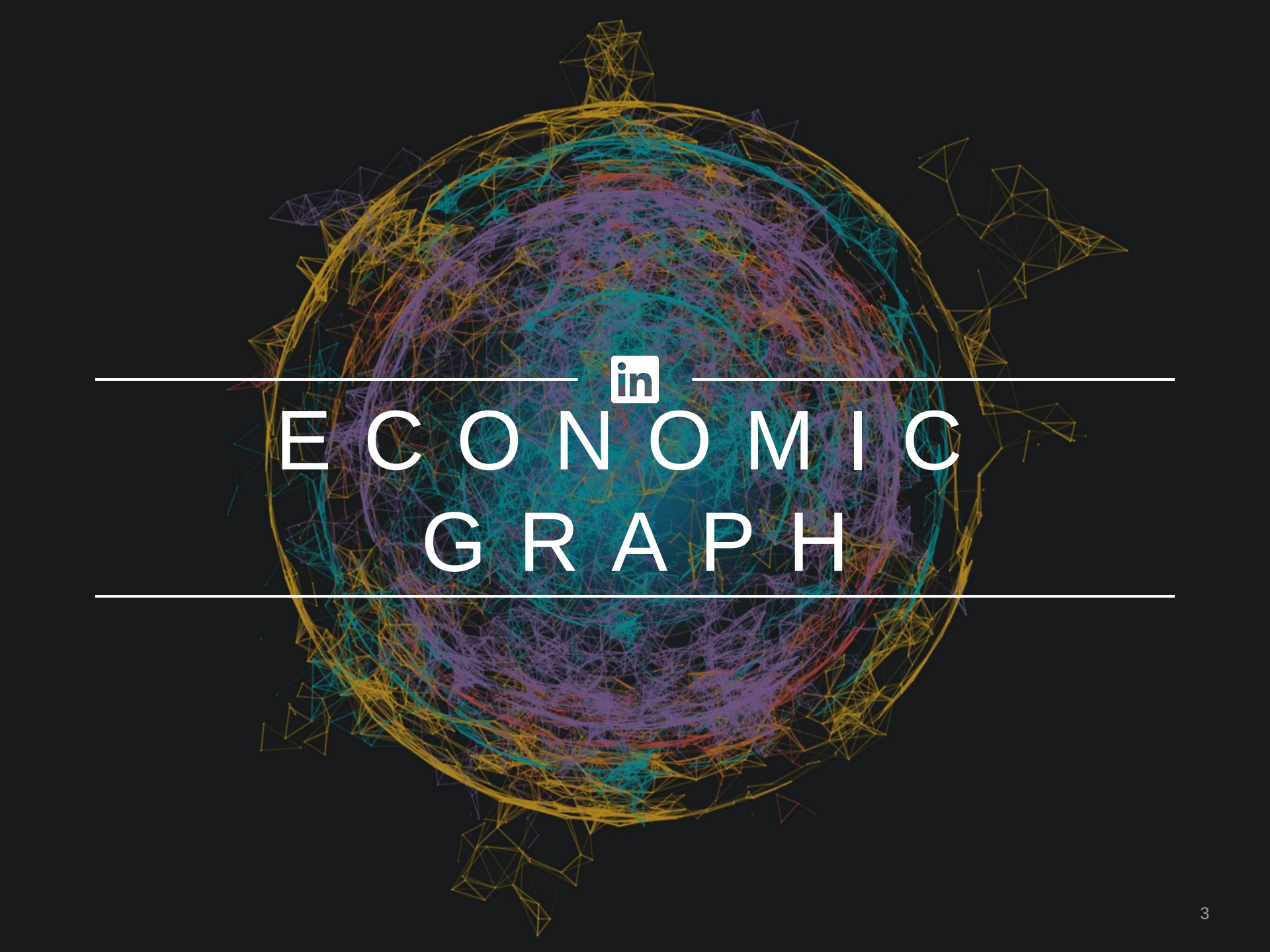
Our **mission** is to connect the world's professionals to make them more productive and successful.





