Manuals+

Contents [hide]

Lightcast Developer Software

Product Information

Specifications

- Product Name: Grant Writer's Toolkit for Workforce & Economic Developers
- Partners: Lightcast and the National Association of Workforce Boards
- Purpose: Empowering workforce development professionals to secure grant funding using labor market data

Pursue reliable grant funding with the right labor market data to tell your story and demonstrate your organization's workforce impact.

Lightcast and the National Association of Workforce Boards are Vision Partners committed to empowering workforce development. This Grant Writer's Toolkit is a valuable new resource for advancing that shared goal.

Designed to help workforce development professionals use data to pursue grant funding, this toolkit offers step-by-step guidance to help you find and share the most relevant labor market data and visualizations within Lightcast's Developer tool so you can:

- Highlight workforce demands in your region
- Demonstrate how your organization is putting data to work for your community
- Pursue the funds that keep your workforce initiatives thriving.

All the data shown here can be found in Lightcast's Developer Software. These are the most common data reports that a work-force development grant writer will need in order to respond to a typical Request for Proposal (RFP).

Don't Forget

- Follow all the submission guide- lines, making sure you address the exact questions listed in the RFP.
- Keep your presentation clear, concise, and visually compelling. Don't let your most important information get lost in excess text or graphics.
- If you need additional help finding or accessing data in our tools, contact your Lightcast rep, or use the live chat with-in the tool, for expert guidance.

- Ready to hit "send"? Before you do, check and double check the RFP requirements before submitting your grant proposal.
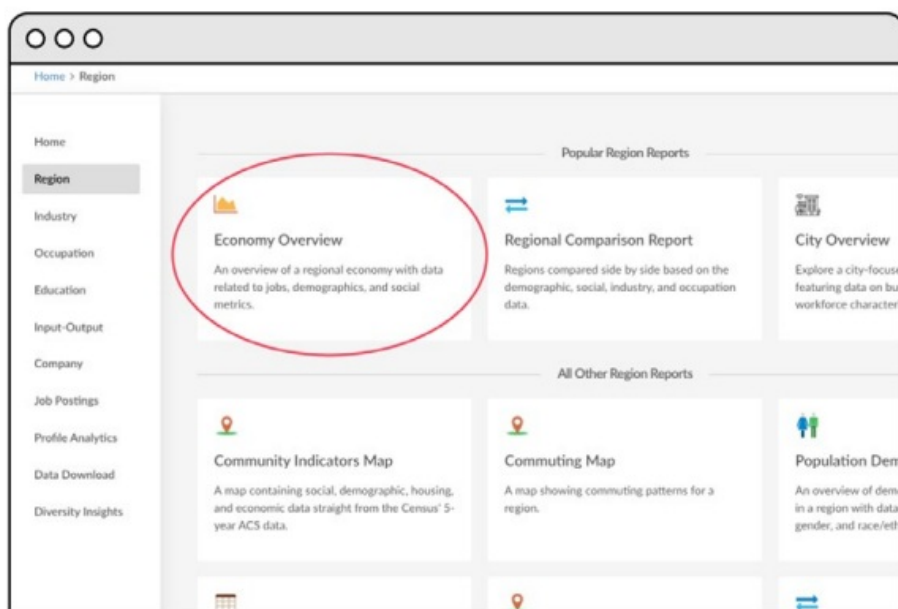
Economy Overview Report

This report provides valuable, high-level perspective on your region's economic data and contains down-loadable tables and graphics that will help you illustrate your story for greater impact.

Follow the instructions below to see how to find valuable regional data including:

- Overall economic factors
- Labor force breakdown of the population
- Population characteristics such as age, veteran status, diversity, and crime data
- In-demand skills for your selected region, allowing you to highlight the importance of local workforce programs that align with what employers need.

1. **From the "Region" menu on the left, choose the "Economy Overview"**
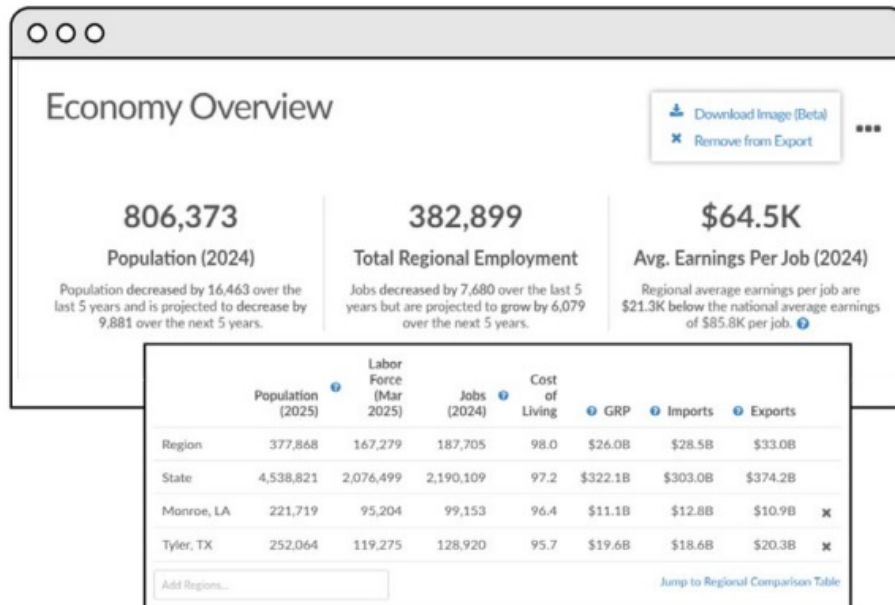   This report covers a wide variety of data points for your selected region.

2. **Select your region**
   You can base your selection on pre-set region names or region groups, or based on factors like drive time and radius from a specific address.
3. **Start exploring the data**
   The Economy Overview report will show you a simple summary of the region's Population, Total Regional Employment, and Median Household Income. Depending

on your level of access, you can also choose to compare the basic data points of your region to additional regions such as counties, zip codes, cities, MSAs, and **states.**

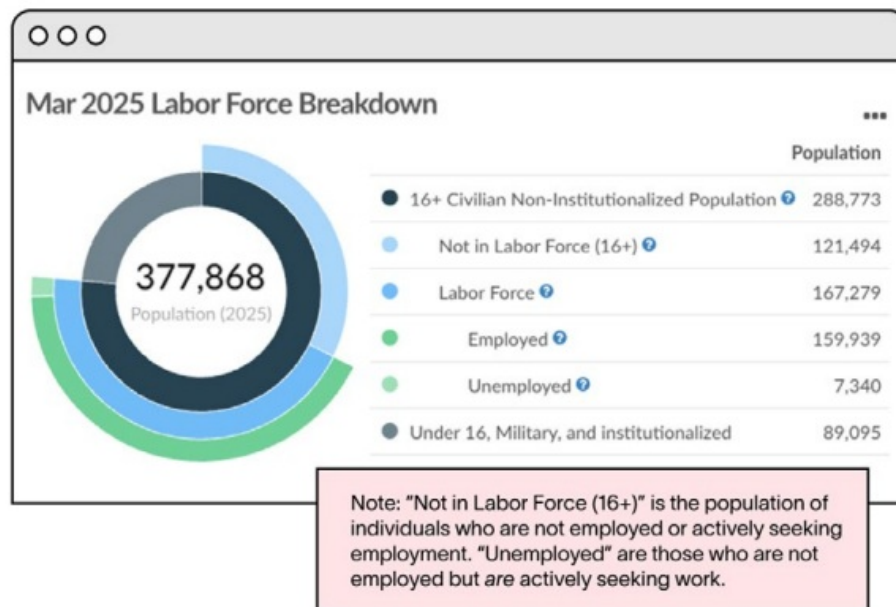|	Population (2025)	Labor Force (Mar 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports	
Region	377,868	167,279	187,705	98.0	$26.0B	$28.5B	$33.0B	
State	4,538,821	2,076,499	2,190,109	97.2	$322.1B	$303.0B	$374.2B	
Monroe, LA	221,719	95,204	99,153	96.4	$11.1B	$12.8B	$10.9B	✕
Tyler, TX	252,064	119,275	128,920	95.7	$19.6B	$18.6B	$20.3B	✕

