

# **State of California**

## **PY 2005 Workforce Information Grant**

### **Annual Report**

September 30, 2006

#### **Introduction**

The Department of Labor, Employment and Training Administration (ETA), has sponsored annual grants to support development of specified “core products” by labor market information (LMI) programs in each state since FFY 1995-6. Core products have typically included infrastructure and product development such as electronic systems, projections, occupational research and career materials.

This grant is an important fund source to support the many value-added labor market information activities not sponsored by the Bureau of Labor Statistics.

Among the activities sponsored by the Workforce Information Grant are:

- Regional industry cluster data, trends and analysis to support the California Regional Economies Project and other customer needs;
- Occupational skills and trends for the industries selected by the California Regional Economies Project, and the High Growth, High Wage Training Initiatives, to support recruitment and training of workers into these industries, as well as supporting other job seekers and training providers (Health Care, Biotechnology, Manufacturing, Construction and Logistics industries);
- Visual analysis of data using geographic information systems (GIS) technology;
- Identification of worker shortages and barriers to employment, in order to support recruitment and training of workers;
- Information packaged to respond to the differing needs and capacities of these primary customer groups;
- Delivery of easily interpreted and manipulated information from the Internet;
- Collection and delivery of fundamental data from which to base analyses of the economy, including agricultural and small county data collection and analysis not funded by the Bureau of Labor Statistics;
- Identification of customer needs through the LMID’s customer input network; and
- Ongoing communications and support.

We are pleased to share our accomplishments for the program year 2005-6!

## A. Core Products and Services Accomplishments

### 1. CONTINUE TO POPULATE AND MAINTAIN THE AMERICA'S LABOR MARKET INFORMATION SYSTEM (ALMIS) DATABASE

In California, the ALMIS database serves as the primary data repository for the California Web site, *LaborMarketInfo* ([www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov)). This is the California version of the Workforce Informer Consortium's Internet delivery system.

- **Outcome(s) and system impact(s)--Accomplishments**

- Maintain and keep current the core tables of the California ALMIS database and any tables necessary for the Workforce Informer Internet application.

**Summary of accomplishments:** Completed

- Develop and maintain the necessary applications to efficiently load data into the ALMIS database. LMID staff will also use these tools to quickly respond to data requests from the Local Workforce Investment Boards, career development agencies, and other customers.

**Summary of accomplishments:** Application to load the data has been used successfully by On-line Systems Team. Additional application was developed to provide staff access to wage by industry data to more easily and quickly respond to local requests.

- Coordinate the distribution and licensing of the ALMIS Employer Database CD-ROM set to Local Workforce Investment Areas, and other local customers as appropriate.

**Summary of accomplishments:** Done

- **Extent to which activity conformed to planned milestones**

- August 2005 – Participate in the ALMIS Resource Center Seminar 2005.

**Actual timeline:** Two staff attended as planned

- September 2005 – Distribute the 2006 1<sup>st</sup> edition of the ALMIS Employer Database CD-ROM

**Actual timeline:** Completed

- October 2005 – Develop an electronic process to update the training provider information in the ALMIS database.

**Actual timeline:** Developed an internal application for staff to update the training information in the ALMIS database. These updated data are provided on the LaborMarketInfo Web site.

- March 2006 – Incorporate data for the United States from the National Crosswalk Service Center into the ALMIS database for the Web site  
**Actual timeline:** This activity was not completed due to the press of other development and delivery on our web site.
  - April 2006 – Distribute the 2006 2<sup>nd</sup> edition of the ALMIS Employer Database CD-ROM  
**Actual timeline:** Completed
  - Continuous—Update the content as new data are released.  
**Actual timeline:** As planned
- **Actual costs and reason for any significant variance**  
\$126,400—As planned

## 2. PRODUCE AND DISSEMINATE INDUSTRY AND OCCUPATIONAL EMPLOYMENT PROJECTIONS.

- **Description of core product, service or other demand activity**  
Using the ALMIS Projections Consortium methods, we will develop short-term industry and occupational projections for California for 2005-2007, long-term industry and occupational projections for California for 2004-2014, as well as long-term industry and occupational projections the large Metropolitan Statistical Areas (MSAs), with projections for the smaller MSAs and counties to follow. We will publish occupational projections on our Internet web site, paired with wage data so that high wage, high demand occupations can be identified easily.

We will continue to work on building local North American Industry Classification System (NAICS) historical time series data and supplementing the local time series where feasible.

We will maintain our membership on the Technical Issues and Research Committee of the Projection Managing Partnership and attend ALMIS Projection training as State imposed travel restrictions will allow.

- **Outcome(s) and system impact(s)--Accomplishments**
  - Produce State Industry and Occupational Long-Term Projections for 2004-2014;  
**Summary of accomplishments:** Completed
  - Submit State Long-Term Occupational Projections for 2004-2014 to the ALMIS web site;

**Summary of accomplishments:** Completed, submitted to the ALMIS web site in June, and published on our web site in August 2006

- Produce State Industry and Occupational Short-Term Projections for 2005-2007;

**Summary of accomplishments:** Submitted to ALMIS web site on June 22, 2006

- Submit State Short –Term Occupational Projections for 2005-2007 to ALMIS web site;

**Summary of accomplishments:** Submitted to ALMIS web site on June 22, 2006

- Produce Long-Term sub-state Industry and Occupational Projections and load them on our web site;

**Summary of accomplishments:** Completed.

- Attend ALMIS-sponsored projections training to help accomplish these objectives.