Our **vision** is to create economic opportunity for every member of the global workforce.




ECONOMIC
GRAPH

450M

members on LinkedIn across the globe

9M
companies

6M
open jobs

50K
standardized skills

29K
schools on member profiles

300K
daily posts

How do leaders use our data?

Ways LinkedIn data can be used

Meet with top employing companies to support their growth

Attract jobs to your region by highlighting unique skills

Invest in labor force training according to meet the demand of employers

Encourage schools to update curriculum to meet employer needs

The Economic Graph

provides insight into the National Capital Region economy

Workforce	Hiring	Education

Members

Companies

Jobs

Skills

Schools

Knowledge

Today's Discussion

Technical and quantitative skills are in high demand across all of the Capital Region's top industries

While the capital region has a strong tech workforce, it can create more early-skilled tech roles

Ottawa's workforce is among the most tech and language savvy in all of Canada

Hiring, student retention, and other key metrics are strong, but there's still room for improvement

Workforce

438K

members on LinkedIn in the National Capital Region

45K
companies

4K
open jobs

18K
standardized skills

5K
schools on member profiles

300
daily posts

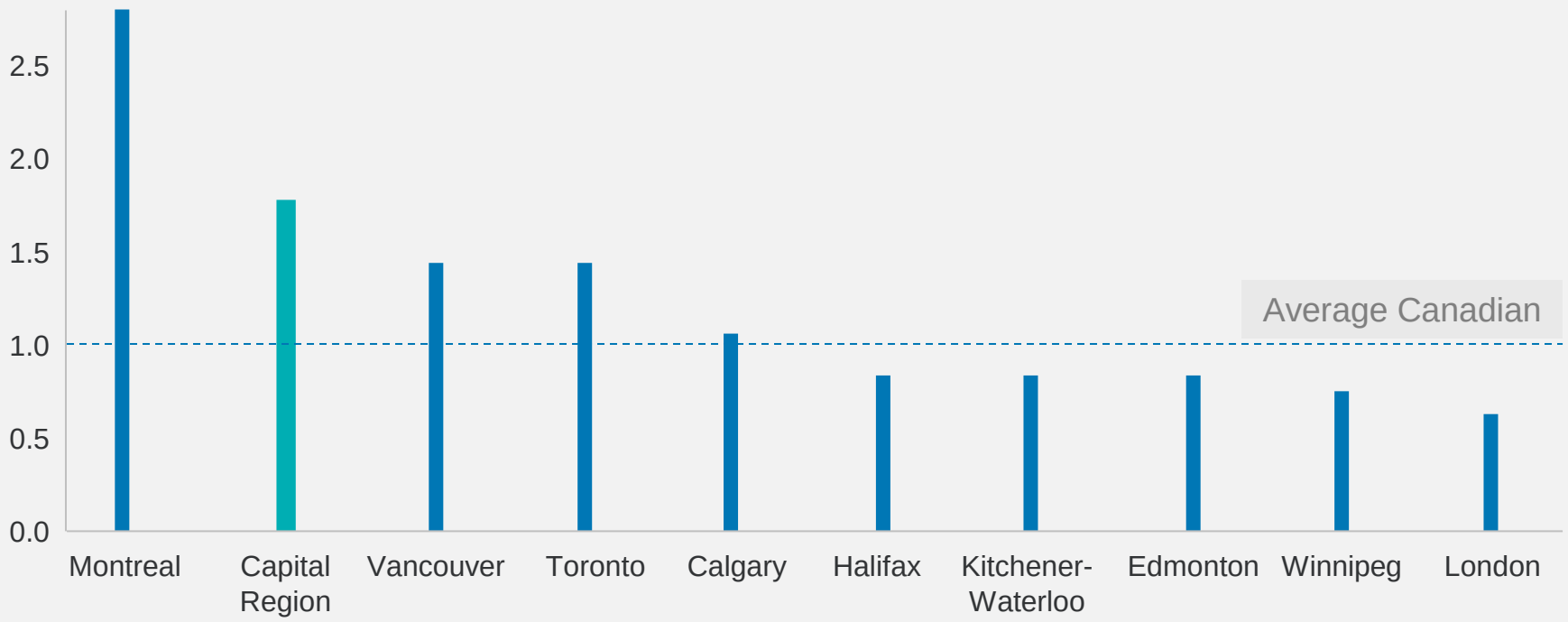
The capital region has a diverse set of public and private sector employers