CASE STUDY: Employ Prince George's

Learn how Lightcast's Developer tool empowered Employ Prince George's with the right data to:

- Secure $6M annually in local workforce funding
- Double the number of residents served
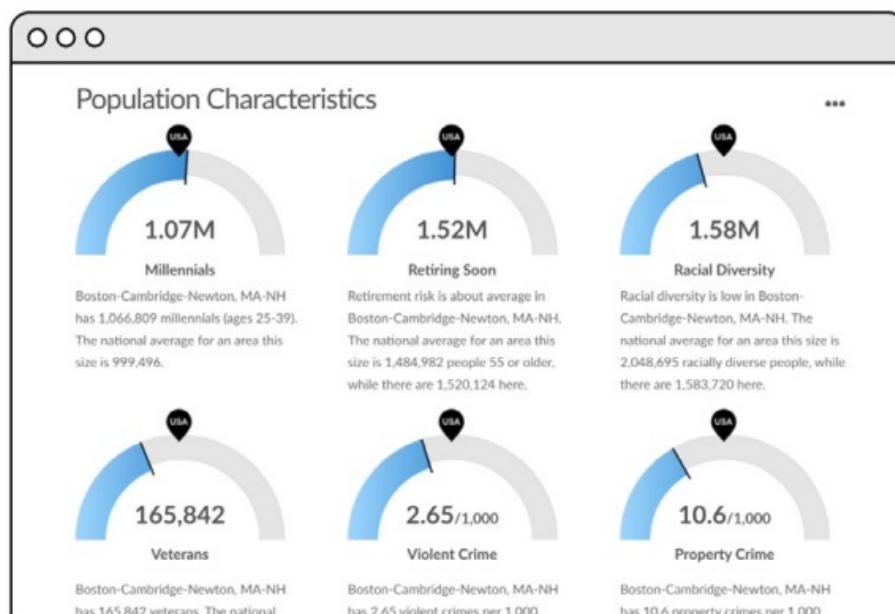- Quadruple business engagement across the region

4. **Review the Labor Force Breakdown**

The Labor Force Breakdown provides unique data on who is participating in your region's labor force and what their employment status is.
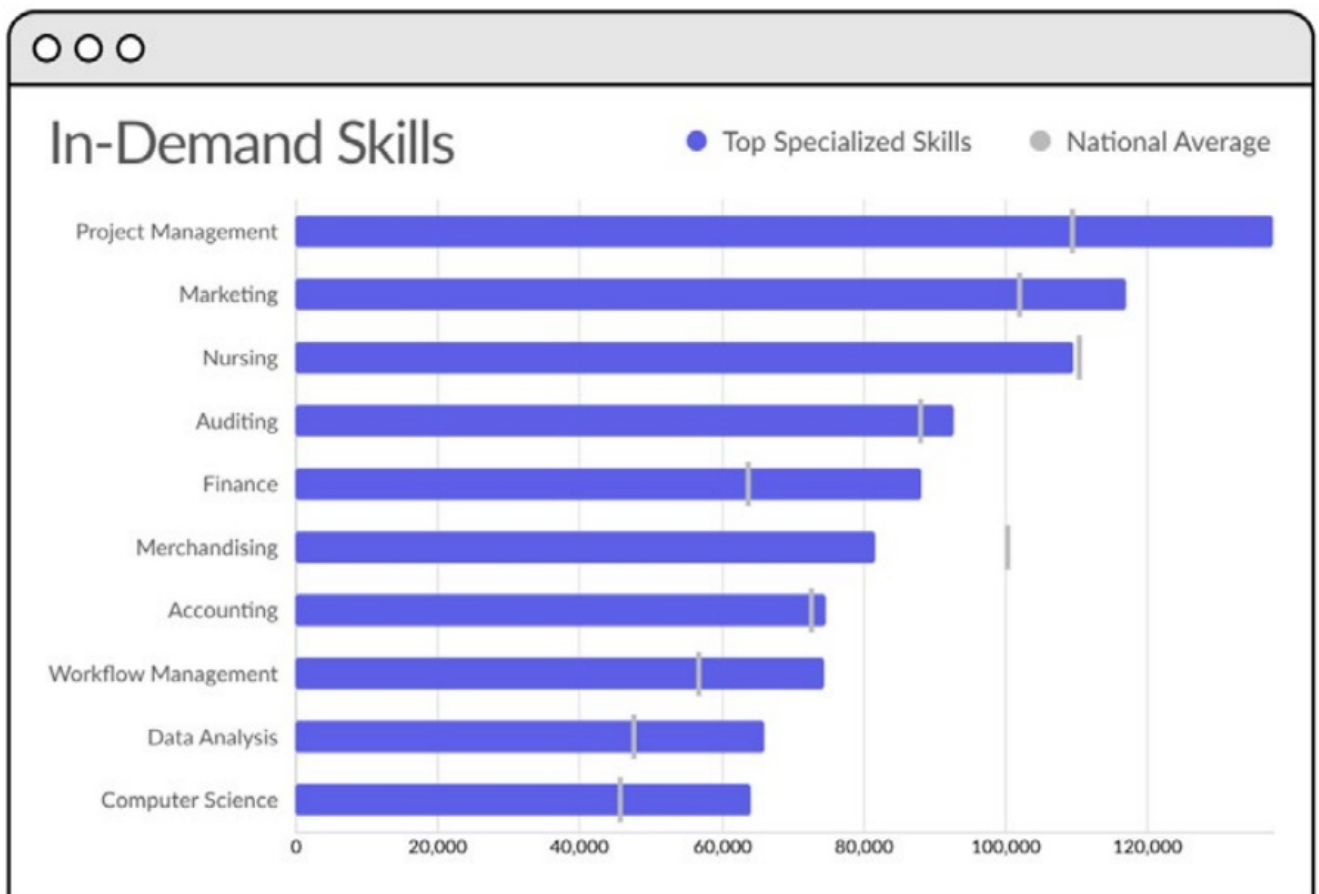
Mar 2025 Labor Force Breakdown

377,868
Population (2025)

	Population
● 16+ Civilian Non-Institutionalized Population ❓	288,773
● Not in Labor Force (16+) ❓	121,494
● Labor Force ❓	167,279
● Employed ❓	159,939
● Unemployed ❓	7,340
● Under 16, Military, and institutionalized	89,095

Note: "Not in Labor Force (16+)" is the population of individuals who are not employed or actively seeking employment. "Unemployed" are those who are not employed but *are* actively seeking work.

5. **Understand population characteristics**

   This data provides a closer look at some of the demographics, veteran status, and crime data for your region, and compares your region to the US as a whole.