**Summary of Accomplishments:** Staff attended Short-Term Training In Indianapolis IN in December 2005, Micro Matrix Training in Boise ID in March 2006, and EDS training in Boise, ID in June 2006

- **Extent to which activity conformed to planned milestones**

- Statewide Long-Term Occupational Projections 2004-2014

- Develop statewide industry projections, by February 17, 2006;
- Develop statewide occupational projections, by May 19, 2006;
- Submit statewide occupational projection file to ALMIS web site, by June 30, 2006.

**Actual timelines:** Submitted statewide occupational file to ALMIS web site on June 22, 2006.

- Statewide Short-Term Occupational Projections 2005-2007

- Develop statewide industry projections, by March 10, 2006;
- Develop statewide occupational projections, by June 16, 2006;
- Submit statewide occupational projection file to ALMIS web site, by June 30, 2006.

**Actual timelines:** Submitted statewide occupational file to ALMIS web site on June 22, 2006.

- Substate Long-Term Occupational Projections 2004-2014

- Develop large county industry projections, by August 11, 2006;
- Develop large county occupational projections, by October 6, 2006;

- Develop small county industry projections, by November 10, 2006;
  - Develop small county occupational projections, by March 16, 2007.
- Actual timelines:** Temporarily behind schedule on large county industry projections because of the promotion (to another agency) of a key staff member. Have completed 2 and begun work on 4 others out of 15 large MSAs. With the hiring of new staff will finish all local projections for 2004-14 as planned.

- **Actual costs and reason for any significant variance**  
\$502,000 plus leveraged funding planned. Actual expenses \$352,000, savings of \$150,000 due to unfilled vacancies and greater use of leveraged funds.

### 3. PROVIDE OCCUPATIONAL AND CAREER INFORMATION PRODUCTS FOR PUBLIC USE.

- **Description of core product, service or other demand activity**  
In cooperation with the CWIB and in support of the California Regional Economies Project, the President's High Growth Job Training Initiative and the ETA direction, LMID will develop career and recruitment-related materials for a target industry, this year selected to be the logistics industry. This will include researching and analyzing new and changing occupations that cut across many industries in the selected Industry Sector. Using the Occupational Information Network (O\*NET) as a resource, staff will analyze the skills, knowledge, abilities, education requirements, work-related tasks, statewide and regional outlook information and produce unique occupational profiles designed as a career exploration tool to attract more high school and college students to the logistics industry, the portion of the manufacturing industry which focuses on getting raw materials and parts to the manufacturer, and products to the consumer. The profiles will focus on entry level through the more technical and professional occupations.

Respond to ad hoc requests for occupational research and produce custom reports. Research and update existing occupational products.

- **Outcome(s) and system impact(s)--Accomplishments**
  - Provide occupational information to assist industry and training providers develop more effective curriculum and training programs, recruit more qualified candidates, and make informed planning decisions about regional economic and workforce development for selected industries.

**Summary of Accomplishments:** As planned. One example is the assistance we provided a consortium of community colleges as they attempted to determine whether one or all colleges should continue to offer training for Machinists. We assisted the colleges in determining what

information was needed, provided the needed LMI, and assisted them in understanding the implications of the data. As a result, only one of the colleges will continue to offer the training. The colleges were so impressed with our assistance that they invited staff to attend two state-level conferences to present our method of program evaluation. Staff has now created an on-line handbook which would step any training entity through the evaluation process. See [LMI Help for Program Decision Making](#).

- **Extent to which activity conformed to planned milestones:**

For the project to develop career and recruitment materials in support of the California Regional Economies Project:

- By July 31, 2005, select the industry of study with the input of the CWIB staff and the California Regional Economies Project staff.

**Actual timeline:** As planned. The logistics industry was selected.

- By September 30, 2005, evaluate the occupations that are new, growing, changing or experiencing recruitment and retention problems in the selected industry. Provide input on selected occupations to the CWIB and California Regional Economies Project staff.

**Actual timeline:** As planned. 39 occupations selected

- By June 30, 2006, develop O\*NET based career profiles for the selected occupations, including skills, knowledge, abilities, education, work-related tasks, and statewide outlook information to assist employers in recruiting more qualified candidates; and provide career and skill information to high school students who are exploring careers and making career choices. Format the career profiles into print-ready versions to be published on the *LaborMarketInfo* web site.

**Actual timeline:** The study is almost complete, and should be published on our web site by September 30, 2006. We have used findings and materials from the study to assist the California Workforce Investment Board, Special Committee on Targeted Resources, Community Colleges, and other customers, despite the fact that the report is not fully completed.

- **Actual costs and reason for any significant variance**

\$374,000 plus leveraged funding—As planned

#### **4.A. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE INVESTMENT BOARDS ARE PROVIDED.**

- **Description of core product, service or other demand activity**

**Provide Public Information Services**, including producing analyses that focuses on county level data and the needs of local workforce development agencies as a source of information to identify potential high growth industries and occupations. Develop products that include a range of LMI and census and

demographic data sources to provide trend analysis that can be used by local economic developers and workforce agencies at a regional or county level for 57 California counties.

Provide public information call center services. The LMID call center provides a ready source for assistance with the LMID web site and directs callers to the EDD resource that best suits their needs, or referral to other agencies as appropriate. Call center staff helps customers to select and understand LMI products and to navigate the LMI web site. The call center staff responds to more than 200 calls per month, plus e-mail requests.

On an annual basis, produce customized web-based *Planning Information Packets* for Local Workforce Investment Boards. Local Boards use these publications for program planning and targeting of services. These packets contain local summary data on public assistance recipients, lower living standards income levels, and economically disadvantaged persons.

