NLx
National Labor Exchange

YEAR IN REVIEW
2025

Dear NLx Community,

In many ways, 2025 was a year of significant change to the landscape of the workforce development ecosystem and progress for the National Labor Exchange (NLx), continuing our commitment to supporting state workforce agencies, employers, and workers across the United States. In times of uncertainty, we rely on what drives us: partnership. Together, we're committed to growing the NLx by exploring new opportunities to engage, provide support and innovate – aligning with the needs of our members.

The NLx Research Hub has made our work more accessible than ever – with new products and services designed to educate and inform. We focus on opportunities to enhance and create innovative technology solutions, partnerships, and training and engagement offerings to serve employer and government communities; workforce and education system practitioners; leaders within the economic and workforce development ecosystem; as well as organizations focused on vocational rehabilitation, human services, research and public-interest data and technology.

Additionally, we're thrilled to share that we've officially **extended the NLx partnership** between the National Association of State Workforce Agencies (NASWA) and DirectEmployers Association (DE), through 2037. This recommitment follows nearly two decades of partnership, collaboration at every level and shared values between the two organizations. We make this announcement with confidence in the strength of the NLx to remain a trusted and reliable partner for states and employers through any challenges and opportunities that lie ahead.

Looking ahead, we are anticipating an exciting and encouraging year. We remain focused on our public-private connection, with plans to further engage our stakeholders in a variety of ways.

Thank you for your ongoing commitment, engagement, and collaboration. The momentum of the NLx is a result of a community that has grown, transformed, and evolved alongside us at every step.

Warm Regards,

Amber Gaither
Senior Director of Data
Partnerships, NASWA

Shannon Offord
Vice President of Partnerships,
DirectEmployers

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About the NLx

The National Labor Exchange (NLx) is a unique public-private partnership between the **National Association of State Workforce Agencies** (NASWA) and **DirectEmployers Association** (DE). This alliance powers the trusted labor exchange network in the United States. Built in 2007 for purpose, not profit, the NLx connects talent and opportunity across the country.

The NLx leverages our technology, data, expertise, networks and state workforce resources to connect government agencies, nonprofits, and community partners, creating solutions that support employers' hiring needs and workers' economic opportunities.

MISSION

Provide the most accurate and comprehensive collection of real online job openings in order to achieve the highest level of efficiency for the nation's labor exchange.
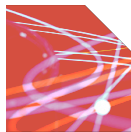
VISION

Provide an accurate understanding of the current labor market in order to improve labor exchange efficiency and better serve our nation's diverse workforce.

HISTORY

In 2007, the NLx was founded as a solution for states and employers following the sunset of America's Job Bank. NASWA sought out a technology partner and ultimately selected DE, a non-profit member organization. The NLx is a co-owned, operated, and managed partnership between the two associations.

About the NLx Partnership

Who is NASWA?

NASWA acts as the public sector liaison in the NLx partnership. NASWA collaborates with state workforce agencies to encourage the use of the NLx, fostering a partnership between states and employers.

NASWA Maintains relationships with all 54 state workforce agencies that populate the NLx job feed.

- Offers no-cost training and tools to NASWA membership.

Who is DE?

DE acts as the private sector liaison in the NLx partnership. DE uses its people, partnerships, and position as industry experts to advocate on behalf of employers – including federal contractors – while driving innovation and technology for compliance and talent acquisition.

DE Develops and maintains the technical platform that powers the NLx.

- Helps employers comply with all required federal regulations.

Who Benefits?

The NLx partnership delivers value by creating a seamless connection between employers, state workforce agencies, and job seekers.

- States benefit from enhanced job feed quality and access to innovative tools that support workforce development efforts.
- Employers gain a trusted platform to meet compliance requirements and expand their talent pipelines through direct connections with state systems.
- Job seekers experience improved access to verified job opportunities and emerging features like skills-based search, increasing pathways to employment.
- Additionally, nonprofit organizations, community partners, and technology vendors benefit from collaboration, shared resources, and data-driven solutions that strengthen the overall labor market ecosystem.