Population Characteristics

1.07M — Millennials
Boston-Cambridge-Newton, MA-NH has 1,066,809 millennials (ages 25-39). The national average for an area this size is 999,496.

1.52M — Retiring Soon
Retirement risk is about average in Boston-Cambridge-Newton, MA-NH. The national average for an area this size is 1,484,982 people 55 or older, while there are 1,520,124 here.

1.58M — Racial Diversity
Racial diversity is low in Boston-Cambridge-Newton, MA-NH. The national average for an area this size is 2,048,695 racially diverse people, while there are 1,583,720 here.

165,842 — Veterans
Boston-Cambridge-Newton, MA-NH has 165,842 veterans. The national

2.65/1,000 — Violent Crime
Boston-Cambridge-Newton, MA-NH has 2.65 violent crimes per 1,000

10.6/1,000 — Property Crime
Boston-Cambridge-Newton, MA-NH has 10.6 property crimes per 1,000

6. **Identify in-demand skills**

   Drawn from our Job Posting Analytics data, skill demand is crucial for understanding and demonstrating what your local employers need. Demand for specific skills highlights the importance of local workforce pro-grams that align with job openings that need to be filled. (Note: For an even more granular approach to this data, our other Job Posting Reports show not only what skills are currently in-demand, but also which new skills are emerging in job postings within the region that a work-force board may want to prepare for.)

In-Demand Skills

- Top Specialized Skills
- National Average

Project Management
Marketing
Nursing
Auditing
Finance
Merchandising
Accounting
Workflow Management
Data Analysis
Computer Science

0   20,000   40,000   60,000   80,000   100,000   120,000

Community Indicators Map

This report presents the American Community Sur-vey (ACS) data in an easy-to-understand format. The map graphic allows you to tell the story of your county, MSA, or state with greater visual impact.

1. From the home screen, select "Region" on the left side, then "Community Indicator Map" from the menu.
   Once you have selected the map, select the region you are interested in. You can also select Economic, Social, or Housing characteristics to look from. If you are un- sure, select "Custom Data Selection" and run the report.
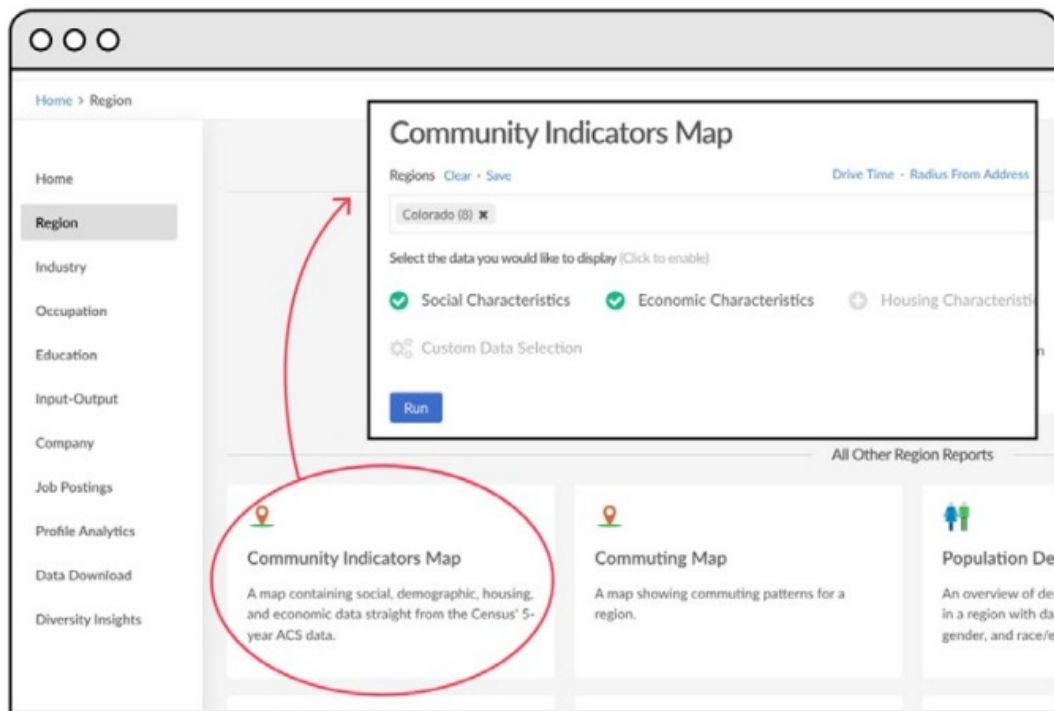
2. **Choose your data points to map**

   The data points on the region you've selected include Disabled Population, Average Household Size, Veteran Population, income status, and more. To further customize the data points, select the "Add/Remove Columns" button. It brings up the Custom Data Selection menu. There you will find all the available data points. They fall under the categories: Housing, Social, and Economic Characteristics. You are also able to change the region from State or County to MSA. You can click on each column headers to show that data point on the map and sort by that column in the table below the map. This creates a custom data visual for you to include in your grant application.
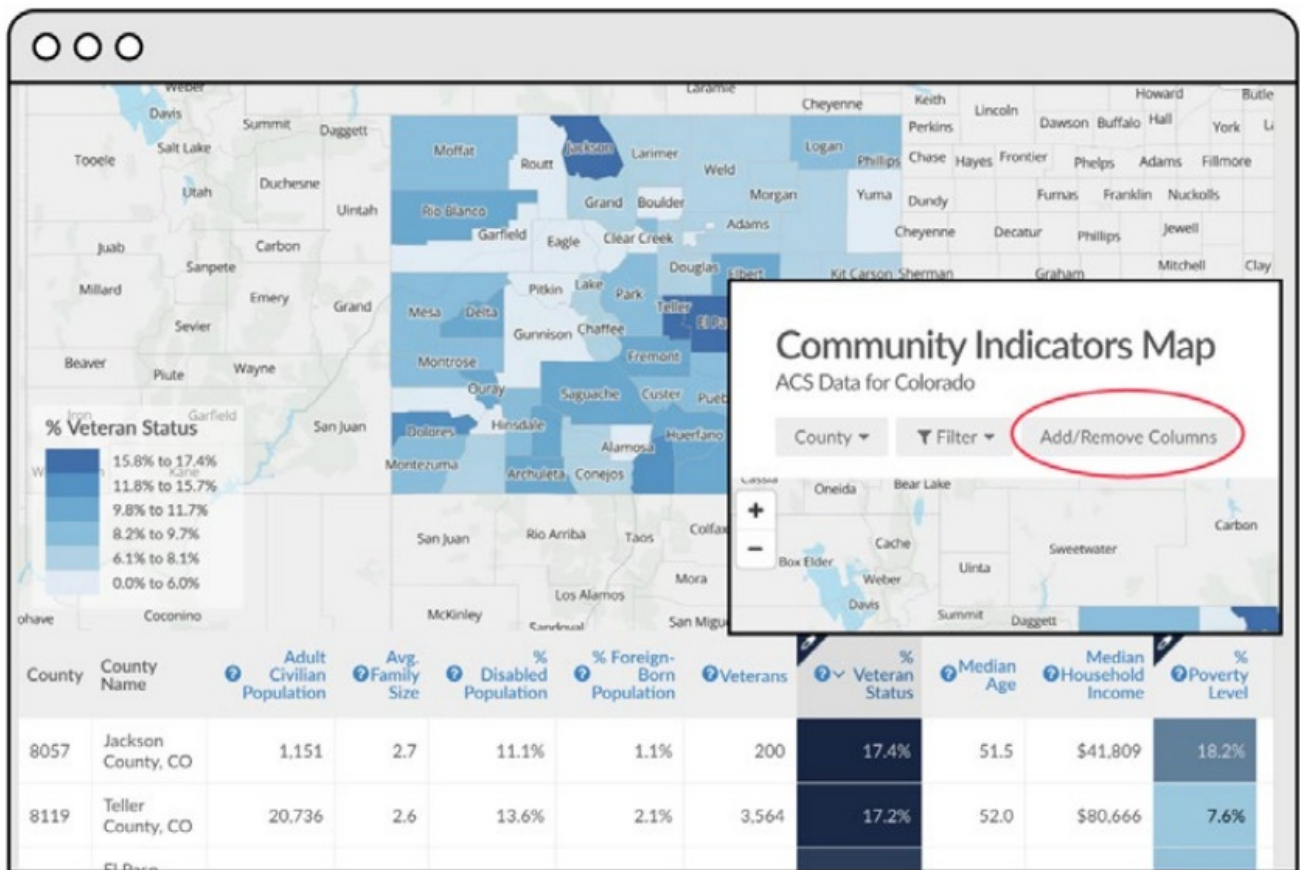
Legacy Industry Snapshot