- **Outcome(s) and system impact(s)--Accomplishments**

- Provide public information services, and respond to local and state-level data needs.

**Summary of Accomplishments:** Ongoing services, as planned. Staff responds to approximately 500 calls a quarter to assist customers in interpreting labor market information, as well as a similar number of e-mailed requests. (We have found that since virtually all our data is available on the internet now, we get somewhat fewer calls, but the nature of requests continues to become more complex.)

- **Extent to which activity conformed to planned milestones:**

- By March 31, 2006, provide the annual *Planning Information Packets* on the [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) web site for use by Local Workforce Investment Boards in their planning.

**Actual timeline:** As planned

- By June 30, 2006, provide the updated *County Snapshot* publications on the [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) web site.

**Actual timeline:** The County Snapshots for all 58 counties are available on our web site—production was completed in August rather than June, due to the delayed availability of some of the source data.

**Actual costs and reason for any significant variance**

\$187,000 plus leveraged funding —As planned

#### 4.B. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE INVESTMENT BOARDS ARE PROVIDED.

- **Description of core product, service or other demand activity**  
**Coordinate Customer Outreach and Marketing**, including oversight to insure the development of demand driven products, publications, information services and marketing materials, focusing on timely, informative and user-friendly products; periodic product review and evaluation for customer usability along with associated outreach activities; coordinate surveys and focus group sessions to assess customer satisfaction and identifying ideas for improving products and services. Development of web-based interactive customer and product profiles.
- **Outcome(s) and system impact(s)—Accomplishments**
  - Direct staff efforts to assess dynamic customer information needs. Direct ongoing customer input into upgrading existing products and developing new products and information services.  
**Summary of Accomplishments:** Through the planned use of Customer Satisfaction (CS) data, obtained from our CS survey process, targeted surveys conducted on the Division's new electronic products, *Manufacturing Careers* and *Construction Careers*, and use of customer focus groups, the Division continues to be positioned to respond to customer insights and expected outcomes that will result in more customer focused and demand driven products and information services.
- **Extent to which activity conformed to planned milestones**
  - Continue to evaluate, update, and implement the division's Marketing Plan and Guidelines for Customer Marketing and Outreach, ongoing.  
**Actual timeline:** As planned, the Division's Marketing Plan is now current, and the Guidelines for Customer Marketing and Outreach are accessible to all LMID staff engaged in the product development, customer outreach and marketing of our products and information services. This activity will remain ongoing.
  - Create and house Product and Group Profiles on the Division's Intranet Customer Database for purposes of focusing development of products and services to continue to understand and meet customer needs, ongoing.  
**Actual timeline:** Activity related to Product and Group Profiles has now been accomplished as planned. Full utilization of this resource by Division staff and periodic updating of these profiles is ongoing.
  - Facilitate scheduling, tracking and completion of post-implementation product evaluations for both new and existing products, ongoing.  
**Actual timeline:** As planned, these activities are ongoing for our products.

- Continue attendance at statewide conferences to exhibit and demonstrate products and services, ongoing.

**Actual timeline:** Consistent with plan, LMID actively participated in nearly 500 meetings, conferences and workshops during the report period. More than 11,000 customers attended these events. Active customer outreach is an ongoing activity.

- **Actual costs and reason for any significant variance**

\$204,000 planned. Actual expenditures were \$189,000. Savings of \$15,042 due to the increased use of leveraged funding.

#### **4.C. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE INVESTMENT BOARDS ARE PROVIDED.**

- **Description of core product, service or other demand activity**

**Conduct Original Labor Market Research** initiated by either LMID researchers or in partnership with other research entities to satisfy requests for timely needed workforce information. Examples include conducting studies which provide necessary data in support of the California Regional Economies Project and the CWIB's High Growth-High Wage Priorities; examine labor supply and demand issues; extract, analyze and disseminate aggregate job matching statistics from the CalJOBS system to support labor supply analysis; coordinate with the Census Bureau to produce and distribute labor turnover and job growth statistics by industry and area; produce quarterly data on new business formation in California; and participate in studies designed to identify and resolve labor supply problems in selected industries.

- **Outcome(s) and system impact(s)--Accomplishments**

- Facilitate labor market research, independently and in partnership with public and private research entities, to: advance the study of challenging issues such as labor supply and demand; mine administrative data; and conduct other research of interest to policy makers.

**Summary of Accomplishments:** Due to staff turnover in the Division's Applied Research Unit/Ad Hoc Team, including the Unit's manager, much of the planned work in this area was put on hold. While baseline activities such as provision of wage records and QCEW data to the Census Bureau to support the Census LED Project and response to requests for custom QCEW data runs, the Unit was hard-pressed to accomplish much in the in the area of independent labor market research due to long-term staffing vacancies resulting from delays in recruiting replacement staff. Re-staffing of the Unit has recently been completed, and work to develop new products and services and restore lost capacity and expertise is underway. These products and services are being developed to address needs for original research that will

support our efforts to provide timely and relevant workforce information to our customers. Vacancies in this unit largely accounted for just over \$177,000 in unspent Workforce Investment Grant resources that were allocated for this function.

- **Extent to which activity conformed to planned milestones**

- Consistent with the President's High Growth Job Training Initiative, contribute to the development and implementation of statewide initiatives, using California Regional Economies Project and Local Employment Dynamics (LED)/ Quarterly Workforce Indicators (QWI) data to identify high growth/high demand industries with a particular focus on Advanced Manufacturing, Construction, Geo-spatial industries, and Automotive industries.

