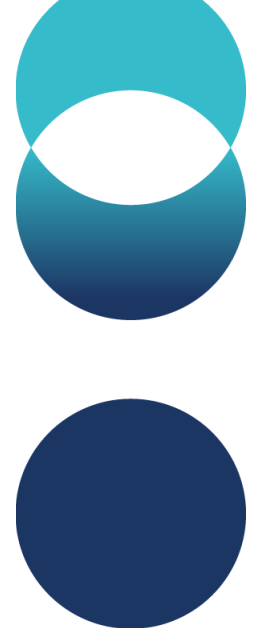# OpportuNext: A Career Mapping Tool

December 2024

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Conference Board of Canada

The labour market of today and tomorrow

- Tight labour markets will remain the norm

- Employers are becoming increasingly creative in finding and developing people

- Technological and socioeconomic forces will continue to cause disruptions

- Lifelong learning focused on emerging skills is one way to improve adaptability and resilience

- A focus on skills rather than a job title or credentials to form your career identity

Better Decision Making with LMI

Informed by three critical databases

OpportuNext: Applying skills to Canadian LMI

Model of Occupations, Skills, and Technology (MOST): 20-year forecasts

Vicinity Jobs: Web scrapped job postings data

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Access to relevant LMI to inform decision making is critical

- Clear evidence that LMI can be valuable
  - What skills should people invest in?
  - How will technology impact what Canadians do?
  - What should be the next step in someone's career path?
- Delivery
  - The right information
  - At the right time
  - In the right format
  - On the right platform
- Leveraging new data sets and technologies can enable needed access

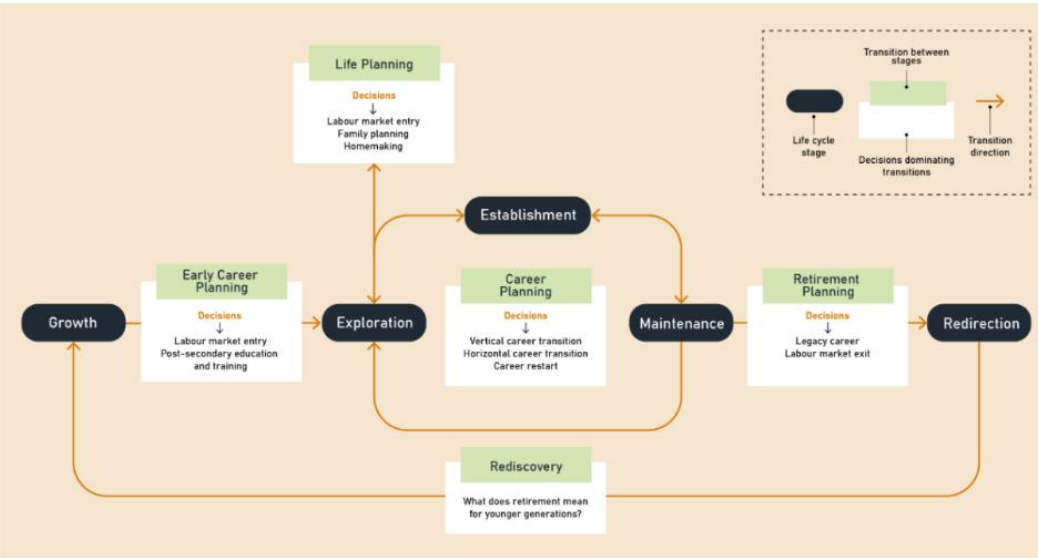**The Conference Board of Canada**

OpportuNext Web Tool

- Allows users to:
- Search career paths
- Identify growth prospects and average salaries
- Find key skill requirements for different roles
- Compare roles based on key characteristics
- Explore based on:
- Your current role
- Your education
- National and provincial/territorial data available

- Opportunext.ca

How OpportuNext Works

- Users can explore various occupations and educational pathways linked together through a **skills similarity** algorithm

- Labour market information (LMI) pulled from all of these sources for a comprehensive view of job opportunities

- OppNext's backend is a database of 13 billion data points from sources including,
    - 2016 and 2021 Censuses
    - Labour Force Survey
    - Job Vacancies and Wage Survey
    - Online Job Posting data (Vicinity Jobs)
    - O*NET and OaSIS skills databases
    - CBoC's Model of Occupation, Skills and Technology (MOST)

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OppNext and Career Pathways

Career pathway model adapted from Super's (1980) Life-Span, Life-Space model.
Source: LMIC (2021). *Building a Decision-Base Framework to Understand LMI Needs*.

