WORKFORCE INFORMATION GRANT REPORT PY 2008-2009

The Alabama Department of Industrial Relations, Labor Market Information (LMI) Division makes every effort to make use of the established methodologies provided by the U.S. Department of Labor, Bureau of Labor Statistics in a cost-effective, yet superior manner to collaboratively fulfill responsibilities as the State of Alabama’s official Statistical data collection and analysis manager for the Alabama Workforce Investment System. Customers of Labor Market Information have had access to quality information, data and resources to help with better informed decision making at local, regional and state levels.

During PY 2008 the national WIRED Initiative began to have an impact on both the type of requests for information as well as assists with planning and delivering conference workshops on WIRED implementation in Alabama. This initiative has brought together education, economic development, workforce development, and regional employers; and with that assembly Labor market information has been an important source for providing industry and occupational information.

In addition during PY 2008, Alabama LMI has worked more closely with economic development factions in the state to provide them with information that will enhance their goals of bringing new industry into the state. LMI has attended several meetings throughout the year with local and state economic development partners and also regional workforce development planning boards to present to them the vast amount of data available from LMI. As a result, the LMI division has had the opportunity to assist in several potential industry projects by providing data and specialized reports that can assist industries in their decisions to locate in the area. The Department of Industrial Relations, LMI Division wishes to continue to broaden this partnership with economic development through the new Program Year to build additional partnerships throughout the state.

Federal grant funds have been used for the delivery of products and services as part of the state’s workforce information system. Enhancement of products and services above and beyond those discussed in this report has incorporated other partner funds.

ACCOMPLISHMENTS

1) Populated the Workforce Information Database with state and local data.

A) Outcomes for this objective

The ALMIS database version 2.4 was used, Core ALMIS tables were populated according to Consortium guidelines and database content have been maintained and updated to reflect the most current AL publications and data releases. Also, crosswalks to associated database have been maintained as updates have been available in addition to participation in ALMIS training opportunities.

B) Extent to which activities conformed to schedule
The ALMIS database was maintained and populated as planned with no variance from anticipated milestones.

C) Aggregated expenditures and variance

There was no significant variance from the original estimated aggregate expenditures.

2) Produced and disseminated industry and occupational projections.

A) Outcomes for this objective

Short-term industry and occupational statewide projections for 2008-2010 were completed by June 30, 2009. These were delivered to regional Projections Managing Partnership on June 30, 2009 for national publication, and were made available in the LMI division in July 2009.

Long-term industry and occupational projections for sub-state regions were developed for 2006-2016 in September of 2008, and made available through the ALMIS Database on the Labor Market Information website, and also in hard copy publications to libraries, schools, and anyone else who requested them. Long term industry and occupational projections were developed for ten workforce development regions and two counties, Jefferson and Mobile. They were used extensively during the year to provide economic development with information on projected openings by occupation for future years.

Due to costs of postage, the staff has moved toward making information available through pdf files instead of mailing hard copy publications. Additionally, staff recognized that mailing out these publications to all schools and libraries in the state may not be necessary. When new publications are available, staff sends an announcement to all schools, colleges, libraries, and others on our mailing list through email, and asks that anyone who wishes to receive copies of these publications notify us by phone or email.

This data has also been submitted for the ALMIS database for publication via internet. Staff has participated in both MicroMatrix and Long-Term Projections training opportunities offered by the Projections Workgroup and Managing Partnership.

Skills Projections for the state and region for the time period of 2006-2016 were analyzed and used to determine skills gaps indices for occupations by region. This analysis was used in the State of the Workforce Report published in September of 2008 and will also be used in the updated publication that will be released in September of 2009. Other than that, skills projections have not been published at this time, for discussions with several of the regional workforce development boards voiced some opinions about the usefulness of the presentation of the skills projections data. As a result, The Alabama LMI division is looking at alternative methods of presenting this data so that it will be more beneficial for regional planners and educators.

