IDENTIFY & UNDERSTAND YOUR TARGET HIRING GROUP

It is important to identify and understand your target hiring group. Answer these questions to create a clear and common definition of community amongst your Mobility Project Team.

1. Describe the groups of people that you hope will apply to new job positions.

2. Identify groups of people in your project area who have been historically oppressed, hurt, or experienced trauma from government designed policies and procedures.

3. Identify two strategies you will use to market job positions in each of these groups.

4. **Our Mobility Project Team's "target hiring group" refers to ...** (*please describe the groups of people the mobility team aims to hire for their own team and mobility project*).

There are existing resources that can be used to understand your community's demographics, labor force, local industries, education, and commute patterns. Table 3 provides a list of community characteristics to consider, associated questions, and data sources that can aid you in your research.

Table 3: Community data sources

Characteristics	Questions to Consider
Demographics	Who is in the community?
• **American Community Survey (ACS)** • **Census** • Local government websites (city, county level) • Local CBOs	
Labor Force Participation, Unemployment Rate	Who is employed, unemployed, or underemployed? Who is seeking out jobs?
• **Longitudinal Employer-Household Dynamics (LEHD)** • **Bureau of Labor Statistics (BLS)** • **Local Area Unemployment Statistics (LAUS)** • **Census** • Local government websites (city, county level) • Colleges and adult schools	
Local Jobs / Industries	What jobs are in the community? Who is working those jobs?
• **Quarterly Workforce Indicators** • **Occupational Employment Statistics (OES)**	
Educational Attainment / Skill Level	What education or skills do community members have?
• **American Community Survey (ACS)** • Local Colleges • Labor agencies	
Mobility Access, Commute Patterns	Does the community have reliable transportation? Where is work, and how long is the commute?
• **Housing and Transportation Affordability Index (H&T Index)** • **Longitudinal Employer-Household Dynamics (LEHD)**	