Key Projects in 2025

Partnership Agreement and Menu of Services

Because employers and job seekers across the country need reliable and cost-effective ways to connect, the NLx offers a trusted platform powered by nonprofit technology and a unique labor exchange system.

The signing of the renewed Partnership Agreement between NASWA and DE marked a pivotal achievement in 2025, reinforcing our shared commitment to innovation and collaboration through the NLx. This alliance strengthens the foundation for delivering efficient, tech-enabled labor exchange solutions that benefit employers, jobseekers, partner organizations, and state workforce agencies nationwide. Complementing this milestone, an updated Menu of Services reflects a refreshed suite of offerings designed to maximize impact—with enhanced tools, streamlined processes, and robust support for policy, technology, and compliance needs.

Steering Committee Restructure

Because expanding access to opportunity takes collaboration, the NLx forms strategic partnerships, participates in high impact projects, and offers training, technical assistance and policy guidance to strengthen the workforce and education ecosystem, including the data and technology used to operationalize it.

In 2025, the NLx Steering Committee underwent a strategic transformation into a dynamic Community of Practice, marking a significant step forward in fostering collaboration and innovation across the workforce system. This restructure was designed to create a more inclusive, interactive forum where state workforce agencies, employers, and partners can share promising practices, exchange insights, and co-develop solutions that strengthen labor exchange services nationwide. By shifting from a traditional governance model to a community-driven approach, NLx will empower stakeholders to engage more deeply, drive continuous improvement, and collectively shape the future of the NLx.

Job Feed Assessment

In 2025, NLx launched an initiative to evaluate job posting metrics within state job banks and monitor the reciprocal exchange of job listings between states and the NLx platform. This effort, which will continue through 2026, focused on tracking and analyzing job feed metrics to

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By the Numbers

15.7M
Total number of jobs

13.8M
New Jobs added in 2025

2.9M
Jobs Each Month on Average

53
Total Events Attended by NLx Team

28
Number of NLx Job Microsites in 2025

6
Number of States Utilizing NLx to Host Job Bank

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identify gaps, trends, and opportunities for improvement. By continuing to leverage data-driven insights, the NLx will be able to implement focused strategies to increase the volume and quality of job postings across participating states. This proactive approach not only enhances transparency and accountability but also reinforces the NLx's commitment to ensuring robust labor exchange systems that better serve jobseekers and employers.

Paul Daniels, NASWA, and Shannon Offord, DE, participate in a panel during the NASWA SUMMIT in Dallas, TX.

The NLx team speaking at the NASWA SUMMIT in Dallas, TX.

State Workforce Agencies

The NLx empowers state workforce agencies with reliable jobs and technology tools to serve their local communities and stakeholders more effectively.

Services and Tools for States

Job Feed

State workforce agencies can enhance their job openings by downloading thousands of unduplicated, current NLx jobs, from vetted employers each day. The technical aspects of set-up and exchanging files are managed by the technology team at DE. States can download the entire national jobs file or individual state files. Job feed/files are set up based on specifications agreed upon between each state and the NLx team.

Job Indexing

Indexing, also known as scraping or spidering, is a no-cost tool that extracts job postings from the career sites of hundreds of thousands of employers, including both DE members and nonmembers. State workforce agencies can increase the number of NLx job openings by identifying corporate sites to be indexed and notifying the NLx operations team. This benefit reduces the need for manual job postings in state job banks, allowing staff to focus on direct client service.

Job Microsites

The NLx provides microsites optimized for search engines, social media integration, and mobile use. Job microsites drive traffic and create additional pathways to the original source. Members and partners leverage microsites for targeting certain industries and sectors, specific populations, and types of opportunities, and are often tailored to promote special initiatives.

To use this complimentary service, users must be a member or partner of the NLx and able to process the NLx daily job file. Additional benefits include site-specific branding, monthly jobseeker traffic reports, and one graphic or content change per quarter. For NASWA members: states may create up to five no-cost microsites.