B) Extent to which activities conformed to schedule

Delivery of long-term industry and occupational workforce development regional projection deliverables to DOL/ETA was delivered ahead of schedule in September of 2008, for Alabama believes it to be easier and more statistically valid to develop and complete projections for state and areas together, in case adjustments need to be made which affect both state and area data. By September of 2008, all long-term projections data for 2006-2016, both statewide and regional, were available on the LMI website and in hard copy. In addition
Short-Term Alabama Industry and Occupational Projections were completed and submitted to the Projections Managing Partnership for publication by the June 30th deadline of 2009.

C) Expenditures and variance

There was no significant variance from the original estimated aggregate expenditures.

3) Publish annual economic analysis report for Alabama Governor and SWIB.

A) Outcomes for this objective

In October, 2007 the Alabama Department of Industrial Relations, Labor Market Information Division entered into a partnership with the University of Alabama, Center for Business and Economic Research (CBER) to produce a State of the Workforce Report to include the state as a whole, the ten workforce development planning regions, and the two separate WIA regions of Jefferson and Mobile counties. This report includes an updated survey on underemployment in the state to complement the demographic, economic, and labor market information available in the report. The Labor Market Information Division provided a large amount of data to make this report possible. The report includes labor force data, commuting patterns, industry data, occupational data, wage data, skills projections information, etc., all analyzed and provided to CBER by the Labor Market Information Division. Specifically, the report includes labor force data from 2001 to 2007, workforce by age group, derived from the Longitudinal Employer-Household Dynamics Program, commuting patterns, combination of decennial census data and the On The Map application of the Longitudinal Employer-Household Dynamics Program, Industry data, combination of Labor Market Information Division data and the Longitudinal Employer-Household Dynamics Program, Occupational Projections through 2016, and Skills Projections through 2016, developed by the Labor Market Information Division. The analysis of the report will be summed up in basic points and suggestions for moving the economy in a positive direction in the coming year.

The first report from this partnership was published at the end of September 2008 and made available to all partner agencies for review and analysis. The report was made available on the Alabama Workforce Development website. The Alabama LMI Division also posted a link to the publication on its website under Workforce Development tab. A copy of the publication in pdf format was sent to the ETA regional office in early October of 2008, to meet the requirement of the PY 2007 grant deliverables.

In April of 2009, representatives from the Center for Business and Economic Research, The Alabama LMI Division, and The State of Alabama Workforce Development Department presented information from this report and additional relevant information to every workforce development planning region in the state. These meetings proved to be very successful, and members of the regional boards became more interested in the data provided through the Labor Market Information Division.

B) Extent to which activities conformed to schedule

Due to the schedule of the Center for Business and Economic Research, and the involvement of updating the Underemployment Survey for the State and regions, the normal delivery for the annual report will continue to be September 30 of each year. As a result, the annual report required for the PY 08 One-Stop grant, will not be delivered by the end of the program year, but over three months later. As soon as the report is made available to the LMI Division, it will be distributed to the appropriate partners, Governor, and regional office, as it has in
the past, and as it will continue to be in the future, as long as the Department of Industrial Relations continues to partner with the Center for Business and Economic Research to produce the annual report.

In addition the partner agencies will continue to travel to the regional workforce development boards to present updates to the report and expand on new labor market information offered that will benefit their planning efforts.

C) Expenditures and variance

The Alabama Department of Industrial Relations, Labor Market Information Division contracted to spend $50,000 during this program year to partner in the development of this report to meet the grant guidelines for an annual economic analysis report for the governor and state workforce development board. The delivery of the report for PY 2008 will be delivered to the division by the end of September 2009, and will quickly be sent to the regional ETA office to meet the PY 2008 deliverables.