When external factors—like policy changes, health crises, natural disasters, and more—cause major disrup-ions, this report helps you assess impacted industries in your region, as well as the staffing patterns, supply chains, and other factors affecting these industries.

1. Click the "Industry" tab in the menu on the left-hand side, and select "Legacy Industry Snapshot."
    Add the industry and location selections to your search. In this example, we are looking at "Aerospace Product and Parts Manufacturing" in the Greensboro, NC, metro area. Once you have added your search metrics, hit "Run." (Note: "Industry Snapshot" is a separate report and includes slightly different visuals and links from the ones we've highlighted here.)
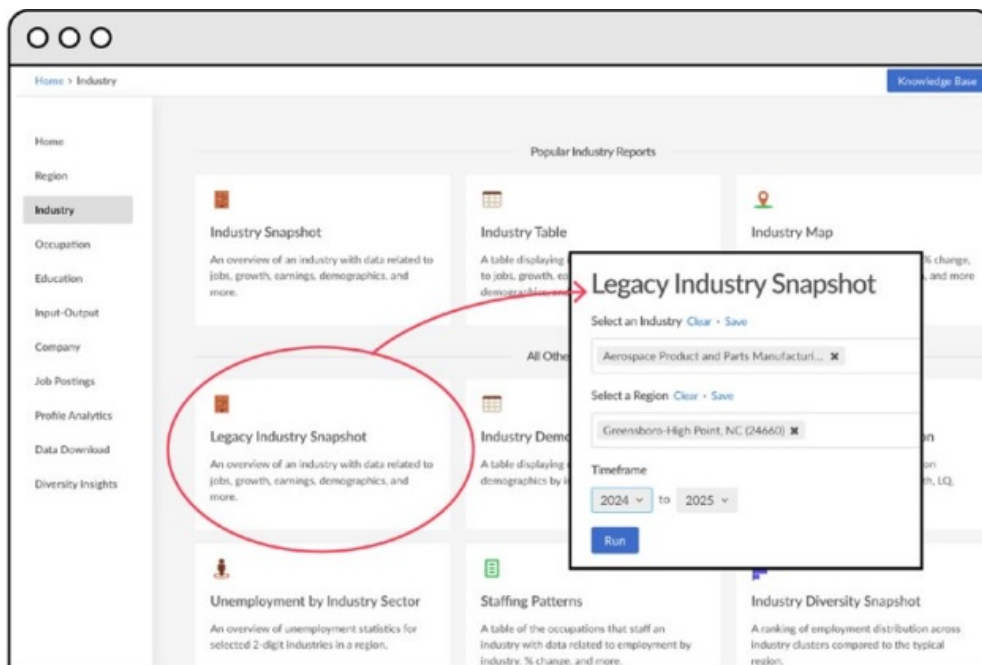
2. **Refine your search and export the data.**

   From here, you can change your time frame, update your class of worker, and export the entire report or just clips of it.
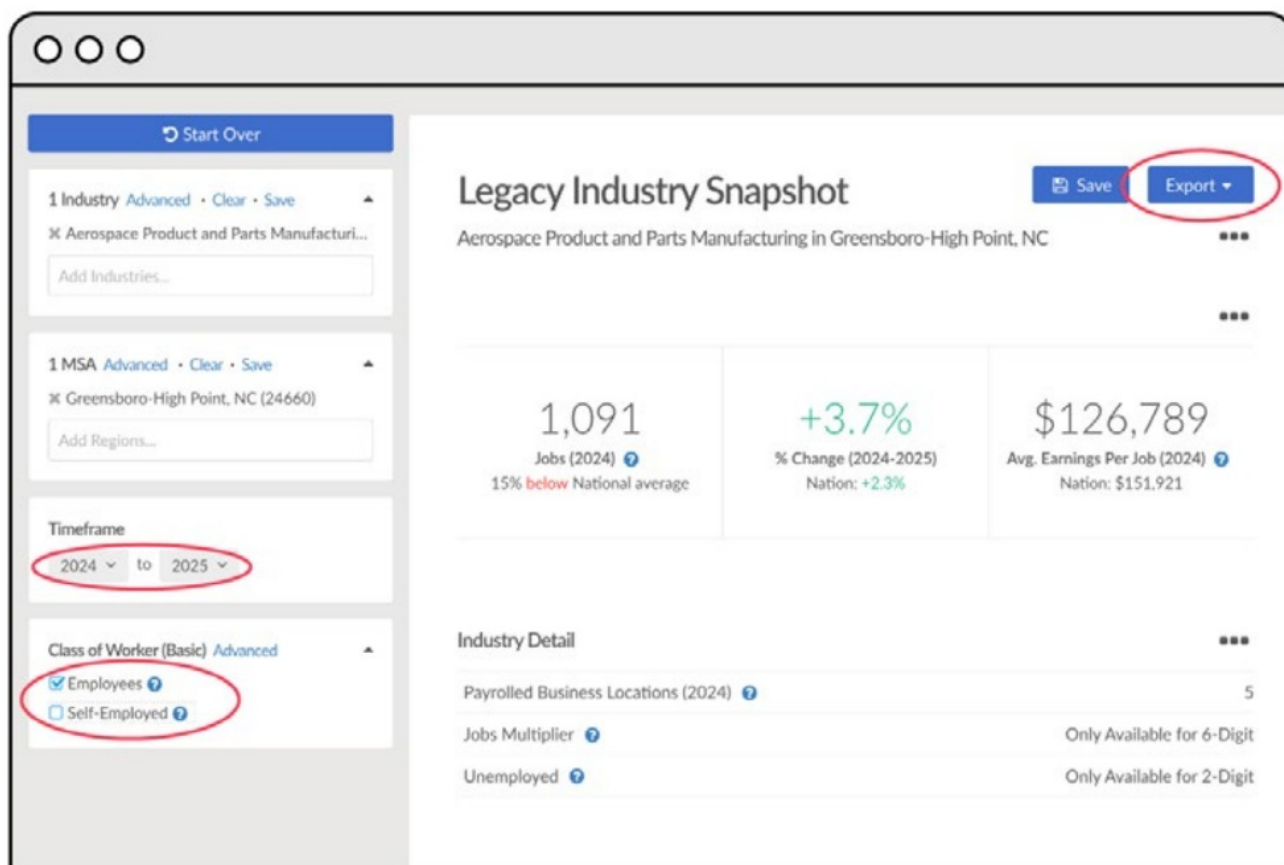
3. **Select data visuals to maximize impact.**