Hosted Job Banks

The NLx provides a complimentary labor exchange solution. NLx hosted solutions offer flexibility in look and feel and are easily administered by state workforce agency staff. In addition to cost savings, this option offers hosted states the full breadth of USNLx.com benefits and services, including search engine optimization, social media integration, and built-in mobile readiness.

Labor Exchange Technical Assistance, Training & Policy Support
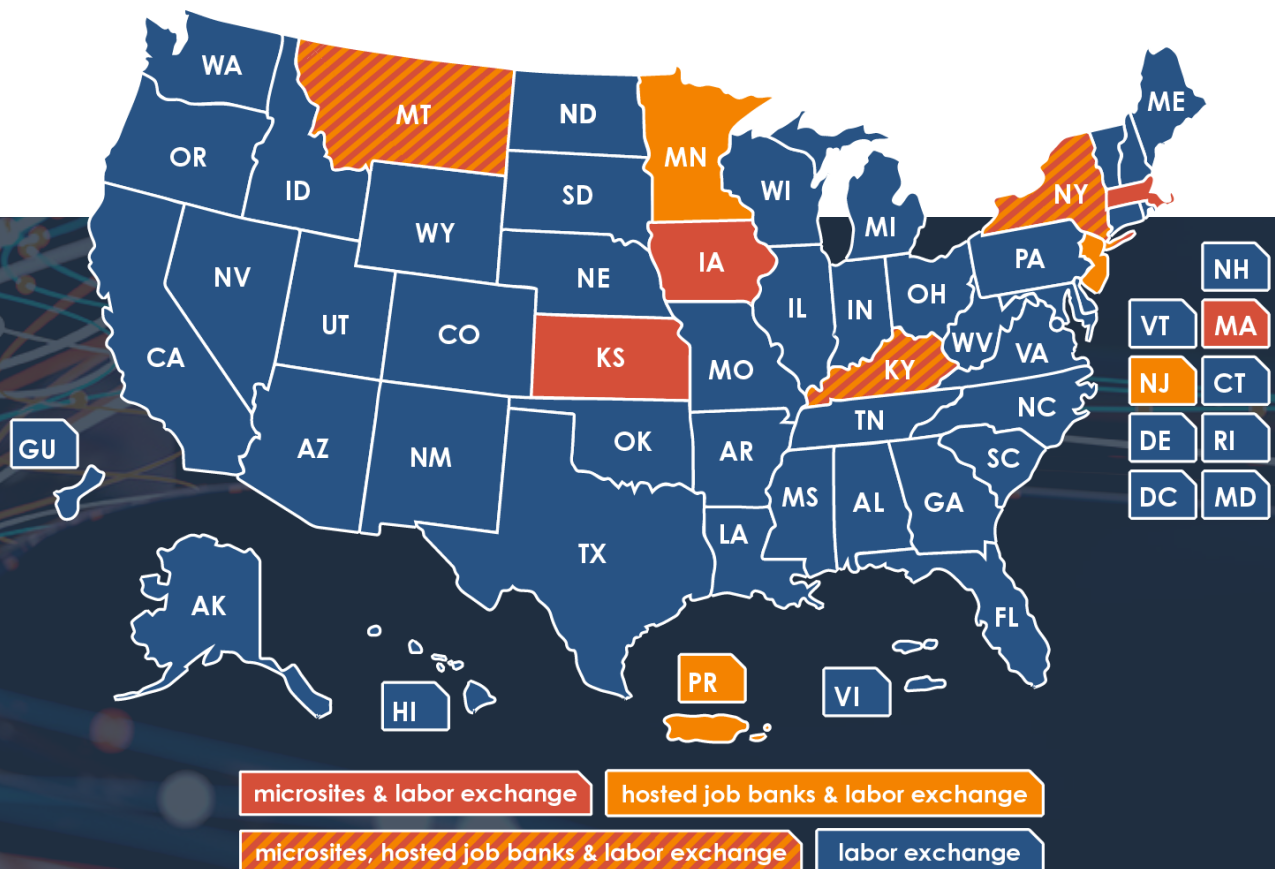
The NLx offers labor exchange related policy and compliance support to NASWA members. This includes working with NASWA policy committees and other NASWA business areas to understand member needs, collaborating on the development of legislative priorities and advocacy. Training and technical assistance are available by request.