4) Post products, information, and reports on the Internet

A) Outcomes for this objective

An internet link to the ACINet homepage was maintained as part of Alabama’s information delivery. Supplemental wage information was continuously published online as it was released. Staffing patterns for industries using Micromatrix software have been developed. These staffing patterns are not published, but are being used to answer data requests and for internal data analysis. Career videos continue to be available online and distributed on CD as requested by customers. Informational posters, flyers and other occupational and career information products have been developed/updated with current data. In addition to internet availability, these products have been distributed in training opportunities, emailed to customers in pdf formats, and mailed in hard copies where possible. In addition, commuting pattern reports for the state and workforce development planning regions have been updated with most current data and expanded to include more information, and maps of industry clusters have been expanded to include regional maps, which align to the Presidents High Growth Job Training Initiative. Both of these products are available on the LMI website for analysis, and in a downloadable pdf format. The Supply in Alabama and the Alabama Benefits Survey reports are still available for download on the LMI website. The LMI Tutorial, which had been available on the LMI website for several years, was removed, because it was proved not cost effective for the number of people who were known to have hit the site for use. LED Quarterly Workforce Indicators and Mapping data continue to be updated in partnership with the US Census Bureau, and used in reports to respond to information requests. Business Employment Dynamics quarterly reports continue to be updated with relevant Alabama data and made available on the website. New to the website is The Alabama Older Worker Report, which was originally produced and published by the U.S. Census Bureau. This report was delivered to Alabama in the Fall of 2008. The data included in the report was 2004 data, so the Alabama LMI Division updated the data to reflect the latest data available, 2007, and have made both reports available in a downloadable format on the LMI website.

B) Extent to which activities conformed to schedule

Activities for this deliverable were produced, delivered or maintained in a timely fashion.
C) Expenditures and variance

There was no significant variance from the original estimated aggregate expenditures.

5) Partner and consult with workforce investment boards.

In PY 08-09 some reorganization in the area of workforce development occurred due to the retirement of the appointed director over workforce development in the state. The reorganization process brought in new workforce development staff that began working with regional boards to organize their planning efforts in a new direction. The following tasks are the result of consultation and collaboration with workforce development partners as well as regional planning boards. These tasks and products support the Department of Labor, Employment and Training Administration five-year plan, and are a direct result of active and ongoing consultation and collaboration with workforce development leaders in the state and local areas.

A) Outcomes for this objective

The Labor Market Information Division has worked closely with Workforce Development statewide and regionally to provide data that is vital to presenting well informed comprehensive plans for enhancing training and developing industry both regionally and statewide. LMI has presented both at statewide workforce development meetings, regional workforce planning meetings, and even city workforce planning meetings. LMI staff has also been involved in planning consortiums both in the Alabama Association of Retired Persons (AARP), and the Alabama Energy and Industrial Construction Consortium (AEICC) to provide labor market information and other input in planning and research. The division has also been consulted by the Governor’s office to analyze the use of labor market information in various reports produced by organizations around the state. Workforce Development has been stressing supply gaps, training issues, and high wage high demand occupations and industries. To coincide with these goals, the LMI division continues to provide high demand occupations, but has also included high demand occupations for lower trained workers, providing a high demand list for occupations requiring associate degree and under. The division has also developed commuting pattern reports statewide and for workforce development regions to stress the fact that workers commute many miles for jobs with competitive wages. These commuting patterns also show that many people commute in from adjoining states to work for employers in Alabama. Statewide maps were also produced showing the locations of industry clusters across the state, one map for each of the President’s High Growth Job Training Initiative industries. These assist economic developers in attracting new industry to the state. Current program data is regularly analyzed using GIS, administrative records and other data mining sources to bring greater depth to LMI informational materials. Continuation of LED program (cooperative program with U.S. Census Bureau) and Quarterly updates to LED are ongoing. The LED Mapping application version 4.0 is due to be made available in December of 2009, and will provide additional analysis options and include data for 2007 and 2008. LED reports also make information available on workers by age and stratification within industry. Industry and occupational analysis of workforce advisory areas and exploration continue as data becomes available.