   Using the charts in the Industry Snapshot can help strengthen an application that may have a page limit. All reports in Developer include downloadable images to streamline your grant application. All images come with a Lightcast citation. The ability to add other regions to compare to yours within the report can also make an impact when

showing how your region is growing or impacted by job loss.
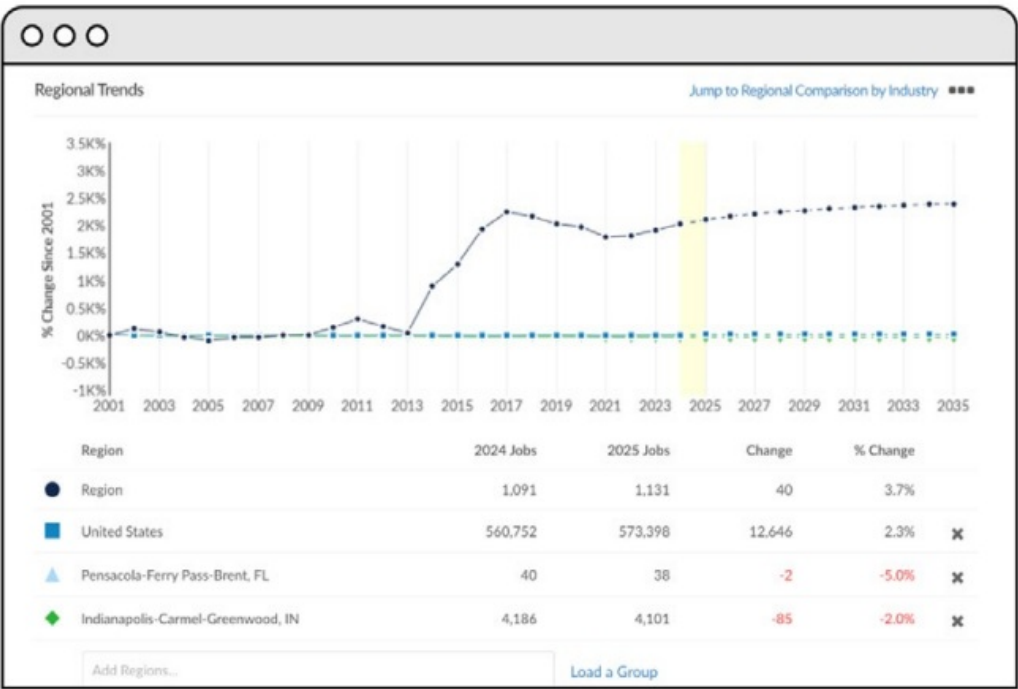
4. **Explore the data, and dig deeper with the "jump to" feature.**

The Legacy Industry Snapshot includes a Gross Regional Product breakdown, with a "jump to" link to the top 5 of the supply chain for the selected industry. You'll also find a list of the top five occupations employed by the industry in your region, which provides a "jump to" link to staffing patterns.
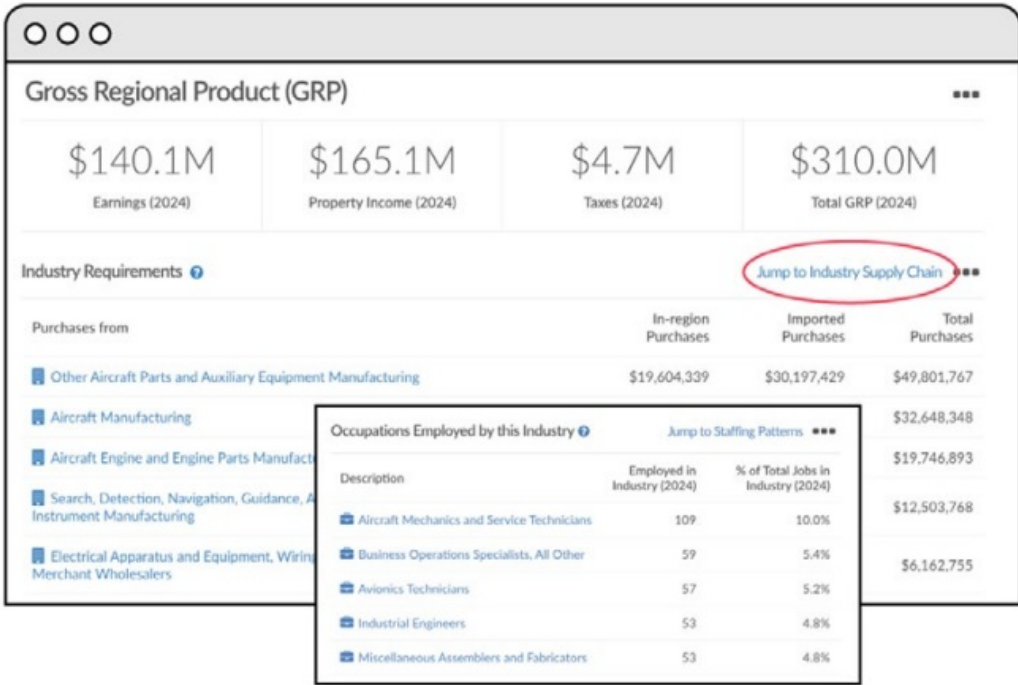
5. **Top businesses and industry demographics**

Those interested in industry demographics can find out which groups of people are working in the selected industry and region. And users who subscribe to Business Listings (powered by Database USA) can identify the five largest businesses in the industry.

Occupation Map

The Occupation Map gives detailed, sortable data points in a table format but also allows you to visualize each data point on a regional map that you can easily customize. For grant writing, the map visual can be beneficial for showing important factors like job numbers, job growth, commuter data, and jobs location.

1. **Select "Occupation" from the menu on the left, then choose the Occupation Map.**
   From there, you can select your metrics. The "Browse" function will allow you to look at data for multiple occupations in the same category, such as the "Blue Collar" group shown in this example. You can also enter your region manually, browse regions, or select one based on Drive Time, Radius from Address, or another preset group.
2.
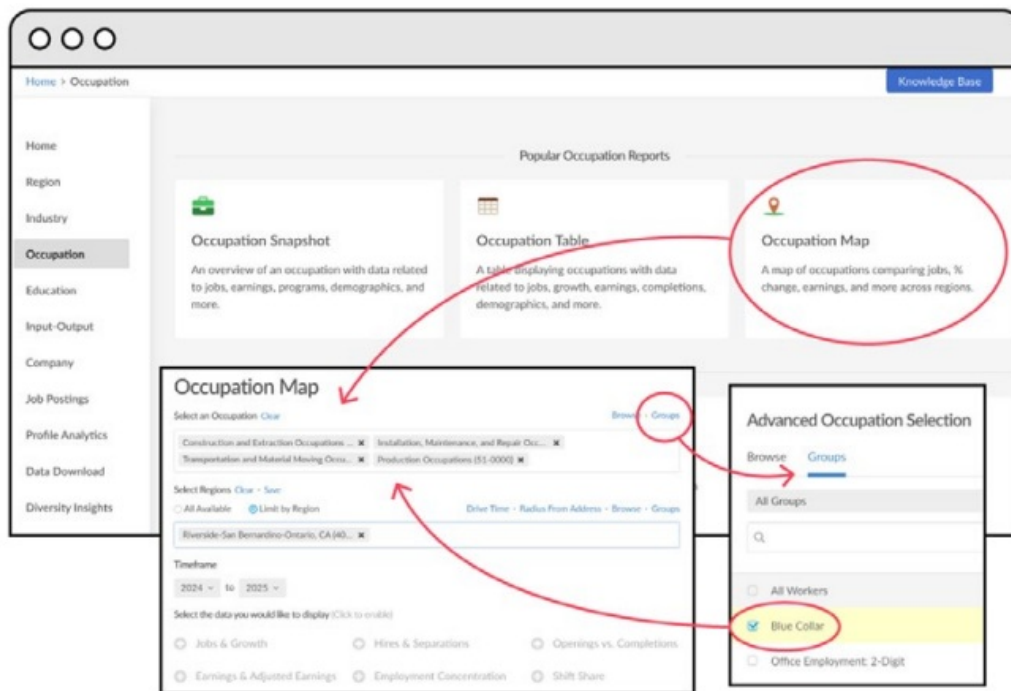
Refine your map and update the data parameters.