**Actual timeline:** No work was performed in these areas due to a lack of staff.

- On a quarterly basis, provide the Census Bureau with regular flows of wage records and Quarterly Census of Employment and Wages (QCEW) data that comply with the Confidential Information Protection and Statistical Efficiency Act (CIPSEA) – also known as CIPSEA-free QCEW data – to support the Census Bureau's LED Program. Provide training as requested in the use of the QWI and access to these data via the Internet. Retrieve QWI data to meet the needs of special requests and studies.

**Actual timeline:** As planned, the Census Bureau was provided with the wage records and QCEW data needed to support the Census LED Project. The Applied Research Unit has responded to multiple requests for QWI and the geo-coded LED data during the past year.

- Update the California Regional Economies Project database by adding annual average data for calendar year 2004. Provide custom runs from the database, upon request, to meet the needs of the CWIB and Local Workforce Investment Boards in their studies of regional economies by providing linkage to the LED/QWI for select regions.

**Actual timeline:** The statistical data product used for the California Regional Economies Project (CREP) was completely rebuilt, using data from the QCEW and CES programs. Spreadsheets containing annual average QCEW and CES program data from 1990 to 2004 in California were prepared for each county and posted on LMID's Website. The QCEW Program provided the private non-agricultural employment data while the CES Program was tapped for the public sector employment data. All data were presented in a standard format, as requested by the CREP staff, to ease aggregation of county data to create regional data.

- Maintain data flow from CalJOBS to support detailed occupational analysis of labor supply issues. Update the system of EXCEL spreadsheets with monthly

- files that display applicants and openings by industry and occupation, and also display the relationship between applicants and openings.  
**Actual timeline:** As discussed above, due to staff vacancies, this activity was not completed.
- On an ongoing basis, monitor the Nurse Workforce Initiative (NWI) project related to health care in California.  
**Actual timeline:** Staff from the Applied Research Unit has participated in the review of NWI reports.
  - By December 2005, provide data to researchers at the University of California, Los Angeles, to support their evaluation of the NWI.  
**Actual timeline:** Work is underway to produce the final match of wage data for the program participants, required by the UCLA researchers. This activity has been delayed due to staff turnover.
  - Produce quarterly statistics on New Business Formation in California by September 2005, December 2005, March 2006 and June 2006.  
**Actual timeline:** As discussed above, this activity was not completed due to staff vacancies.
  - Working with the ten-state Supply/Demand Consortium, contribute to the design and implementation of a web-based delivery system for occupational and industry data on education and program training completers, employment projections, and industry supply/demand measures by September 2005.  
**Actual timeline:** As discussed above, this activity was not accomplished due to staff vacancies.
  - Upon request, provide custom data runs from the QCEW. Data are available at the county or sub-county levels for either zip code or city code, and include data fields such as employment, payroll and industry code. These custom QCEW data are most often used for local or regional labor market research and economic industry growth forecasting.  
**Actual timeline:** Staff from LMID's Ad Hoc Team has responded to all requests for non-confidential QCEW Program data.
  - Coordinate with custom QCEW data requesters to determine their eligibility for confidential data.  
**Actual timeline:** Staff from LMID's Ad Hoc Team has facilitated all requests for confidential QCEW Program data, and other EDD administrative data, either approving the request in house (where the request clearly falls within provisions of California's Unemployment Insurance Code), or elevating requests to EDD's Information Security Office or Legal Office where the authority is not clear.

- **Actual costs and reason for any significant variance**

The Applied Research Unit and Ad Hoc Team spent \$276,417 of the \$453,575 allocated to this activity, a savings of \$177,158. The primary reason for this variance in the spending plan was long-term vacancies carried by the Applied Research Unit, including the Unit manager's position.

#### **4.D. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE INVESTMENT BOARDS ARE PROVIDED.**

- **Description of core product, service or other demand activity**

**Collect and Deliver Agricultural Employment Data.** California has been the nation's top agricultural producer for over 50 years. This proposal enables LMID to continue to respond to customer requests for agricultural industry data in California and the local areas. LMID collects these data through a survey of agriculture employers in California and produces agricultural industry estimates for the State as a whole and for six agricultural regions, and total agricultural employment for each of California's 58 counties. Agricultural average hourly earnings are produced for the State as a whole and for six agricultural regions. This information is disseminated through all of the resources available to LMID, including the Internet and a quarterly Agricultural Bulletin. These data are critical to the workforce development system throughout the state, particularly in California's rural areas. This program parallels the non-farm Current Employment Statistics (CES) program and leverages a working relationship which was established in 1996 with the National Agricultural Statistics Service, U.S. Department of Agriculture

- **Outcome(s) and system impact(s)--Accomplishments**

➤ This deliverable allows EDD to produce a unique data series that tracks activity in an industry that is significant in California and for which data are not available elsewhere. The resulting data series is used to track the overall economic health of agriculture within the State, enabling Local Workforce Investment Boards and other key users to obtain a complete industry employment picture for the State or local economies upon which to make informed decisions.

**Summary of Accomplishments:** LMID has introduced a revised California Agricultural Bulletin on our web site that highlights recent quarterly data. It also includes links to more detailed regional data found in Excel spreadsheets located in our Data Library portion of the web site. As Congress continues to explore immigration reform, there has been intense interest in the role immigrants play in the California agricultural industry.