How to use guide

- In June 2024, Conference Board published a report on how career development practitioners can leverage OpportuNext

https://www.conferenceboard.ca/future-skills-centre/#opportunext

Early Career Exploration

- **Education and training requirements**: What education and training is required for different jobs, such as college degrees, vocational training, apprenticeships, or certification programs?

- **Labour market trends**: What are the job prospects in their ideal occupation and how much competition are they likely to face when entering the labour market?

- **Earnings**: How do wages differ depending on occupation, field of study, location?

- **Local job opportunities**: How does my region impact their prospects?

- **Skills**: What skills do they need?

Mid Career Transitions

- **Occupational and industry trends**: How are current and emerging occupational and industry trends impacting job opportunities in their field and related industries?

- **Career transition**: What alternative career paths and industries are available which leverage their skills and experience?

- **Skills Development**: Which skills and competencies are in demand in the labour market and what skills are needed for horizontal or vertical career changes?

- **Geographic mobility**: What are the opportunities elsewhere in my province or country?

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Pathways through OpportuNext

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Two Starting Points: Job or Education

Start Your Career Search

OpportuNext can help you identify and research career paths that closely match an existing skillset. In one free and easy search, you get information and insights that can kickstart a successful career transition — for yourself or for others. Start now!

Search by job title → or Search by education →

Share:

Job-to-Job Matching

Education-to-Job Matching

Job View

- Similar occupations listed based on skills similarity matching

- Salary range from Census

- 5 and 10-year outlooks from CBoC forecasts as employment growth*

- "Compare" allows for side-by-side comparisons of job options

Education View

- Structure similar to job view but initial set of jobs based on **most likely occupation**
- Other jobs matched using the skill matching algorithm
- Recently added and launched in summer 2024 – adjustments and improvements ongoing

Your top career options for:
Carpentry/carpenter

Customize your results

Education similarity: 100 %

Carpenters

Salary range
$35,317 - $45,869

5-Year growth prospects
Good

10-Year growth prospects
Excellent

Typical education
Trades certificate / Carpentry/carpenter

Details →   ☐ Compare

Education similarity: 100 %

Contractors and supervisors, carpentry trades

Salary range
$38,511 - $58,040

5-Year growth prospects
Excellent

10-Year growth prospects
Excellent

Typical education
Certificate of Apprenticeship / Carpentry/carpenter

Details →   ☐ Compare

Education similarity: 100 %

Roofers and shinglers

Salary range
$29,291 - $38,144

5-Year growth prospects
Good

10-Year growth prospects
Good

Typical education
Secondary high school diploma / Building/construction finishing, management and inspection

Details →   ☐ Compare

Education similarity: 100 %

Steamfitters, pipefitters and sprinkler system installers

Salary range
$68,217 - $114,530

5-Year growth prospects
Very Poor

Education similarity: 100 %

Plasterers, drywall installers and finishers and lathers

Salary range
$27,825 - $37,157

5-Year growth prospects
Good

Education similarity: 100 %

Insulators

Salary range
$30,108 - $49,006

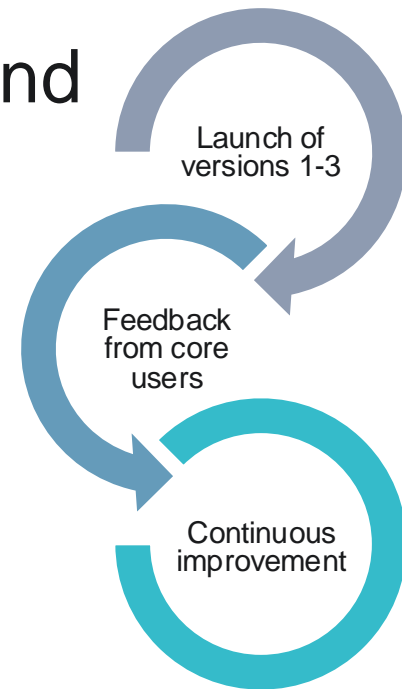5-Year growth prospects
Fair

Next steps and future enhancements

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Improving OpportuNext in 2025 and beyond

- **Incorporate Feedback** of from career development practitioners (CDPs). Initial feedback includes:

  - **Identifying data source and level**: Occupation level; Census; Job posting data, etc.
  - **Adjust certain variables**: Outlook at total turnover level instead of employment growth
  - **Details page:** Detailed methodology background for experts

- The **back-end** of improvements to ensure easy updates and regular forecasts are integrated

Launch of versions 1-3

Feedback from core users

Continuous improvement

Questions

Where insights
meet impact

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