Once the map has loaded, use the drop-down menu to select the region by MSA, county, census tract, or zip code to tell your story. On the left side, you can also adjust the occupations you want to look at, the region you want to explore, your time frames, and your worker class. Like most Lightcast reports, you can use the Add/Remove Columns button to change the selected metrics.
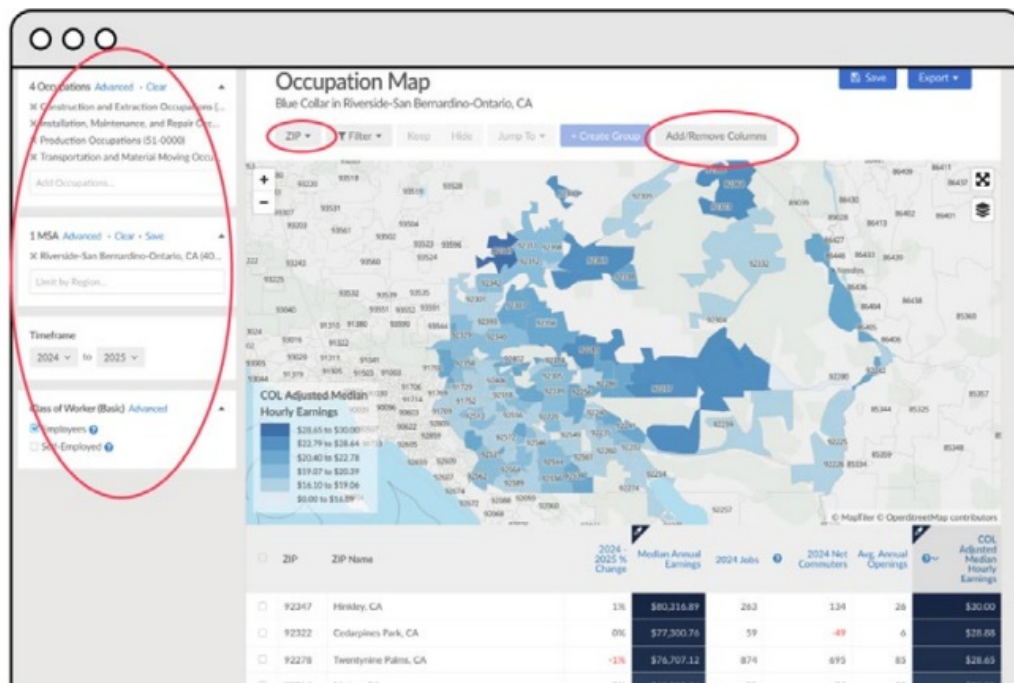
3. **Update the map to visualize the data you choose.**

When you click on the column header, the map will vi-sualize the data from that column. The eye dropper icon will also colorize the column as a heat map. The map can be customized to make it easier to see and read by se-lecting the layer mark on the top right corner of the map. In the example shown here, the column titled "2024

Net Commuters" is selected. This data shows where workers live and work. The blue areas indicate more jobs than res-idents while the red indicates more residents than jobs.
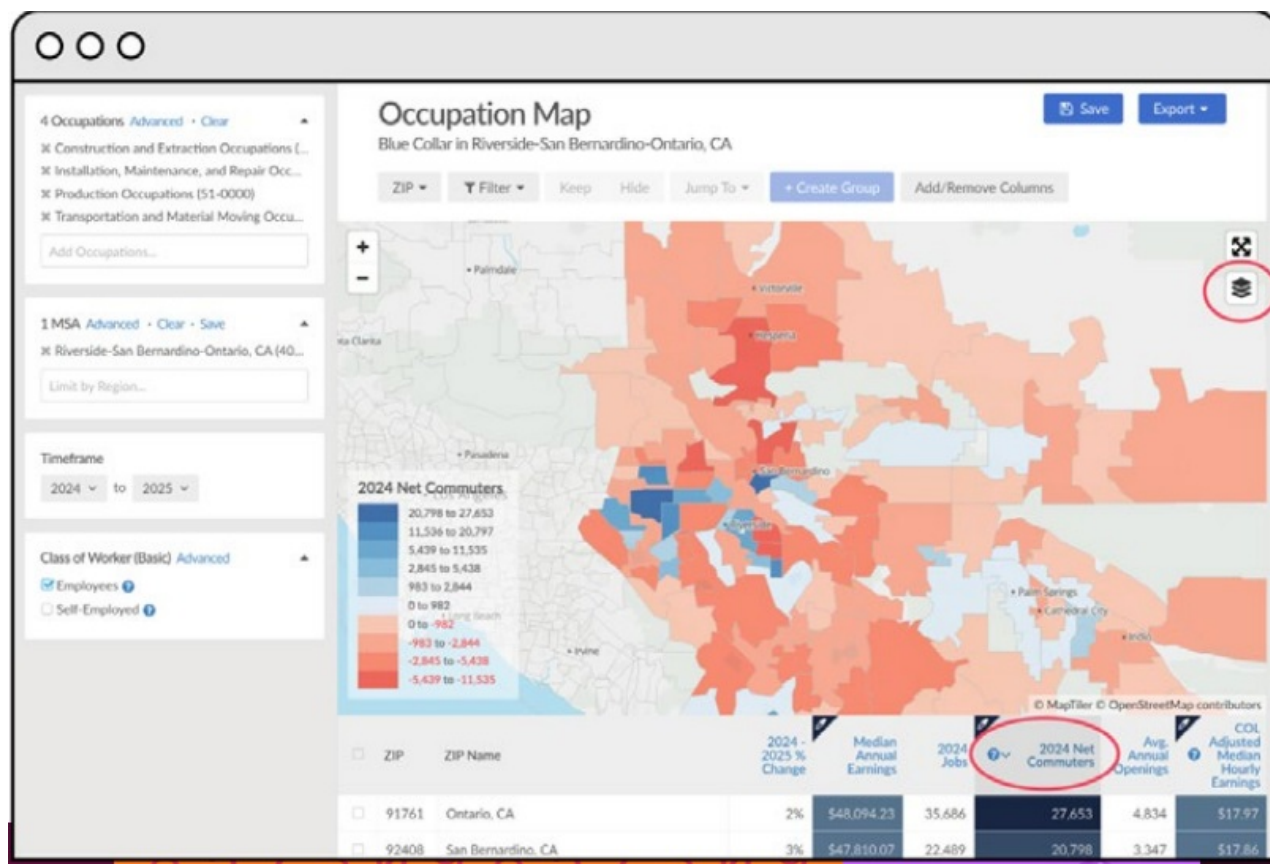
The Skills Transferability Report

The Skills Transferability report is fully compatible with the Department of Labor's guidelines and provides:

- High-level occupational data, such as wages and job growth in your region,
- Data on the skills, occupations, and abilities associated with a selected occupation
- Additional occupations that align with the skills in the selected occupation, so you can help your workforce move into high-demand jobs that use—or build on—the skills they already have.

