

# EXECUTIVE SUMMARY

A FORMAL EVALUATION OF PROGRESS TO DATE ON THE JDX INITIATIVE

The goal of phase one of the Job Data Exchange™ (JDX) was to develop a data standard for job descriptions and postings, supported by open data tools, to improve how quickly and clearly employers communicate in-demand jobs, skills, credentials, and other hiring requirements to education partners, learners, and job seekers. The goal of phase one was developed and achieved through five strategies.

- 1. Engage with stakeholders** about the JDX phase one goal and onboard employers interested in participating in the JDX phase one initiative.
- 2. Develop a job data standard (JDX JobSchema+)** to support more structured job descriptions and postings for improved search and discovery on the web.
- 3. Co-design open data tools and resources** that improve utilization of the job data standard for the purposes of generating skill-based job descriptions and postings.
- 4. Pilot test the JDX prototype** for the viability of incorporating a job data standard into employer hiring practices using open data tools and resources.
- 5. Employers and talent sourcing providers evaluate** the JDX phase one initiative on its ability to improve the way employers communicate hiring requirements by comparing an original job description to a JDX-generated job description.

The JDX phase one pilot started in October 2018 and ended in December 2019. At the end of the JDX pilot, seven pilot partner teams were created across eight states that involved 19 employers (only 13 employers participated in the JDX pilot test and evaluation) and 12 talent sourcing providers (e.g. educational institutions, training providers, and staffing organizations).

**75%** OF TALENT SOURCING PROVIDERS  
**70%** OF EMPLOYERS

were optimistic about the ability to better signal needs and preferences via job descriptions and postings

**62%**

of employers believe they will use the JDX-generated job description in the future, but only 15% of employers said they understood the job data standard (JDX JobSchema+) well enough to use it in their hiring practices

**Employers** — How well did the JDX-generated job description meet expectations?



**Talent Sourcing Providers** — How well did the JDX-generated description signal in-demand skills and hiring requirements?



# What We Learned

## IMPORTANCE OF USING AND IMPLEMENTING A JOB DATA STANDARD IN EMPLOYER HIRING PRACTICES

Much of the focus of the JDX pilot was on using and evaluating a set of open data tools and resources (the JDX prototype) that improved the utilization of the underlying job data standard (JDX JobSchema+). However, the JDX evaluation results highlighted a discrepancy between the reported usefulness of the JDX-generated job description (62% in favor) and the reported understanding of a job data standard (15% in favor). Thus, more work will need to be done to better communicate the importance of using a job data standard to better search, discover, and analyze in-demand jobs, skills, credentials, and other hiring requirements.

In addition, it is important for employers and hiring managers to understand the data properties within the job data standard so that the information collected is accurate and correctly reflects the talent marketplace in real time.

## INFORMATION AND RESOURCES EMPLOYERS, HIRING MANAGERS, AND RECRUITERS USE IN DEVELOPING JOB DESCRIPTIONS AND POSTINGS

During the JDX onboarding calls with employer partners, the JDX team noted that most employers rely on internal resources to develop job descriptions and postings with limited use of external resources, such as competency frameworks. The JDX evaluation confirmed this in which 40% of employers responded having some familiarity with competency frameworks where as 80% of talent sourcing providers responded that they use competency frameworks to design curriculum and career pathways. The disconnect between the importance and use of certain workforce resources might cause miscommunication between talent sourcing providers and employers and a mismatch in the preparation for employment and actual hiring needs.

Additionally, access to, and usability of, competency frameworks may be a barrier to addressing these issues. The JDX team noted difficulties in finding a diverse pool of publicly available frameworks to provide to employers (i.e., frameworks that were not behind association membership firewalls) and frameworks that were in a machine-actionable format (i.e., tabular or structured format instead of a PDF).

For the job descriptions in the JDX pilot, the JDX team was able to access and create a structured data format for 7 competency clearinghouse models, 11 industry and professional competency frameworks, O\*NET occupations data, and European Skills, Competences, Qualifications and Occupations (ESCO). However, there is a need for competency frameworks to be more accessible and machine-actionable in the future for these resources to be better understood and utilized by employers and other stakeholders.

## CONTINUE TO IMPROVE EDUCATION AND WORKFORCE PARTNERSHIPS

Part of the JDX evaluation included employers identifying at least one talent sourcing provider to evaluate an employer's original job description in relation to their JDX-generated job description. The comparison would help talent sourcing providers analyze and determine if employers were able to more clearly communicate in-demand jobs, skills, credentials, and other hiring requirements using the job data standard and open tools and resources.

As noted, most talent sourcing providers found the JDX-generated job description to be an improvement from the original job description and 90% reported they gained new information they could use. Ultimately, 12 talent sourcing providers participated in the JDX pilot, but many employers were not ready to identify and engage a talent sourcing provider. While the JDX provides value in strengthening education and workforce partnerships it will need to be pursued in combination with other initiatives that help to develop and further strengthen these partnerships, such as Talent Pipeline Management (TPM).

# Recommendations & Next Steps

The JDX pilot and evaluation showed the need and willingness of employers to work towards improving how they communicate in-demand jobs, skills, credentials, and other hiring requirements to education partners, learners, and job seekers. Additionally, talent sourcing providers confirmed their desire to receive and integrate improved signals on hiring needs from employers.

However, as this JDX executive summary has shown, there is still much work to be done in improving employer signaling and the need to continue this work into a second phase that expands on the findings from phase one. Below is a high-level overview of the initial steps the JDX team plans to take in phase two of this work.

- 1.** Refine, improve, and integrate the JDX JobSchema+ with employers and HR vendor tools and systems
- 2.** Augment the JDX JobSchema+ by integrating open data tools and resources that improve utilization of the job data standard
- 3.** Integrate the JDX JobSchema+ and open data tools and resources with vendor platforms (i.e., HRIS and LMS/CMS)
- 4.** Coordinate JDX implementation with U.S. Chamber of Commerce Foundation partners (i.e., SHRM, NASWA, W3C) and initiatives (i.e., Talent Pipeline Management® (TPM) and T3 Innovation Network™)

## RESOURCES

JDX Webpage: [uschamberfoundation.org/JDX](https://uschamberfoundation.org/JDX)

JDX Partners: [uschamberfoundation.org/JDX/Pilot-Partners](https://uschamberfoundation.org/JDX/Pilot-Partners)

The JDX evaluation was developed, conducted, analyzed by the Center for Regional Economic Competitiveness (CREC) in December 2019.