Alabama LMI also provided the Workforce Development Department with a list of the broad spectrum of data that originates from the division and is analyzed in the division as opposed to private contractors soliciting the Department to provide similar data for a price.
B) Extent to which activities conformed to schedule

Activities of this nature are based on the demand of Workforce Development in the state and the workforce development regional planning councils. To this extent data was provided within the scope of the schedule in which it was requested. LED reports are being produced on a continuous basis to answer customer requests in a timely manner.

C) Expenditures and variance

There was no significant variance from the original estimated aggregate expenditures.

6) Conduct special studies and economic analyses

A) Outcomes for this objective

LMI continued to conduct special studies and develop reports based on demand of customers and WIA boards. Furthermore, in response to events which took place over the program year that may have an impact on Alabama’s economy, LMI produced several smaller reports. Maps were produced to graphically display the location of industries aligned with the Presidents High Growth Job Training Initiative. A statewide industry cluster map was produced for each of the training initiative categories. The division also provided a commuting pattern report for the state and all workforce development regions across the state. This report contained information regarding people commuting out of the area, those commuting into the area, and people working and living in other states that commute into or out of Alabama. These reports are useful to economic developers involved in attracting new industry to the state.

During the PY 2008 planning year, the LMI division formed a closer relationship with the Alabama Development Office and the Economic Development Partnership of Alabama to provide special data reports that would assist potential new industries in their decisions to locate in certain areas of the State of Alabama. The LMI division did these reports based on requests from these agencies and the particular needs of the project at hand. These reports proved very successful and have increased the demand for LMI to produce these special reports by request. These reports have not been made available for public access for reasons of the confidential nature of industry recruitment. Nevertheless, some examples of these reports will be included in our submission to ETA so they can see the extent of the analysis and research we have been providing to our industry recruiters. We see this as a strong step forward in forming closer partnerships with important stakeholders across the state, and look forward to continuing to work with these agencies to aid in their effort to improve the economy of Alabama.

B) Extent to which activities conformed to schedule

Activities of this nature are based on the demand of Workforce Development in the state and the workforce development regional planning councils. Also these activities are dependent on funds and staffing to provide such reports beyond the scope of the other required elements of the one-stop grant. The division always strives to provide data in new ways which will benefit its customers. To this extent data was provided within the scope of the schedule in which it was requested.

C) Expenditures and variance
There was no significant variance from the original estimated aggregate expenditures.

### Consultation and Customer Satisfaction Assessment

Customer consultation and satisfaction in Alabama have continued to be evaluated using employer groups, workforce investment partner reviews, customer satisfaction surveys, requests for publications, training events, and anecdotal information received from customers. LMI staff in Alabama will continue during the coming program year to extend the public’s knowledge of labor market information and its benefits to the workforce and economy of the state.

There was continued interest in information and training provided by the Labor Market Information Division. Customers asked for speakers and/or trainers at respective conferences and meetings. LMI staff conducted training at high schools, employer meetings, economic development meetings, career technical education training, and industry association meetings. Information requests came from a wide range of customers such as workforce development, researchers, economic developers, employers, secondary education, postsecondary education, etc. During PY 2008, LMI staff answered over 1,675 requests for information made by phone, fax and email. Many of these phone calls involved technical assistance and customer service with online callers looking for reports, data, and asking for navigational directions of our online resources.

In PY 2008-2009, few customer satisfaction assessments were sent to customers due to reduced funding and the move from printing large quantities of hard copy publications to providing printable documents online. The subsequent decrease in the volume of traditional mail has made this means of obtaining reliable customer satisfaction erratic. While customer satisfaction is an ongoing concern and a primary tool for evaluating product/service success, not enough assessments were received to report for satisfaction. Pursuant to the instructions in the grant planning instructions, numbers of data requests, presentations customer comments and web metrics have been utilized to gauge the effectiveness of LMI materials and services. These are shown below.