- **Extent to which activity conformed to planned milestones**
  - Produce monthly agricultural employment estimates for California and six geographic regions, ongoing monthly activity.  
**Actual timeline:** All major milestones were met.
  - Disseminate data in the California Agricultural Bulletins via the Internet and in print, ongoing.  
**Actual timeline:** The California Agricultural Bulletin has been revised to allow more timely dissemination.
  - Benchmark the agricultural employment data to the ES-202 file of universe employment, annually, by March 2006.  
**Actual timeline:** All major milestones were met.
- **Actual costs and reason for any significant variance**

\$92,500 plus leveraged funding from USDA-NASS, as planned.

#### **4.E. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE INVESTMENT BOARDS ARE PROVIDED.**

- **Description of core product, service or other demand activity**  
***Produce Maps for One-Stop Decision Makers.*** This proposal will allow the LMID to meet the Department expectations for using Geographic Information Systems (GIS) technology in meeting customer demand for EDD products. This will allow LMID to continue to build its GIS capacity, and provide GIS products to One-Stop customers and State and Local Workforce Investment Boards. With the implementation of the WIA there has been an increased demand for LMI. To better meet this demand, LMID has developed GIS maps and applications to analyze and display data spatially.

The geo-spatial display of data using mapping technology reveals patterns in LMI that are not readily visible in tabular data. LMID uses GIS to simplify complex jurisdictional boundaries, increase communication and enhance decision-making.

The Division continues to maintain and improve the quality of street address information for the 1.1 million employers in our QCEW program. We have the monthly employment data and industry designation for each of these employers. With the address information, we are able to assign a geo-code (the assignment of a latitude and longitude to each physical location address). Between 90 and 95 percent of the QCEW database (excluding private households) is geo-coded. The geo-coding of these employers in this comprehensive database and the use of GIS have significantly advanced our analysis capabilities, enabling us, among

other things, to make non-confidential sub-county industry employment data available to customers. Several State and local government offices and firms have benefited from the more useful localized data we are now able to provide. We will continue to evaluate ways to provide new sub-county data sets to customers.

The LMID has developed interactive mapping applications to pilot an expanded use of analytical mapping capability. The system has been installed on the LMID Intranet. This will allow the Division's Labor Market Consultants who are geographically dispersed throughout the state to provide technical assistance for local customers by creating maps for One-stop customers and Local Workforce Investment Boards. CWIB staff is also able to use the system. Some of the features are interactive query capabilities such as displaying and viewing multiple data sets and the ability to conduct queries for specialized analysis. The system allows generation of maps of labor force data, CalWORKS data, Unemployment Insurance (UI) Claim data and selected census demographic data. A Help system was created that has illustrated text and several videos explaining how to use the interactive maps and the analysis tools.

- **Outcome(s) and system impact(s)--Accomplishments**

- Following completion of the pilot of the interactive mapping system on the Intranet, the system will be evaluated. If determined to be effective and beneficial to customers, plans will be developed to move it to the Internet for use by external customers. The LMID's GIS Strategic Plan (2001-2005) guides the development and production of GIS services for customers.

We will continue to evaluate new sub-county data sets from other sources such as the Department of Education that may be made available through our GIS services.

**Summary of Accomplishments:** The interactive mapping system pilot was completed and evaluated using a survey of the Labor Market Consultants and other users. Following are the recommendations of the final report, as accepted by the LMID Management Team:

1. Discontinue access to the Interactive Mapping Applications. The results of the survey indicate that users want an application to develop maps, but the current system is too complex and costly.
2. Continue providing static maps on the Labor Market Information Division's Internet and Intranet web sites to help meet the demand for an immediately accessible inventory of map products.
3. Explore alternatives to the current Interactive Mapping applications. For example, the GIS team is researching the feasibility of using ArcGIS Publisher as an alternative to the ArcIMS software that was used in the Interactive Mapping Pilot. ArcGIS Publisher converts map documents to

published map files which are viewable through ArcReader, a free downloadable product from ESRI. Published electronic interactive maps can be shared on CD, over the network, or via the Internet. Customers can zoom into areas of interest, turn on data layers, and export or print their maps.

As the use of maps on the Internet (for example use of online mapping for driving directions) becomes more commonplace, mapping systems such as the one we piloted will not be as difficult for the average user. During the pilot we trained the people that would be using the system and provided comprehensive help pages. However, the staff still found the applications difficult to use. One of the problems was that the interactive maps were not needed on a regular basis. So when a staff member went to create a map two months after training, they had to relearn how to use the application. The software we are now beginning to use to create interactive maps will be easier for the user, and will provide better quality output maps.

Over 70 maps have been completed this year to date for customers including One Stop decision makers and Local Workforce Investment Boards. Staff also conducted analyses using GIS, conducted geo-coding in support of mapping requests, provided mapping assistance, and prepared data files for use in all projects. Examples of the above include producing maps of Local Workforce Development Areas with One-Stop locations, and producing mapping and analysis for the Workforce Investment Act Veterans' Employment Assistance Program, Nurses Healthcare and the Workforce Investment Act Governor's 15 Percent Discretionary funds.

Over 40 existing or new static maps have been prepared to be added to the Labor Market Information Division's Internet web site. Maps included are maps of employment and unemployment, county commute maps, agricultural employment, and statewide maps of LWIAs and One-Stop locations. We are in the process of developing interactive maps that will be available on CD. Interactive maps using the ArcPublisher/ArcReader software were demonstrated to representatives from the California Workforce Investment Board (CWIB). Sample interactive maps were provided on CD for their use and comment.

We are evaluating the use of sub county data sets, including data from the Quarterly Census of Employment and Wages by various geographies, and Unemployment Insurance Claims by ZIP Code for use in interactive maps that may be accessed with ArcReader software.