Organizations with the Most *New Hires* Last Year

1. Government of Canada
2. University of Ottawa
3. City of Ottawa
4. Shopify
5. The Ottawa Hospital
6. TD
7. Government of Ontario
8. Nokia
9. Bell
10. Carleton University
11. Canadian Medical Association
12. Ottawa-Carleton School Board (OCDSB)
13. General Dynamics
14. George Weston Limited
15. Cisco
16. IBM
17. Rogers Communications
18. Privy Council Office
19. Scotiabank
20. Algonquin College

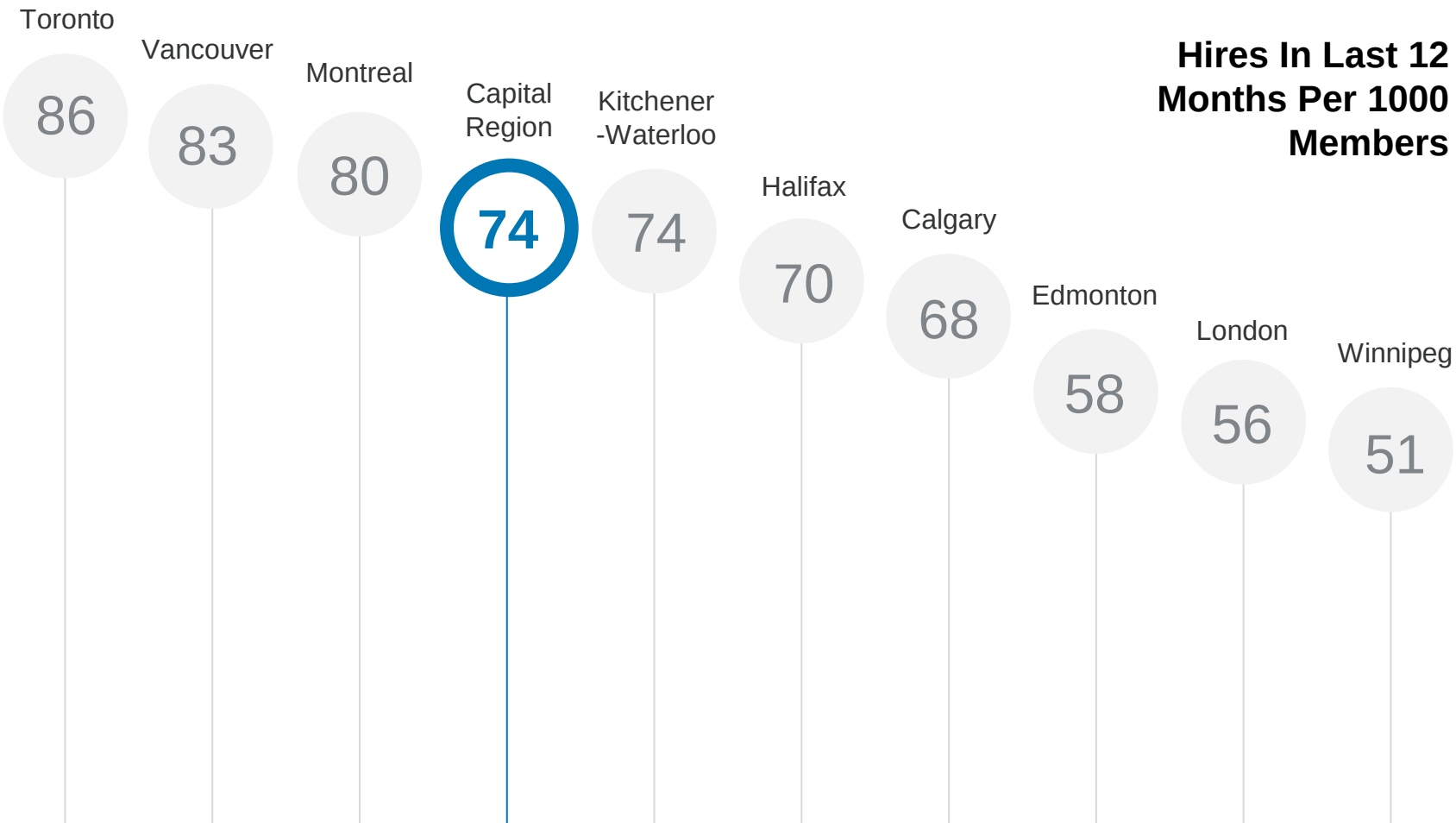
Capital Region members are nearly twice as likely as the average Canadian to list multiple languages on their profile