1. **Select "Occupation" from the menu on the left, then choose the "Skills Transferability."**
   From there, you can select your region and the occupation you wish to explore.
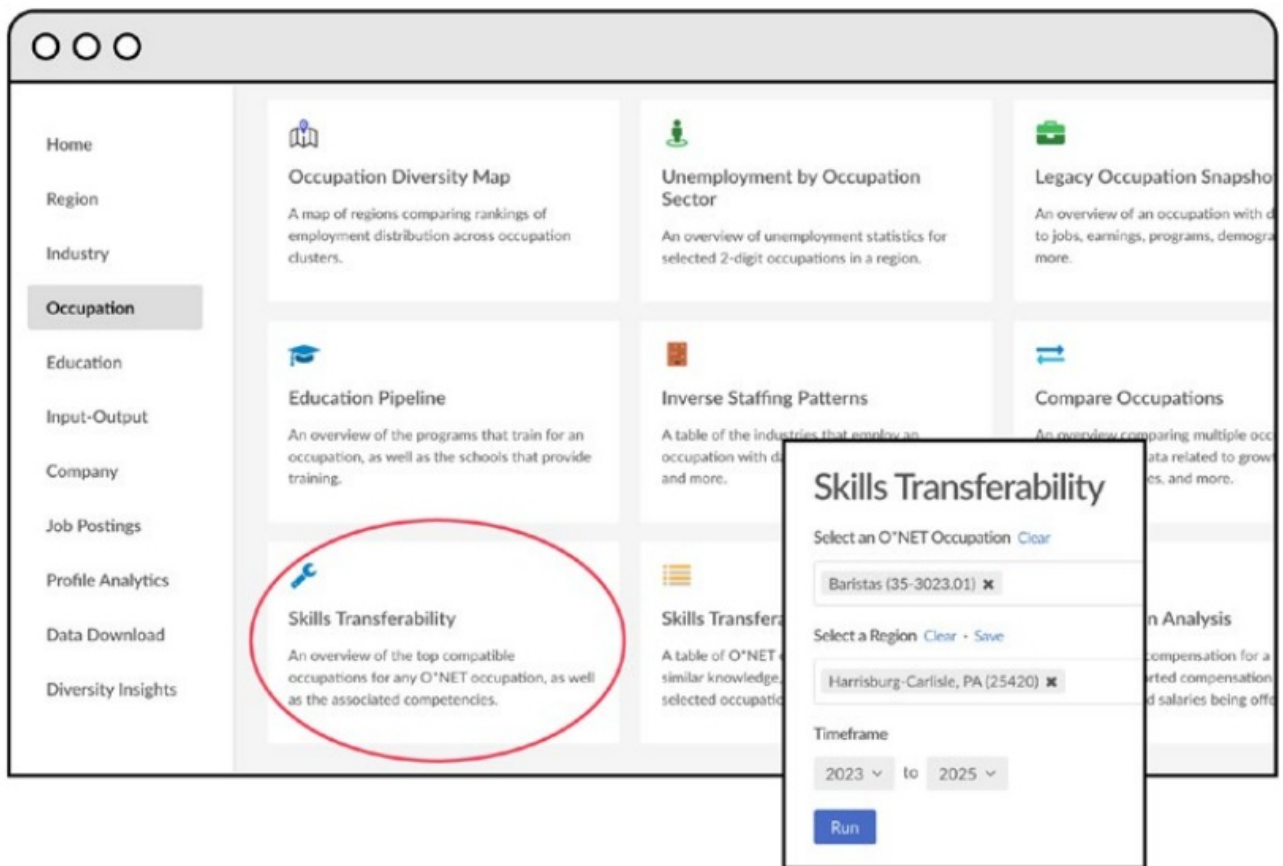
2. **Explore occupation insights and skills-adjacent roles**

First, gain an understanding of your selected occupation's wages, job growth, education requirements, etc. And then click through to the skills tranferability table to discover which other jobs align most closely to the skills in your selected occupation. You can click on each of these to see a similar occupation overview.

3. **See the top competencies associated with your selected occupation**

   Within the main Skills Transferability report, scroll down to see which knowledge, skills, and abilities are most associated with the occuption.

The Impact Scenario Report

This report reveals deep insights into the regional economic impact of job creation, as well as the cost of an unfilled job—not only in a selected industry but also on the supply chain and the greater community. With this re-port, you can explore the direct, indirect, and multiplied impact on jobs, earnings, and taxes in the region, as well as the occupations that are most likely to be affected.

Lightcast's Impact Scenario is the best tool for demonstrating and projecting workforce impact I've ever seen. Nobody else has anything close. I've used it for 21 years, and I can't do without it.
I have literally saved companies and won grants and investments in community infra-structure with just this tool. It alone is worth the price of the software. It's Lightcast's most valuable workforce secret.

CONNIE SHARP, Director of Membership National Association of Workforce Boards

1. **Select the Input-Output tab from the menu on the left.**
   Choose "Impact Scenario" from the list of reports. Then add your region and a 6-digit industry (or group of industries). You can then model the impact to jobs, earn-ings, or sales using the drop down by the industry name. Then, input the change to the "Change" box by either adding or subtracting the unit you wish to model. Then hit run. In this example we are using the Seattle-Tacoma, WA, MSA and job change in four tech-related industries.