Participating States

naswa.org/partnerships/nlx

All 54 states, U.S. territories and District of Columbia participate in the NLx

Map legend:
- microsites & labor exchange
- hosted job banks & labor exchange
- microsites, hosted job banks & labor exchange
- labor exchange

Employers

The NLx helps employers by boosting the visibility and reach of their job postings, widening the pool of candidates and reducing the time to hire.

Services and Tools for Employers

OFCCP Compliance

Backed by over 20 years of industry experience and recognized as the authority on regulatory knowledge and guidance, DirectEmployers' OFCCP compliance solution and the team of experts at the Members disposal can help employers go above and beyond obligations as a federal contractor. DirectEmployers offers a full suite of solutions which includes services for the Vietnam Era Veterans Readjustment Assistance Act (VEVRAA) mandatory job listings, state job bank delivery, outreach management tools, plus all the reporting, analytics, and support needed to prepare for an OFCCP compliance evaluation or investigation.

VetCentral

DirectEmployers proprietary technology, VetCentral, is designed to deliver federal contractor jobs for compliance with the Jobs for Veterans Act (JVA) and VEVRAA, provide priority veteran referrals, and act as a resource of current jobs for the over 1,800 local veterans' employment representatives (LVERs) and disabled veteran outreach specialists (DVOPs), CODLS (Consolidated DVOPs/LVERS) and Business Service Representatives throughout the country. This tool combines technology and automation to support DirectEmployers' job listing services, a cornerstone of membership and compliance. Each day, this service is responsible for making millions of jobs available to American Job Centers (AJC's) nationwide.

Job Syndication Alliances

This network delivers job content from its Member companies' websites and partners to expand their recruitment reach on the internet. No matter where a job seeker finds a NLx job, they are always directed back to the company's Applicant Tracking System (ATS) to apply.

VocRehab+

DirectEmployers VocRehab+ technology is designed to connect employers and state vocational rehabilitation (VR) counselors nationwide, all in support of creating positive employment outcomes for individuals with disabilities in competitive integrated employment. This powerful tool combines technology and automation to support daily job delivery to vocational rehabilitation counselors for participating employers. Not only can counselors rely on the accuracy of delivery, but also the high quality of jobs provided.

Recruitment Marketing

Recruit Rooster, a DirectEmployers subsidiary, offers services and solutions that help with employer brand design, candidate experience, career sites, talent pipelines, and recruitment. Whether an employer is looking to reshape its employee value proposition (EVP), define a new recruitment marketing strategy, effectively communicate with candidates, or build new talent pools, Recruit Rooster can help.

Michael Witt of DirectEmployers speaks with attendees at NASWA's Veterans Conference

Partnerships

The NLx curates and manages a network of public and private industry partnerships. This work focuses on advocating for public policy and system changes that reflect members' priorities, while also engaging in efforts to improve how policies, operations, advanced technologies, and data are used to strengthen job-talent connections and enhance outcomes for both employers and workers.

In 2025, the NLx focused on:

Strengthening Partnerships

Continued collaboration with external partners, examples include LinkedIn, Student Veterans of America, Wounded Warrior Project, Iowa Jobs for America's Graduates (IJAG), and Career One Stop.

Veterans & Military Initiatives

Ongoing work with U.S. Department of Labor's Veterans' Employment & Training Service, U.S. Department of War, and the U.S. Navy, integrating job content for Defense Industrial Base employment opportunities.

Hilton Honors Military Program

33 states participate in the NASWA-administered program, which was extended through 2026.

Since 2013, more than **1.23 billion hotel points** have been awarded to Veterans, Transitioning Service Members, and military spouses engaged in employment-related activities.

The Hilton Honors launched a monthly training series, focused on **skilling & reskilling** NASWA members on the offerings of the program and how it can best be utilized within state workforce agencies.