Likelihood of Listing at Least Two Languages on LinkedIn Profile



Hiring

Hiring is strong in the capital region, but still has room for growth

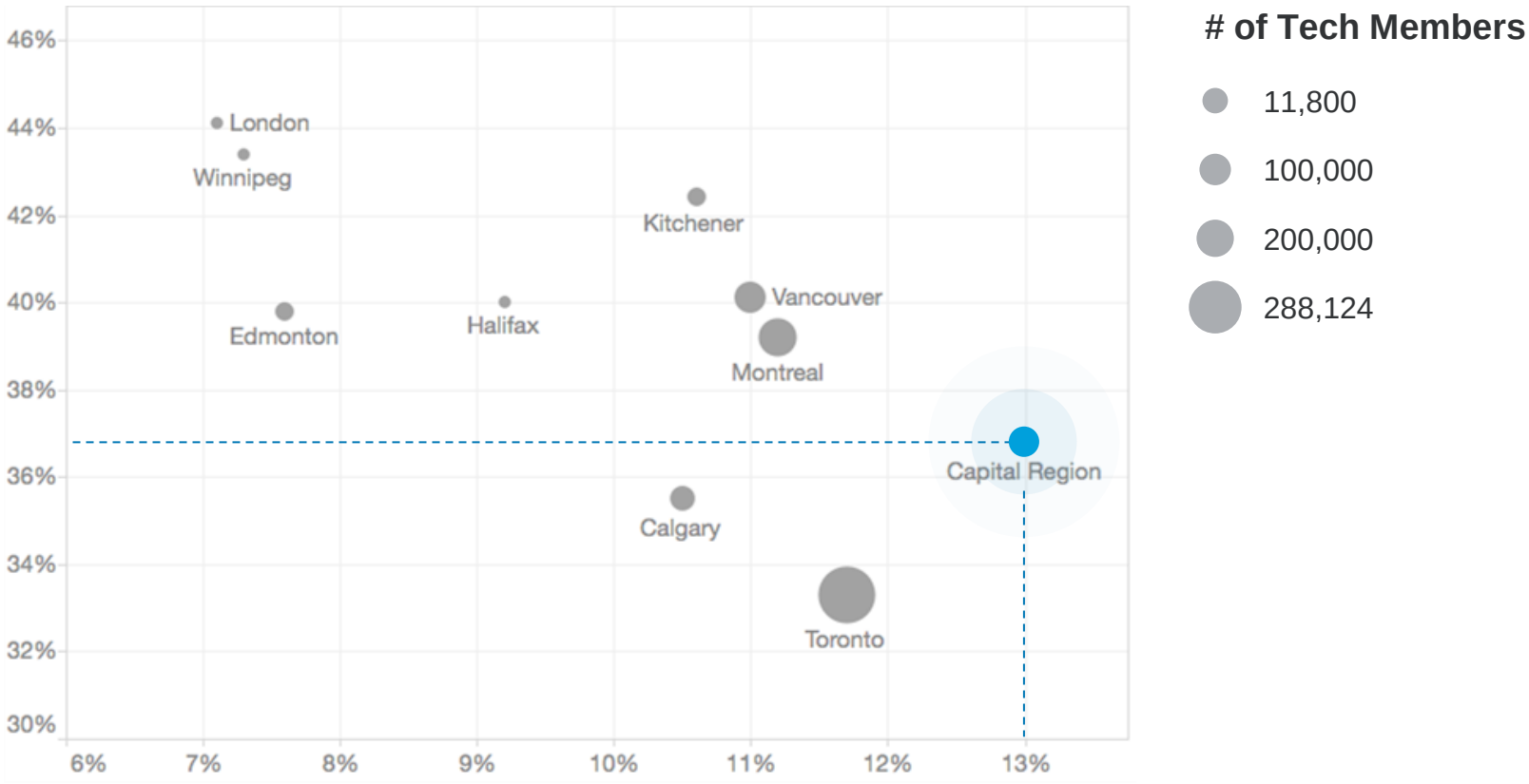


Technical and quantitative skills are in high demand across the capital region's top three industries

Government	Tech/Telecom	Professional Services
1 Public Policy & IR	1 Perl/Python/Ruby	1 Database Marketing