### Table 1. Level of Demand for Online Labor Market Information Products and Services, PY 2008-2009

<table>
<thead>
<tr>
<th>Web Site Name and URL</th>
<th>Target Groups</th>
<th>Web Metrics</th>
<th>Number of visitor sessions</th>
<th>Number of unique visitors</th>
<th>Number of unique visitors, monthly average</th>
</tr>
</thead>
<tbody>
<tr>
<td>AL Virtual LMI (dir.alabama.gov/lmi/vlmi)</td>
<td>X X X X X</td>
<td></td>
<td>470,396</td>
<td>8,654</td>
<td>721</td>
</tr>
<tr>
<td>AL LMI Homepage (dir.alabama.gov/lmi)</td>
<td>X X X X X</td>
<td></td>
<td>2,314,787</td>
<td>192,073</td>
<td>16,006</td>
</tr>
<tr>
<td>Region VOS (alabamavos.org)</td>
<td>X X</td>
<td></td>
<td>635,874</td>
<td>9,122</td>
<td>760</td>
</tr>
</tbody>
</table>
Figure 1

Web Metrics - Number of Unique Visitors by URL

<table>
<thead>
<tr>
<th>URL</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>AL Virtual LMI</td>
<td>9,122</td>
</tr>
<tr>
<td>AL LMI Homepage</td>
<td>8,654</td>
</tr>
<tr>
<td>Region VOS</td>
<td>192,073</td>
</tr>
</tbody>
</table>

Figure 2

Web Metrics - Unique Visitors, Monthly Avg

<table>
<thead>
<tr>
<th>Month</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labor Recovery and Reemployment Forum</td>
<td>760</td>
</tr>
<tr>
<td>Engineering Summit</td>
<td>721</td>
</tr>
<tr>
<td>Region VOS</td>
<td>16,006</td>
</tr>
</tbody>
</table>

Table 2. Presentations, Training, and Career Exploration for PY 2008-2009

<table>
<thead>
<tr>
<th>Presentation</th>
<th>Number of Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labor Recovery and Reemployment Forum</td>
<td>45</td>
</tr>
<tr>
<td>Engineering Summit</td>
<td>20</td>
</tr>
<tr>
<td>Event Description</td>
<td>Attendees</td>
</tr>
<tr>
<td>--------------------------------------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>District 7 Alabama Shared Youth LMI Presentation</td>
<td>45</td>
</tr>
<tr>
<td>Life After High School: Selma (4 Sessions)</td>
<td>120</td>
</tr>
<tr>
<td>Job Skills Seminar (5 Sessions)</td>
<td>300</td>
</tr>
<tr>
<td>LMI Overview</td>
<td>1</td>
</tr>
<tr>
<td>Alabama Workforce Development Conference</td>
<td>50</td>
</tr>
<tr>
<td>Mobile Regional Workforce Development Meeting</td>
<td>20</td>
</tr>
<tr>
<td>Mobile Human Resources Regional Rep Meeting</td>
<td>25</td>
</tr>
<tr>
<td>WD Region 2</td>
<td>30</td>
</tr>
<tr>
<td>WD Region 3</td>
<td>35</td>
</tr>
<tr>
<td>WD Region 4</td>
<td>30</td>
</tr>
<tr>
<td>WD Region 5 (2 Sessions)</td>
<td>50</td>
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<tr>
<td>WD Region 6</td>
<td>15</td>
</tr>
<tr>
<td>WD Region 7</td>
<td>20</td>
</tr>
<tr>
<td>WD Region 8</td>
<td>25</td>
</tr>
<tr>
<td>WD Region 10 (2 Sessions)</td>
<td>40</td>
</tr>
<tr>
<td>Tuskegee University</td>
<td>40</td>
</tr>
<tr>
<td>Phenix City</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>924</strong></td>
</tr>
</tbody>
</table>

**Figure 3**

**PY 2008-2009 One-Stop Presentations and Training Attendees by Category**

- Presentations: 463
- Career Exploration: 41
- Tutorial Events: 420
CUSTOMER QUOTES

Thanks so very much for contributing to today’s workshop. I am merely taking a break and thought I would share my appreciation. There is much discussion on your presentation continuing [sic]. This is a big indication of the broad impact you have made with the faculty and staff. We are very grateful for your time you have taken to share with us.