NLx Research Hub

Because better decisions start with better data, the NLx provides high-quality, transparent, real-time, and historical job data to support the work of workforce development professionals, academic researchers, product developers, and others.

Since it began in 2021, the **NLx Research Hub** has built upon the strength of the NLx, providing accurate and comprehensive job postings data that grow the amount of actionable evidence across the workforce and education system to better connect talent and opportunity, address critical gaps in labor market information, and help advocate for system-wide advancements in research and policy.

The NLx Research Hub envisions a future where labor market information is available to all- unrestricted by cost, staff capacity or analytic training. The Research Hub aims to lead and collaborate in shaping the evolution of data and insights that drive informed decision-making, spark creativity, and enable positive transformation across the workforce and education System. Through innovation, collaboration, and knowledge sharing, the Research Hub empowers all stakeholders to better understand labor markets and prepare for the future of work. More than a database, the Research Hub strives to build a community around convergent research and foster innovation in labor market intelligence.

Products and Services

Microdata

As the only provider of historical NLx job posting data, the Research Hub provides access to real-time and historical job posting data via API or SFTP server, depending on user request.

Data Tools

The Research Hub currently offers two **public tools**: the ON DEMAND dashboard for exploring high-level labor demand insights, and the NLx Job Opening Estimator (NLx JOE) for deeper analysis into the nuances of how we understand and measure labor demand.

Labor Market Analytics

Available at no cost, the Research Hub's "**Spotlights**" series offers accessible and replicable analyses of job posting trends and workforce dynamics that showcase NLx data and advance our collective understanding of labor demand.

User Support and Education

At the heart of the NLx Research Hub is our community of users. Research Hub staff assist users to ensure proper interpretation of the NLx data, and with troubleshooting any issues with accessing the data.

Shared Resources

The Research Hub prioritizes making jobs data a public good by sharing open-source code, methodologies and replicable research, with completed projects on our website and technical resources on GitHub to upskill labor market analysts.

2025 Summary

2025 was a transformative year for the Research Hub, marked by analytic innovation, new partnerships, new forms of engagement with our community of users, and the highest level of interest from new users since the Research Hub began accepting data requests. The Research Hub continued to increase its value to actors throughout the workforce and education system in 2025 by strengthening foundational elements such as our API and ON DEMAND dashboard, as well as introducing new tools and analyses such as the NLx Job Opening Estimator (NLx JOE). 2025 also marked the final year of the grant-funded project, "Making Jobs Data a Public Good," which focused on enhancing the technical infrastructure supporting the Research Hub, generating original high-quality analyses of the NLx data, and fostering collaboration among users of the NLx Research Hub around convergent research.

Key Projects in 2025

Applied Data Analytics Training

Administered in partnership with the Coleridge Initiative and the Multistate Data Collaborative, the Enhancing Labor Market Insights with Jobs Data training prepared participants to use NLx Research Hub data to enhance traditional labor market information activities and inform innovative research. The 12-week training equipped more than 50 participants from 25 organizations across 18 states with the skills they need to transform

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By the Numbers

126
(+174% OTY)
Data Requests

146
(+140% OTY)
Data Users across 55 organizations

13
Conference Presentations

1,649
Social Media Views

472
Spotlight Series Traffic

450
ON DEMAND Dashboard Traffic

82
NLx JOE Traffic

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job posting data into actionable insights that can help shape workforce and education programs and policies. In addition to learning about the role of job posting data, participants explored foundational analytic topics such as record linkages, exploratory data analysis, forecasting, and data visualization. Final projects can be found on the NLx Research Hub website, and educational notebooks will be available on the NLx Research Hub GitHub.