2 Foreign Language Translation	2 Java Development	2 Travel
3 Economics	3 Shell Scripting Languages	3 Social Media Marketing
4 PR & Communications	4 C/C++	4 Dispute Resolution Law
5 GIS	5 Algorithm Design	5 Restaurants and Catering

While the capital region already has a strong tech workforce, it can create more early-skilled tech roles

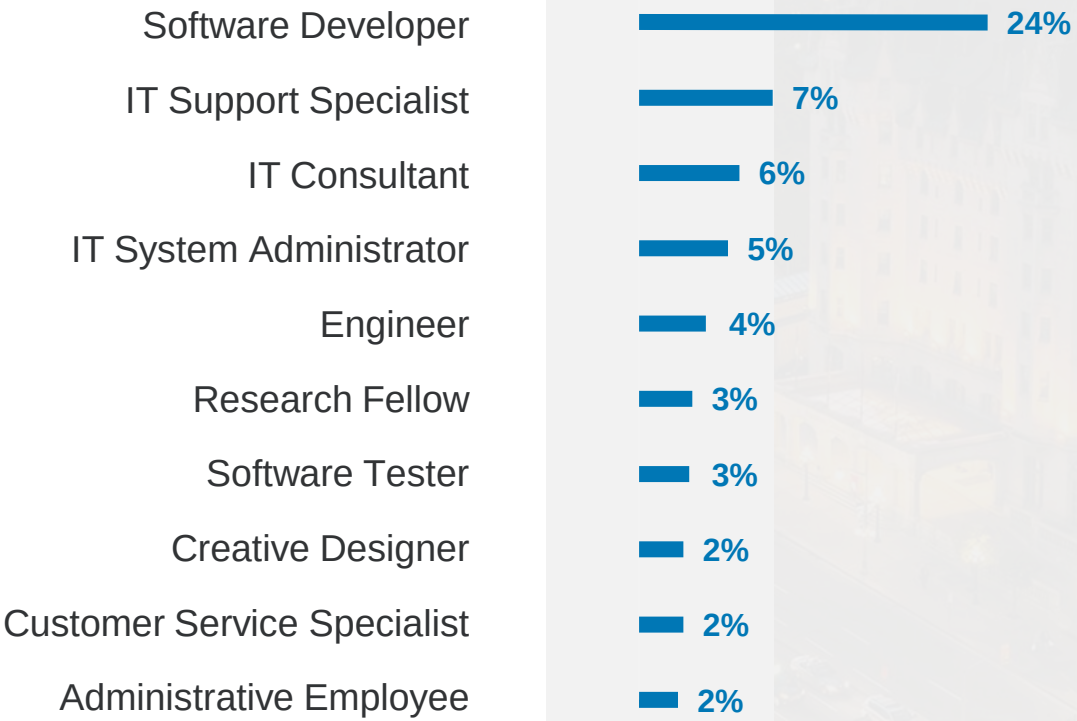
Percent of technology skilled members in early career roles