- **Extent to which activity conformed to planned milestones**
  - Geo-code One Stop Career Center locations and modify Local Workforce Investment Areas map boundaries to include semi annual updates by

September 30, 2005 and February 28, 2006. Provide maps of Local Workforce Investment Areas to the CWIB including One-Stop locations, incorporating semi-annual updates by December 31, 2005 and June 30, 2006.

**Actual timeline:** As planned. One Stop Career Center locations were geo-coded in October 2005, and January 2006. An extensive survey was done of the One-Stop offices. The survey included an update to the names and addresses. The file was to be available by May 2006, but was not ready until July. This new information is now geo-coded for use in local and statewide maps including updates to the set of individual LWIA maps scheduled to be completed by October 2006.

- Update LWIA maps within 30 days of changes to area boundaries.

**Actual timeline:** As planned. The area boundaries for NoRTEC and Golden Sierra Local Workforce Investment Areas changed effective July 1, 2006. New boundaries were created for the GIS software by June 30, but the revised map showing the new boundaries was not published until the change was effective. The map was provided to the CWIB on July 10, 2006.

- Respond to ad hoc request for geo-spatial analyses, including maps, on an ongoing basis throughout the year.

**Actual timeline:** As planned. Ad hoc requests from the CWIB, Area Consultants, and other customers have been responded to with maps and or analysis using GIS tools.

- Evaluate new sub-county data sets from other sources that may be made available to customers through our GIS services.

**Actual timeline:** We are evaluating the use of sub county data sets, including data from the Quarterly Census of Employment and Wages, and Unemployment Insurance Claims by ZIP Code for use in interactive maps that may be accessed with ArcReader software.

- Maintain and support the interactive mapping system for the LMI Intranet. Provide support to the Labor Market Consultants in creating maps for One-stop customers and Local Workforce Investment Boards and to CWIB staff; and conduct an evaluation of the system by October 29, 2005.

**Actual timeline:** As planned

- **Actual costs and reason for any significant variance**

\$285,000—as planned

#### 4. F. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE INVESTMENT BOARDS ARE PROVIDED.

- **Description of core product, service or other demand activity**  
***Produce Small County Industry Employment Data.*** This proposal will allow the LMID to continue to produce small area (non-CES) industry payroll employment estimates for the 21 smallest counties in the State at the detail previously provided. This effort parallels the non-farm CES program for the 24 largest MSAs and 4 Metropolitan Statistical Divisions, which covers 37 counties. The production of small county industry data allows Local Workforce Investment Boards to make comparisons across geographic regions. In addition to producing small area industry employment estimates, this proposal will allow LMID to respond to inquiries for local industry employment estimates at the county level.
  
- **Outcome(s) and system impact(s)--Accomplishments**
  - Continuing the production of these small area industry employment estimates allows the partners in the workforce development system to have access to consistent sub-state industry employment data across the State to assist them in making strategic and operational program decisions. This outcome is in keeping with the ETA's strategic goal of generating the most current and local information, and also supports the President's High Growth Job Training Initiative that requires the analysis of industry data in order to identify high growth areas.  
**Summary of Accomplishments:** LMID continues to produce timely monthly estimates for these small areas that are released at the same time as the larger Metropolitan Statistical Areas in the State.
  
- **Extent to which activity conformed to planned milestones**
  - Produce monthly estimates of industry payroll employment on a regular schedule, usually on the second Friday of each month.  
**Actual timeline:** All major milestones were met.
  
  - Disaggregate MSA level industry data into county breakouts annually, July 2006.  
**Actual timeline:** All major milestones were met.
  
- **Actual costs and reason for any significant variance**  
  
\$168,200—as planned

#### 4. G. ENSURES THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE INVESTMENT BOARDS ARE PROVIDED.

- **Description of core product, service or other demand activity**  
*Review the Electronic and Print Labor Market Information Products Provided to Job Seekers and Business at Every Comprehensive One-Stop Center in California at Least Once Every Year.* Last year's ETA review of California's programs yielded an observation (#26) recommending this action. The reviews include helping One-Stop Career Center staff reset the LMI pages from [www.calmis.ca.gov](http://www.calmis.ca.gov) to the new ALMIS based [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) web site where necessary. Staff also inspects links to other sites such as America's Career Information Network (ACINET), the U.S. Census Bureau, local transportation agencies, and other sites that are appropriate for that area.
- **Outcome(s) and system impact(s)--Accomplishments**
  - Ensures reliability and timeliness of LMI provided to employers and job seekers through all of California's comprehensive One-Stop Career Centers.  
**Summary of Accomplishments:** During the 21 month period beginning on October 1, 2004 and ending June 30, 2006, State staff reviewed the on-line links and printed materials in every comprehensive One-Stop Career Center at least twice. During the second review, staff found that:
    - all links to [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) functioned as expected;
    - customers have become more proficient using the lobby computers and the demand for printed materials continues to decline; and
    - One-Stops continue to need periodic training and other technical support for their front line staff as new staff replaces departing staff (e.g., retirements, transfers, other turnover).
- **Extent to which activity conformed to planned milestones**
  - Ongoing. Out-stationed managers and staff will schedule reviews in July and August 2005 to begin in October 1, 2005 and will be completed by September 30, 2006.  
**Actual timeline:** Work actually began in July 2004 and ended June 30, 2006. Staff did conduct at least one review during the period starting July 1, 2005 and ending on June 30, 2006.

**Actual costs and reason for any significant variance:** \$7,800 allocated. All expenses during the last 12 months were covered by leveraged funding, resulting in a savings of \$7,800.

