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## How To Guide:

### What are the demographics of workers living within a 30 mile radius of my college?

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Knowing the demographics of the college's service area is vital for community college administrators, grant writers and staff. The demographics of the surrounding workforce can be particularly important as many college programs are designed to train the region's existing workforce. In order to access this information, we will use the OnTheMap web application developed collaboratively by the US Census Bureau and State Labor Market Information agencies. For this example, we will access demographic information about the workforce within a 30 mile radius of James A Rhodes State College in Lima, Ohio.

1. Go to the US Census Bureau's Longitudinal Employer-Household Dynamics website at: <http://lehd.ces.census.gov/>
2. Under the 'Applications' links on the left column, click on 'OnTheMap' (OTM), which will bring you to the OnTheMap application.
3. In the left hand column, you will note three tabs—Start, Base Map and Selection. Make sure you are beginning in the Start tab.
4. Under the Search Box, click on search all names and then scroll all the way to the bottom where it says Universities. Then in the Search Box type in "Rhodes" and hit 'Search'. From the menu below select "James A Rhodes State College". This should bring you to a map of Rhodes State in the map to the right.
5. If you want to adjust the map, you can zoom in and out just as if you were using Google Maps. You can also adjust what appears on the map, by selecting the different layers that appear under the Base Map.
6. To access information about the demographics of workers within a 30 mile radius, click on the 'Selection' Tab at the top of the left hand column. Under the heading that says 'Add Buffer to Selection', add 30 in the box that says radius under the 'Simple/Ring' selection. Then hit "Confirm Selection" at the top of the column.
  - a. You will likely have to zoom out to see the ring around your selection area.
7. In the box connected to the Red Kite and click on "Perform Analysis on Selection Area".



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8. A dialog box with 4 columns will appear. In this example, use the default settings:
  - a. Select 'Work' so that the population you are studying includes the people working in the selection area.
  - b. Select Area Profile and 'All Workers'.
  - c. Select the most recent year available, in this instance 2012.
  - d. Select 'Primary Jobs'
  
9. Click on 'Go' (the button with the lightning bolt).
  
10. The map that will appear will show you where workers in the selection area are working.
  - a. You may again need to zoom to the right level to see the entire section area.
  - b. Under where it says "Map Controls" in the left column, you may want to get rid of either the thermal overlay or the point overlay to improve clarity.
  - c. You can also go back to the 'Base Map' Tab to turn layers on and off.
  
11. The demographics of your selection area will be shown in the right hand column. In this example we can see that there are approximately 118,000 jobs in the selection area.
  
12. If you wish to focus on any one demographic, you can click on that demographic and the map will change accordingly.
  - a. For instance, under NAICS Industry Sector you can see that there are almost 31,000 manufacturing jobs in the selection area. By clicking on 'Manufacturing' you can see where those manufacturing jobs are located.
  
13. If you wish to export any of this information, those options are available in the left hand column under "Report/Map Outputs".
  - a. An Excel version of the data available in the right hand column can be obtained by selecting "Detailed Report".
  - b. Accessing this information for use in Google Earth or GIS software can be done by clicking on the "Export Geography" link.



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