Technology skilled members, as a percent of total

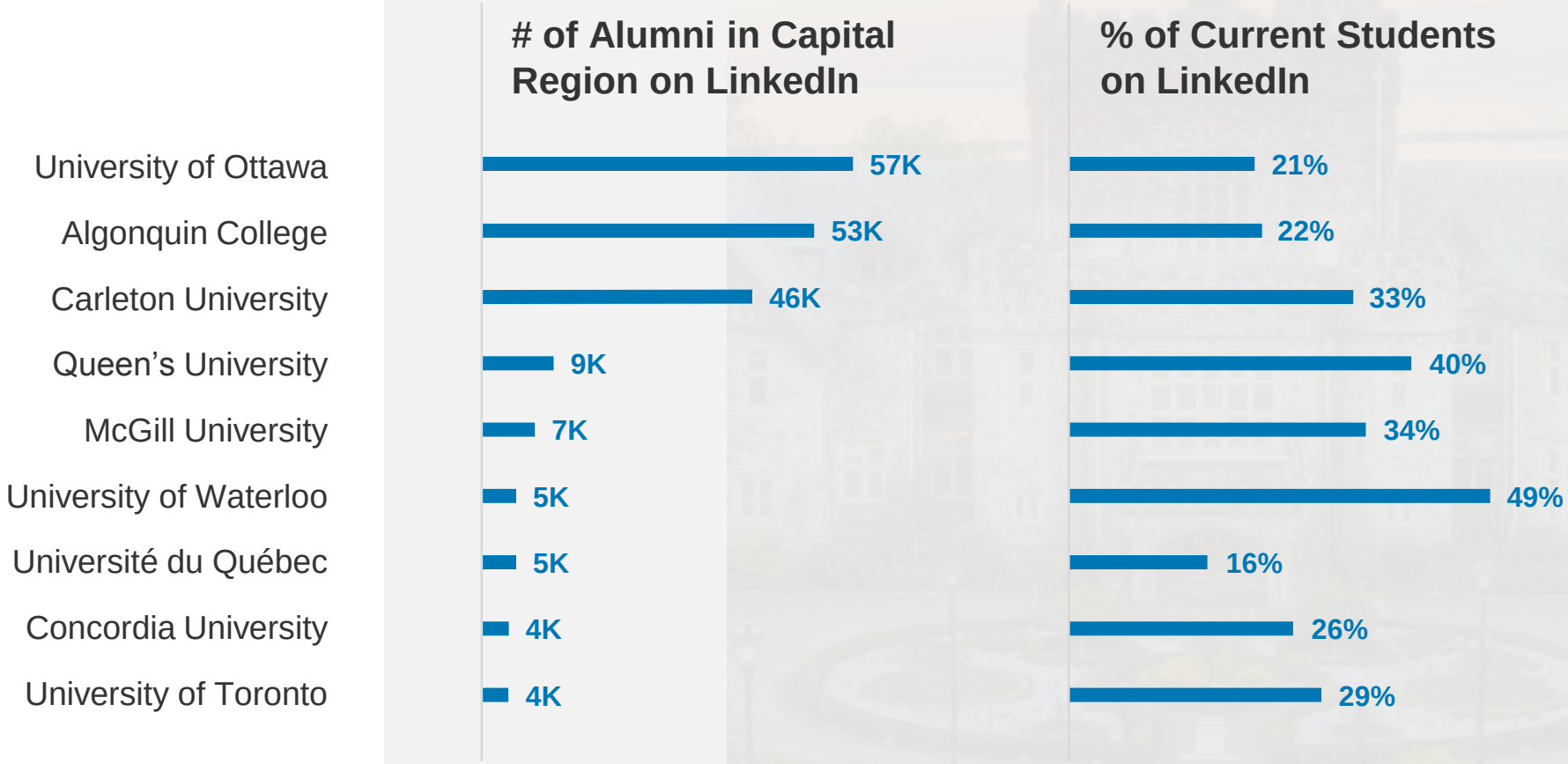
Tech skills are cutting across occupations

Most Common Occupational Categories for Capital Region Members in Entry-level Tech Roles (% of Profiles)