Lee Burge, Dean
College of Engineering, Architecture and Physical Sciences at Tuskegee University

The information you sent me was exactly what I was looking for. For now I probably won’t need the statewide short-term projections, but should things change in this regard, I’ll certainly call on you. Thank you so very much for all your prompt and gracious assistance. I certainly do appreciate it! LaMarr, researcher

“Thank you for the quick work.”

David Graham, Executive Director, Community Development Foundation-Marion County

Thank you so much for your response. This is exactly what I am looking for. I look forward to working with you on future endeavors. Jeremy W.C. Hodge, Director of Career Services, Virginia College in Montgomery

Thanks so much for the wealth of information about occupations linked to career clusters and pathways in Alabama.

Maryellen Duckett, Writer, A3 Creative Group

Thanks so much for the labor market information. I am the director for Career Tech Education for DeKalb County. I would appreciate receiving any other information you may have which would be relevant to our student population. Gelane Nelson

I first wanted to repeat what I told you over the phone... Sandra Koblas from Austal loves you! They needed information urgently, to defend a 1.2 billion dollar-10 ship contract... and you delivered what they needed. I am so glad that April McCants, from Mobile Works, saw your presentation in Montgomery, since she was the one that gave me your name and number. Thanks! I will let you know if Austal gets the contract. They are hoping for an announcement soon.

Leida Javier-Ferrell, Ph.D., Director Center for Workforce Development, Mobile Area Chamber of Commerce

I wish all state employees were as efficient as Jim and David. Congratulations for having these two fine gentlemen as employees. Again, the assistance provided by your agency is greatly appreciated.

Barbi Lee, Fiscal Officer/Personnel Manager, Alabama Ethics Commission

Thanks so very much. This is just what I needed. I owe you for this. Ann Geisenheimer

Thank you all for your participation in the Shoals High School Career Fair last week (Tues., April 28). It could not have happened without many people helping and making themselves available. Your dedication is most appreciated!

Stephanie S. Newland, Director of Workforce Development, Shoals Chamber of Commerce
Recommendations for Improvements or Changes to the Deliverables

The Alabama Labor Market Information Division will continue to place emphasis on making all products and reports available on the website, allowing customers easy access and printing capability.

Plans are underway to conduct specialized training for various types of stakeholders, such as career centers, economic developers who can benefit from training so that they can pull data from Alabama’s LMI Website to present to potential industry representatives, other economic developers and local chamber employees who need to know all of the information that LMI has to offer, especially new data that wasn’t offered the last time massive training was conducted, and employers to education them on the importance of responding to the Occupational Employment Statistics Employment and Wage Survey and providing them with possible alternatives to handwriting out their responses on the surveys that are mailed to them. Additionally, the division will continue to meet with regional workforce development planners to provide them with necessary labor market data to aid them in their planning efforts.

The Division will also be focusing its efforts on getting a handle on the employment and specific skills required for green jobs in Alabama, in order to help encourage present industries to learn new methods to produce goods and services in this growing area of the economy. The division will be submitting an application to gain LMI stimulus funds to further research this area, partnering with private industry, workforce development, Alabama Development Office, and others to reach this goal.

Electronic means of capturing customer satisfaction have to be developed for use in measuring customer satisfaction. There are plans to use the electronic and traditional hardcopy format as we continue to alter presentations of data, develop data, and training based on this customer feedback. Business Employment Dynamics continues to be analyzed further to look at industry job flow by establishment. Alabama is in the process of developing a Workforce Development Region 9 Career Exploration Guide. This regionally specific publication utilizes the latest occupational projection data, wage data, and O*Net data to assist young adults and students in career exploration.

The division continues to look for ways to use GIS with established data sources to illustrate various aspects of the labor market economy beyond current implementation.