[NLx Job Opening Estimator](#) (NLx JOE)

NLx JOE combines NLx job posting data with job opening estimates from the Bureau of Labor Statistics' (BLS) Job Openings, Layoffs and Turnovers Survey (JOLTS) to provide a comprehensive view of labor demand trends. Developed openly with state workforce agencies and BLS, this publicly available tool empowers state agencies, employers, and researchers to explore current and historical job openings, compare estimates, and better understand market tightness. By blending federal and NLx data, NLx JOE delivers timely, detailed insights that support data-driven workforce strategies. Monthly estimates are available at the national, regional, and state level, with additional metrics such as labor market tightness, and insights into the quality of data for each geography.

Research Hub Conference

In 2025, the NLx Research Hub hosted its first-ever in-person user conference, "NLx Research Hub: Connect." Hosted in Washington, DC, the conference brought together more than 50 users and partners of the NLx Research Hub community to connect with a diverse network of workforce and education system actors around convergent research, learn about working with the NLx data, share needs and experiences, highlight their own projects, and inform the future growth of the Research Hub and its offerings.

Structured Data

The Research Hub continued its multi-year project in partnership with Amazon Web Services (AWS) to increase the usability and interoperability of the NLx data by leveraging artificial intelligence (AI) to extract structured information from job postings. NLx job postings in 2024 and 2025 are currently being processed and will be provided to a subset of test users to inform further refinement of the approach to ensure that new fields meet the analytic needs of different audiences and use cases. Current efforts are focused on extracting information related to required education and experience, advertised pay, benefits, and work schedules/location dependencies.

1. Amber Gaither, NASWA and Shannon Offord, DE address attendees at NLx Research Hub Connect

2. Attendees at NLx Research Hub Connect in Washington, DC

New Data Fields

Guided by the needs of our users, the NLx Research Hub began adding new fields to the NLx database in 2025, focused on improving integration with complimentary data sources. New fields include Military Occupational Codes (MOC), Classification of Instructional Programs (CIP) codes, and Registered Apprenticeship Partners Information Data System (RAPIDS) codes. In addition, the Research Hub completed efforts to re-code all historical NLx job postings to provide consistent occupational codes across all time periods and geocode all job posting locations to provide consistent location data to reduce analytic burden for users and improve geographic granularity.

Improved API

Driven by user requests, the Research Hub continues to update its API to improve user experience. In 2025, filtering capabilities and query parameters were updated to allow users to refine their searches by job title, employer, city, and a radius around a geographic area.

Community Projects

To highlight the impactful work of our users and demonstrate the applications of job posting data, the Research Hub website now features a page showcasing user projects that apply job posting data to real-world workforce challenges. All Research Hub users are invited to share projects at no cost via the submission form on the webpage.

Research Hub Blog

To make labor market information more accessible, the Research Hub launched a blog in late 2025 to provide the public with digestible insights into topics related to labor demand. The debut series, "A Cup of JOE," serves up fresh insights into U.S. job openings using the new NLx JOE tool. This series keeps workforce professionals, researchers and anyone curious about employment opportunities informed on emerging labor demand trends, supporting data-driven decision making and broader labor market awareness.

Paul Daniels, NASWA, at the AWS Imagine: Education, State and Local Government Conference in Chicago

Looking Ahead

In 2026, NLx will advance key initiatives to strengthen program impact and deliver greater value to stakeholders, focusing on four strategic areas—Job Feed, Vendor Engagement, Product Development, and Operations. These efforts include **improving job data quality** through enhanced Job Feed analysis and targeted employer outreach, **developing vendor training and RFP guidance**, **building job search functionality**, and **conducting a member survey** to inform future enhancements.

The Research Hub is poised for substantial growth, driven by a new grant-funded project, "Integrating Real-Time Labor Market Information into Public Goods." This initiative will deliver technical enhancements, new data tools, and an improved user experience, while expanding access to new users and applications of NLx data. To support these goals, the Research Hub will **increase dedicated staff** and **broaden its suite of services**, positioning NLx for continued innovation, collaboration, and measurable impact in the year ahead.

The NLx team speaking with attendees at NASWA's Winter Policy Forum in Washington, DC.

GET INVOLVED

For more info on the NLx:

🌐 naswa.org/partnerships/nlx

🌐 usnlx.com

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For more Info on the NLx Research Hub:

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