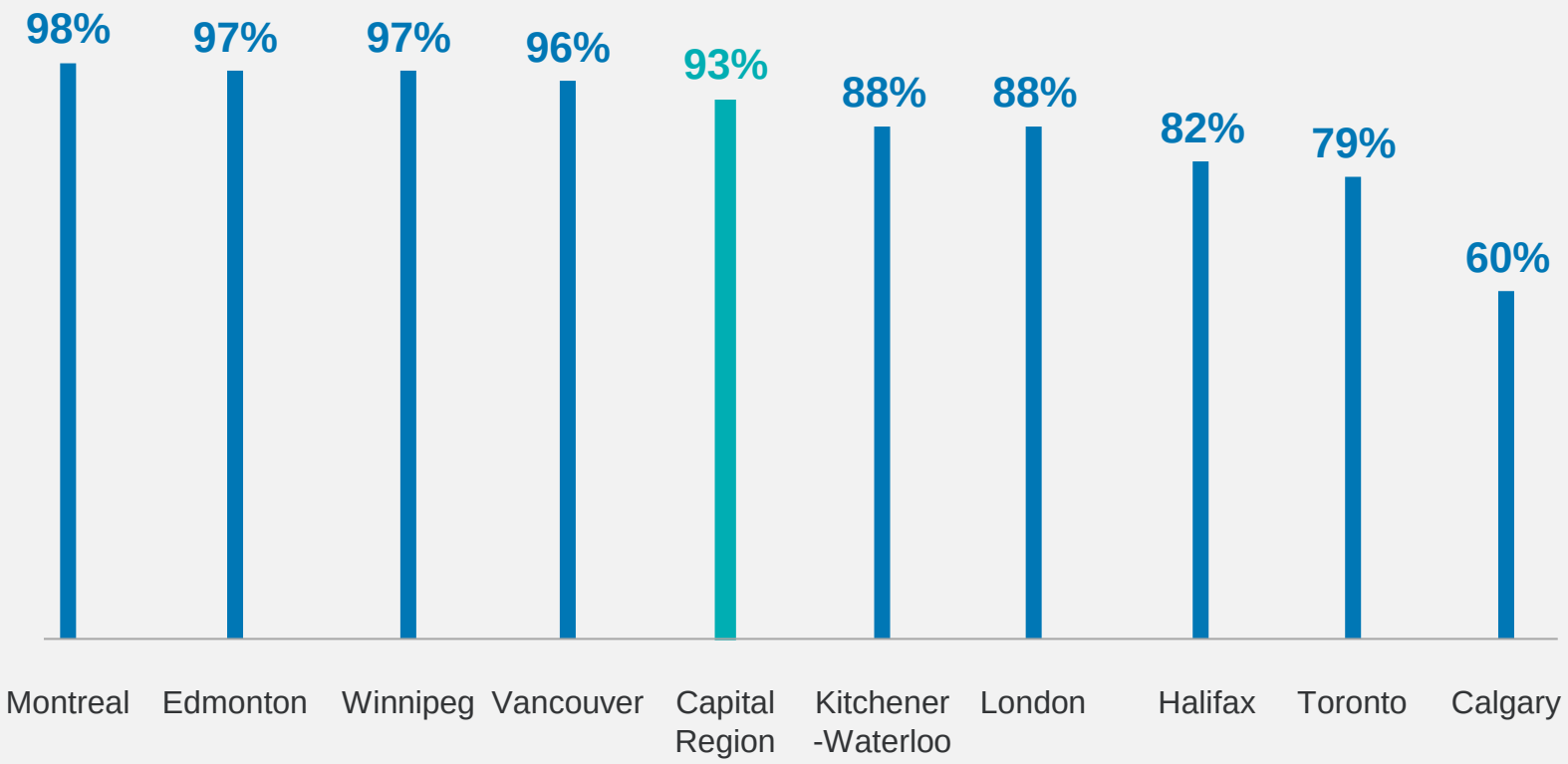
Education

Canadian schools have a strong presence on LinkedIn



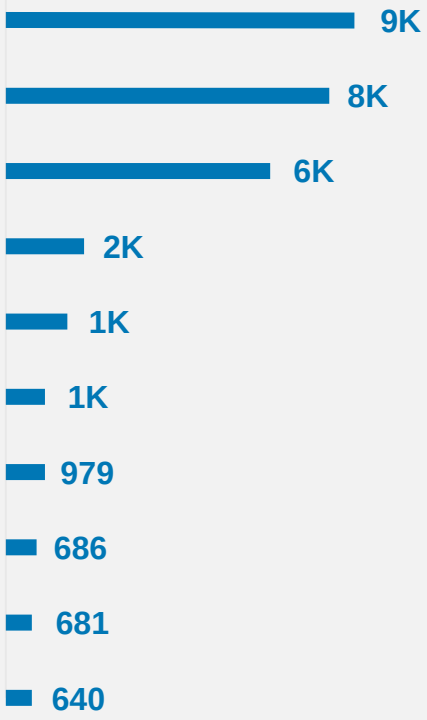
The capital region's graduate retention compares favorably to other cities in Canada

Percent of Recent Graduates (2015–2016) that Stayed in City of Studies



Tech-skilled workers in the National Capital Region come from a variety of schools

Top Alma Maters of Members with Tech Skills

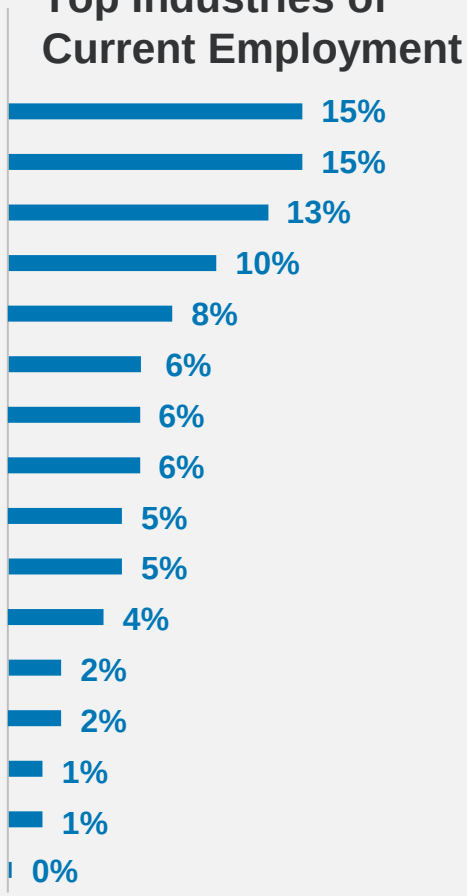


Most Prevalent Tech Skills among Members in Your Region

1. Algorithm Design
2. Computer Graphics and Animation
3. User Interface Design
4. Java Development
5. Perl/Python/Ruby
6. Web Programming
7. Web Architecture and Dev Frame
8. C/C++
9. Mac, Linux and Unix Systems
10. Shell Scripting Languages

Outcomes for Algonquin College graduates

Top Industries of Current Employment



Top Skills on Profiles of Alumni (Who Graduated in Last 5 Years)

1. Graphical Design
2. IT Infrastructure & System Management
3. Web Programming
4. Marketing Event Management
5. Management & Leadership
6. Healthcare Management
7. Architectural Design
8. C/C++
9. Logistics & Supply Chain
10. Accounting

What we've learned

Technical and quantitative skills are in high demand across all of the Capital Region's top industries

While the capital region has a strong tech workforce, it can create more early-skilled tech roles

Ottawa's workforce is among the most tech and language savvy in all of Canada

Hiring, student retention, and other key metrics are strong, but there's still room for improvement

What we can do about it

Recognize that technical and quantitative skills are increasingly cutting across sectors and occupations

Foster more cross-sector partnerships to coordinate trainings for the most in-demand skills

Show recent graduates that they don’t have to go to bigger cities to start a compelling career

Jobs
Knowledge
Members
Skills
Companies
Schools