## 5. MAINTAIN AND ENHANCE ELECTRONIC STATE WORKFORCE INFORMATION DELIVERY SYSTEMS.

- **Description of core product, service or other demand activity**

California's new Web site, *LaborMarketInfo* ([www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov)), is the California version of the Workforce Informer Consortium's Internet delivery system. This on-line application provides users with access to LMI stored in the ALMIS database. The new site was launched in September 2004. The Web application includes on-line "tours" to assist customers learn to use the new site, portal pages which address specific customer information needs, a personal page option to allow the customer to store data queries, and a "data library" to allow customers to easily download and format data of interest to them.

Maintain and host the previous LMI site, *CALMIS* ([www.CALMIS.ca.gov](http://www.CALMIS.ca.gov)), to provide functionality not initially available through the *LaborMarketInfo* application.

Maintain and host the *WorkSmart* Web site ([www.WorkSmart.ca.gov](http://www.WorkSmart.ca.gov)) available in both English and Spanish. *WorkSmart* is an application designed for entry-level job seekers, with information on entry-level jobs and possible career ladders up from these jobs. It also includes "soft skills" advice such as, job search tips, application and resume preparation, and interview tips.

Maintain and enhance LMID's internal *Intranet Customer Database* (ICDB) – the storage device for our customer information including contact information, product usage, and customer satisfaction.

- **Outcome(s) and system impact(s)--Accomplishments**

- Maintain and enhance the new *LaborMarketInfo* on-line application. Continue to expand portal pages targeted toward specific customer groups, offering launch points to information of interest to a particular customer group in one location. Prepare articles and content to populate the site. Coordinate Web site content development review and approval through the division's Editorial Board to ensure that Web articles are easily readable and have a consistent look and feel.

**Summary of Accomplishments:** Continued to prepare articles and data as available. Continue to incorporate established usability standards to enhance the customer's ability to use the Web site.

- Participate in the Workforce Informer Consortium to recommend future enhancements to better meet our customers' needs.

**Summary of Accomplishments:** Took the lead within the Consortium to improve the job seeker's tool to find possible employers using the *InfoUSA* database.

- Maintain the *CALMIS* Web site and develop applications to provide functionality not initially available through the *LaborMarketInfo*.  
**Summary of Accomplishments:** Continuing as planned.
- Maintain and enhance the LMID's ICDB Web site to track customer requests, provide contacts for product marketing, track customer satisfaction, and track product inventory.  
**Summary of Accomplishments:** As planned
- Maintain *WorkSmart* (both English and Spanish versions). Develop and add information as requested by job seeker customers and the intermediaries who serve them.  
**Summary of Accomplishments:** As planned
- **Extent to which activity conformed to planned milestones**
  - Ongoing - Maintain and update existing Internet Web sites – *LaborMarketInfo*, *CALMIS*, and *WorkSmart*.  
**Actual timeline:** As planned
  - August 2005 – Fully integrate the *CALMIS* Web site into the *LaborMarketInfo* Web site to eliminate redundancy.  
**Actual timeline:** Completed on schedule
  - TBD 2005 – Attend the Workforce Informer Consortium meeting, planning for future enhancements.  
**Actual timeline:** Attended meeting in April 2006.
  - December 2005 – Develop and maintain an on-line application to provide improved access to the Licensing information.  
**Actual timeline:** Completed as planned.

- **Actual costs and reason for any significant variance**

\$420,000—as planned

## 6. SUPPORT STATE WORKFORCE INFORMATION TRAINING ACTIVITIES.

- **Description of core product, service or other demand activity**  
The LMID will address workforce training using a combination of tools and services. We will provide written (ranging from simple guidance to Frequently Asked Questions (FAQs), telephone-based, one-on-one, and classroom instruction (at customer request) on using the new ALMIS based [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) web site. We will update the content of the

“EDD Staff” portal page of our web site for the ease of our JS and UI staff. We will also continue to provide individual and group training on other LMI products and services based on the needs and requests of local board and other staff serving businesses and job seekers through California’s network of One-Stop Career Centers. More broadly, the Area Services Group will leverage existing WIA and JS funding to extend the reach of the limited training funds available through the Workforce Information Grant.

- **Outcome(s) and system impact(s)--Accomplishments**

- On-line training tools and dedicated pages within the [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) web site; ad hoc training based upon customer need related to LMI products and services, including assistance using the new web site.

**Summary of Accomplishments:** To date, staff has been able to meet all requests for training and support using other funds.

- **Extent to which activity conformed to planned milestones**

- Ongoing as needed.

**Actual timeline:** As planned, delivered per customer requests

- **Actual costs and reason for any significant variance**

Planned expenses were \$50,000. Customer demands exceeded planned funding for this activity, however LMID was able to apply leveraged funding to all activities, for a WIG savings of \$50,000.

## **B. Customer Satisfaction Assessment**

### **Methods for collecting customer satisfaction information and interpreting the collected information:**

California’s Labor Market Information Division initiated a marketing program and customer satisfaction survey process in the mid-1990’s to insure that we consult with customers about the usefulness of the information disseminated through the workforce information system. In addition, the Division has sought to maintain a demand driven system by seeking ongoing input from our customers on how we can improve our products and information services, as well as identifying their potential information needs. Tasks associated with our customer outreach and customer satisfaction efforts, particularly for targeted customer sectors, include:

- Written customer surveys,
- Focus Groups,
- LMI Advisory Group, and
- Direct interaction and participation at nearly 500 meetings, conferences and workshops attended by more than 11,000 LMI customers

The Division's Customer Satisfaction Assessment process includes customer surveys sent to all customers who receive a product from us, and to a sampling of customers who receive our services. These surveys are quantitative, asking customers to rate products and information services on a five-point scale, with five being the highest possible score.