2. **See an overview of projected impacts**

   Once you are in the report you will be able to assess the change in earnings, sales, and taxes for each selected industry. You can also make adjustments to your selected date, region, or industries or choose any of the "+" icons for a more detailed breakdown of the impacts shown.
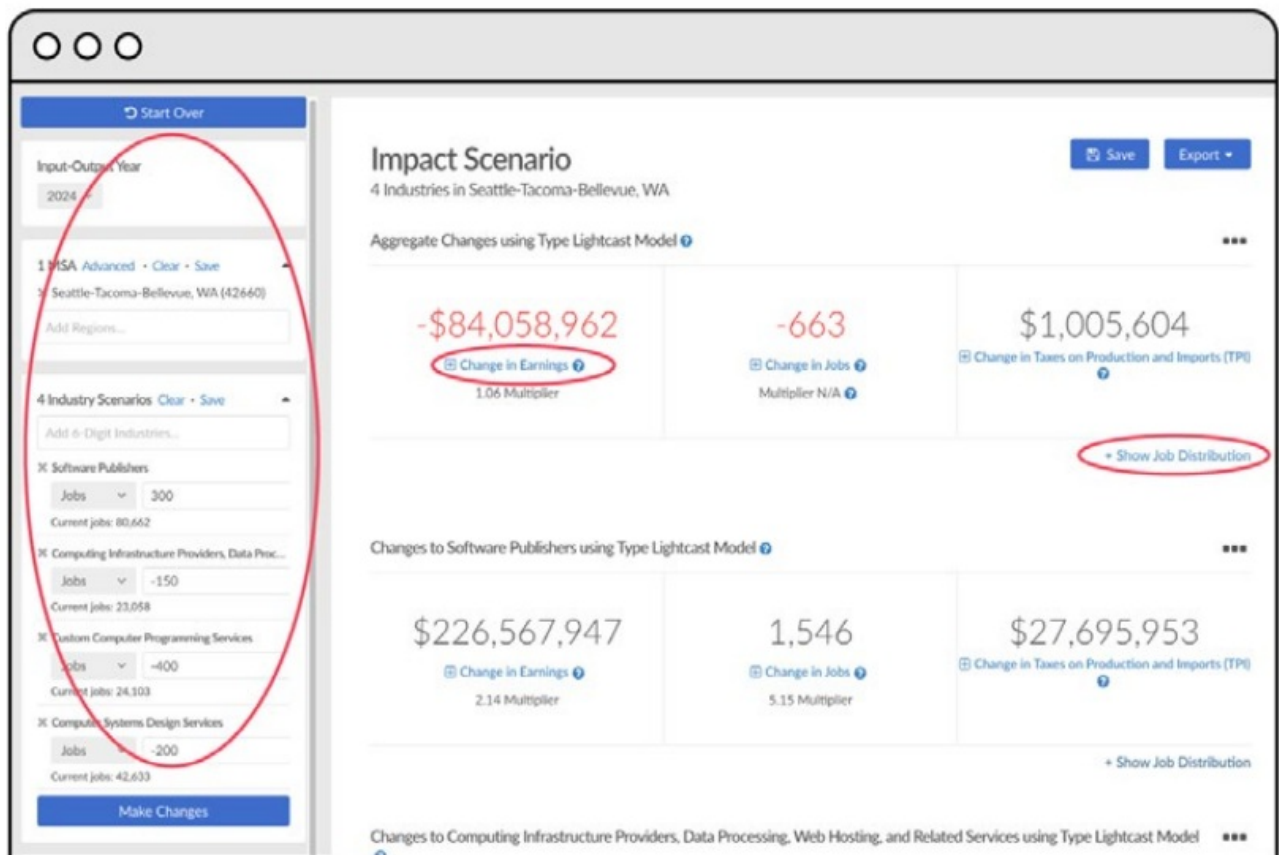
3. **View a detailed breakdown of each impact by category**

   From the previous screen, you can click on any of the categories to see the breakdown of how those impacts are expected to occur based on the changes you selected. By clicking "Show Job Distribution" on the bot-tom right corner or the report, you can also see what industries, occupations, and demographics will be affected by the change.
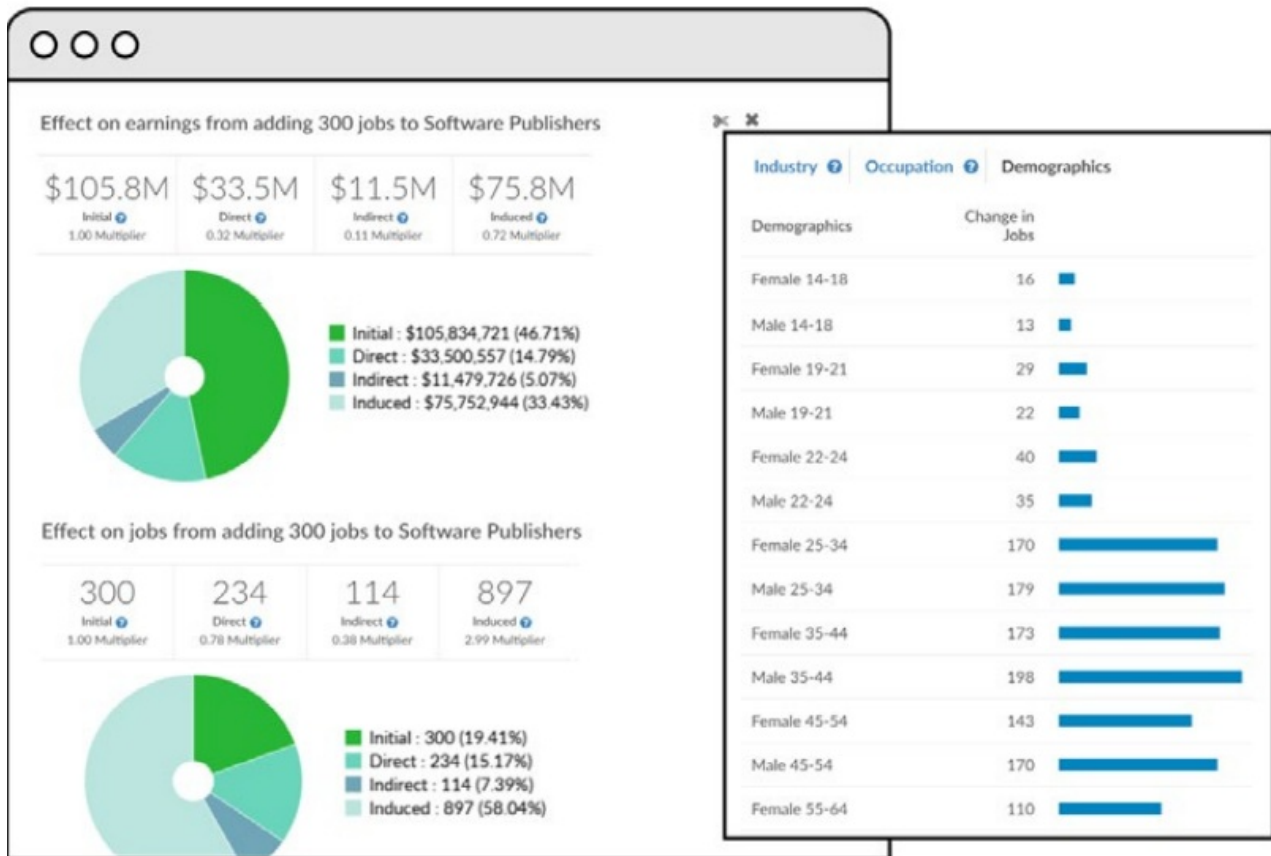
USE CASE

Second-Chance Occupations

The Second Chance Act authorizes federal grants to programs that aid in taking steps toward reentry into the labor force from the justice system. Developer can help you identify and research occupations with high second-chance opportunities.

In Developer, use the Occupation Group called "Second Chance (SOC 2021)" to quickly identify occupations that tend to be re-entry friendly.

Using this occupation group in reports like the Occupation Table can help identify high-demand jobs that are more likely to offer jobseekers a fresh start in the workforce.

To view this resource online and learn more about using Lightcast data for grant writing, visit: lightcast.io/grant-writers-toolkit-workforce

Lightcast To find additional Lightcast data resources for all your workforce and economic development initiatives, visit: lightcast.io/solutions/government

National Association of Workforce Boards For more information on how the National Association of Workforce Boards can empower you to transform your community, visit: nawb.org

Frequently Asked Questions

Where can I find the data reports mentioned in the toolkit?

All the data reports can be accessed within Lightcast's Developer Software.

How can I compare my region's data to other regions?

Depending on your access level, you can compare basic data points of your region to counties, zip codes, cities, MSAs, and states within the Economy Overview report.

Documents / Resources

[Lightcast Developer Software](#) [[pdf](#)] User Guide
1754669277, 120435, 712385, Developer Software, Software

References

- [User Manual](#)

🏷 120435, 1754669277, 712385, Developer Software, Lightcast,
📁 Lightcast   Software

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