The surveys include our "core questions" which ask about the customers' satisfaction with the Division's products and service overall, satisfaction with the specific product they have recently ordered, and the helpfulness of the product in making an informed career or business decision. Each response is rated on a scale of one (low) to five (high). In addition, for each customer, we ask them to identify with a customer type, tell us how they will use the product and provide any written comments they wish. Monthly reports are generated and reviewed by Division managers.

Customer satisfaction with products is tracked in the Division's Intranet Customer Database (ICDB) by product, customer type and rating, and linked to information in our ICDB about customer orders for these products (how many products were ordered by which customer groups, for instance). Staff can access reports providing each of these information elements for any product through the ICDB. The database also easily provides staff with lists of customers who have ordered the products, creating a contact list for focus groups or more detailed surveys.

The Division also relies on focus groups, one-on-one customer interviews and the insights of the LMI Advisory Group to obtain customer input into the outcomes and expectations they seek from the use of our products and services. These activities are each ongoing.

To assist in better understanding our customers and the information collected, the Division has developed and deployed the following tools:

- Marketing and Customer Outreach Guide that describes appropriate customer outreach efforts for specific target customer sectors to assist product marketing and outreach efforts. The Guide is now available to the division staff, and
- Customer Group Profiles for each targeted customer segment. These Profiles are housed on the Division's ICDB, and are available for use by staff to better understand the dynamics of various customer segments in the product development and review process.

### **Assessment of the principal customers' satisfaction with the product and service:**

In 2005-06, LMID fully deployed our new website: [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov), and disseminated our products and publications primarily via electronic format. The

new website provides our customers the opportunity to create a “personal page”, that provides us with added insights into the customers’ interests and satisfaction.

Survey results for 2005 -06, indicate that more than half of our customers are “satisfied” to “very satisfied” with the new website. During this same period, we have received an estimated 400 e-mail contacts from customers via the Internet. Many of these are data requests, but they also provide useful comments on our website itself. Other significant findings include:

- Customer satisfactions ratings for the 2005-06, for **Overall Satisfaction with All Products Surveyed** was **4.1** (out of 5.0 possible), with more than **49** percent of our respondents indicating that they were “very satisfied”,
- Survey respondents reported an overall **4.0** rating for the **Overall Helpfulness of All Products Surveyed**. Nearly **72** percent of our respondents indicated that the products they received were either “helpful” or “very helpful”,
- The **Overall Satisfaction with LMID Products and Services** rating was **4.3**. Nearly **87** percent of our respondents indicated that they were either “satisfied” or “very satisfied”, and
- During the spring and summer of 2006, approximately **5,000-targeted Customer Satisfaction Surveys** were sent to educational institutions, public libraries, Workforce Investment Boards, One-Stop Centers, and LMID Labor Market Consultants requesting feedback on two new Web-based career resources - **Manufacturing Careers and Construction Careers**. Of the responses, more than **75** percent felt these products were either “helpful” or “very helpful”, with an overall helpfulness rating of **4.1** on the five-point scale. In addition, over **80** percent of the respondents were either “satisfied” or “very satisfied” with the products, with an overall satisfaction rating of **4.2**.

**Activities to be undertaken to add customer value to the product or service, where needs for improvement are identified.**

LMID will continue to expand the use of “targeted” surveys to better assess customer satisfaction with a broader array of information services provided to our customers. Examples include:

- The Division will begin surveying GIS mapping/Ad hoc data customers in effort to increase our understanding of the determine satisfaction and improvement ideas for these increasingly valuable information services,
- The Division’s Area Services Group will continue to monitor and assess the LMI usage, information needs and value of our products and information services

throughout the state's One-Stop system. This will position LMID to respond to emerging information needs of our local Workforce Investment Boards and One-Stop Center system,

- Customer satisfaction surveys and comments for each product are routinely reviewed when products are updated or similar products are generated,
- Our goal is that customers will rate satisfaction and helpfulness of products and services at least 4.0 on the five-point scale, and
- Focus groups will continue to be scheduled as part of the product development and update process.

### **C. Recommendations for improvements or changes to the Suite of Core Products**

- **Recommendations based upon accomplishments**

Our customers highly value the products and services we provide. Seventy one percent of our customers' on-line activity (1.8 million page views per quarter) is to access our State and locally-based occupational and career publications and data. For example, our California Regional Economies Project sponsored by the California Economic Strategy Panel has depended upon our career research in high growth industries, to support the industry studies they have conducted. They are disappointed that the 2006-7 WIG funding will not continue to support our career research in high growth industries. Given this huge customer demand, we recommend that the core products be amended to continue to support state and local career research and publications.

- **Recommendations based on customer satisfaction assessment findings**

We continue to explore every avenue to assess customer satisfaction—using mail and on-line surveys, focus groups, in person services, attendance at conferences and other public events, and regular meetings of the LMI Advisory Group. With a delivery base which is primarily on-line, we find it increasingly challenging to engage a broad range of customers to respond to surveys. We anticipate that other states may be experiencing the same challenge.

- **Recommendations based on consultation with customers**

The more products and services we offer to our customers, the more they want from us—more customized analysis, more career information, more in person services—this comes at a time when we are experiencing funding cuts in both the WIG and our leveraged fund sources. Partners, to whom we might turn for leveraged funding, are also experiencing funding cuts. Facing a 12%+ cut in WIG funds in 2006-7, and greater cuts in 2007-8 puts us in an extreme bind to respond to these expanded customer requests.