

**State of California**  
Program Year 2013-14  
Workforce Information Grant - Annual Report

**Introduction**

The Department of Labor, Employment and Training Administration (ETA), funds annual grants to the states to develop and disseminate essential state and local labor market information and workforce information for job seekers, employers, educators, economic developers, and others.

The Workforce Information Grant (WIG) is a critical fund source as it supports many value-added LMI products and services not supported by the Bureau of Labor Statistics (BLS). The following are examples of the major activities supported by the WIG:

- Population of the Workforce Information database (WID) with state and local data.
- Production and dissemination of industry and occupational employment projections.
- Collection and dissemination of occupational licensing data.
- Collection of visual and spatial analysis of data using geographic information systems (GIS) technology.
- Dissemination of information packaged to respond to the differing needs and capacities of primary customer groups.
- Delivery of easily accessed and interpreted information through the Internet.
- Collection and delivery of fundamental data from which to base analyses of the economy, including agricultural and small-county data collection and analyses not funded by BLS.
- Production and dissemination of industry cluster and occupation analyses for economic regions in California.
- Identification of customer needs through the Labor Market Information Division's (LMID) customer response network.
- Ongoing communications with, and support of, a wide range of customers to include workforce development partners, employers, educators, economic developers, planners, career seekers, and more.

What follows is a summary of our WIG-funded activities organized by the major categories required by the grant.

## 1. Continue to populate the Workforce Information database (WID) with state and local data (including updates to occupational licensing data)

- a. **Activity:** Update WID on a regular basis. This database provides the information that drives our Internet website and is essential to our service delivery.

**Summary of accomplishments:**

- Data updates occurred as frequently as daily or monthly.
- Information technology staff used an in-house application to load the data. In addition, back-end changes to the online application occur as necessary.
- LMID integrated the *2013/2014 infogroup Employer Database* to our Internet site to complement WID elements and distributed the *infogroup* DVD to 21 eligible sub-licensees and 30 LMID local Labor Market Consultants (LMC), who assist local customers in mining these data when needed.

- b. **Activity:** Conduct a biennial survey of occupational licensing agencies to update information on LMID's website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)) and the national delivery system, America's Career InfoNet (ACINet).

**Summary of accomplishments:**

- The licensing survey file was last sent to the National Crosswalk Service Center on September 20, 2012.
- The file is scheduled for update on September 30, 2014.
- In the interim, LMID integrated updated licensing information into the Web-based *California Occupational Guides* and *Occupation Profile* applications.

### Item 1. Customer Reaction:

LMID received positive comments on the inclusion of updated licensing information on the California Occupational Guides and Occupation Profile applications, including this comment from a customer in West Covina, CA: "I just wanted to say how much I appreciate the up-to-date license information on the Radiologic Technologist guide. I was able to determine just what I needed to enter into that occupation."

## 2. Produce and disseminate industry and occupational employment projections

- a. **Activity:** Produce and disseminate short-term industry and occupational employment projections for California.

**Summary of accomplishments:**

Produced California short-term 2013-2015 industry and occupational employment projections and fulfilled the February 28, 2014 ETA deliverable to upload occupational employment projections files directly to the Utah server.

- b. **Activity:** Produce and disseminate long-term industry and occupational employment projections for California.

**Summary of accomplishments:**

Produced California long-term 2012-2022 industry and occupational employment projections and fulfilled the June 30, 2014 ETA deliverable to upload occupational employment projections files directly to [www.projectionscentral.com](http://www.projectionscentral.com).

- c. **Activity:** Produce and disseminate long-term sub-state employment projections.

**Summary of accomplishments:**

- As of June 30, 2014, LMID has published 2010-2020 industry and occupational employment projections for 11 sub-state areas. An integral part of projections is the data that are compiled using the Estimates Delivery System (EDS). These data are used to help estimate occupational projections and identify confidentiality issues.

**d. Activity:** Attend required Workforce Information System-sponsored projections training.  
**Summary of accomplishments:**

- Attended Projections Managing Partnership-sponsored webinars through the LMI Training Institute.
- Attended and presented at the Projections Managing Partnership Summit and training provided by the LMI Training Institute in June 2014.

**Item 2. Customer Reaction:**

- Eileen Becker, grant writer for the Silicon Valley Career Technical Education (CTE), said in response to receiving projections data for a grant application, "You are wonderful. Thank you so much. We are meeting with education partners next Monday, and this is great information to share with them."
- LMID provided the [2010-2020 Occupations with the Most Job Openings](#) projections table for the San Francisco metro area to the San Francisco County local Workforce Investment Board (LWIB) to assist them in a project funded by the Department of Labor that involved coding and matching job seekers and job orders using cell phones. The customers said, "Thank you so much. Super helpful. We always learn so much from you. We will review all of the incredible resources that you shared with us. Thank you!"
- "The accessibility of this information in a user friendly format has been great with keeping our division in focus with real market trends." – Danielle Moore, Employment Development Specialist

**3. Conduct and publish relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the Governor and state and local Workforce Investment Boards (WIB)**

**a. Activity:** Conduct labor market research and produce periodic online labor market reports providing analyses of statewide and regional labor market trends.

**Summary of accomplishments:**

- LMID continues to publish the monthly [California Labor Market Review](#). It is one of LMID's most popular publications and provides a current analysis of the California economy as it relates to the employment situation.
- *California Labor Market Trends* reports are periodic publications of major economic interest. This year's trends reports concentrated on topics ranging from the long-term unemployed to the state's economic expansion. The report, [Economic Trends Affecting California's Long-Term Unemployed](#), examines issues that have affected California's long-term unemployed such as, the relationships between job openings and employment, hiring discrimination, and the use of temporary workers to fill job openings. The economic trends related to Californians that volunteer their time to nonprofit organizations were analyzed in the report, [California Volunteers in the Workforce](#). The state's economic expansion was discussed in [California's Economy, The Private Sector's Recovery from the Great Recession](#). This report provided insight into the industry sector trends that drove the jobs recovery in California following the

Great Recession. For the report, [California Veterans in the Workforce-2014](#), a workforce analysis is included and provides timely information such as the unemployment rate of veterans and the veterans' share of the state population. In addition, the report includes data on the time period of service, racial and ethnic makeup, and educational background of veterans.

- Completed the annual [Labor Day Briefing](#) that provides data on California's labor markets as the nation commemorates Labor Day. This report presents significant labor market trends and topical statistics relating to the California economy.
- LMID also produced monthly reports reflecting online job advertisements for California and the sub-state areas. The [Online Job Advertisements Data for California](#) and the [Help Wanted Online \(HWOL\) Local Area Data](#) reports fill in a critical gap in the current U.S. economic indicators by providing real-time, monthly measures of labor demand (advertised vacancies) at the national, regional, state, and metropolitan area levels. The data originate with The Conference Board, Help Wanted Online Data Series™.
- LMID updated the report series entitled [Vocations for Vets](#), originally created at the request of a special workgroup comprised of America's Job Centers of California (AJCC) representatives, Employment Development Department (EDD) Administrators, and LMID staff, in an effort to improve services provided to veterans. LMID developed these special reports to assist veterans re-entering the labor market. The publications were tailored for veterans serviced by the various EDD regions in the state ([Northern Region](#), [Los Angeles/Ventura Region](#), and [Southern Region](#)). These reports identify a group of civilian occupations that require a set of knowledge, skills, and abilities that are transferable from many common military occupations such as ([Infantry](#), [Transportation](#), [Medical](#), [Aircraft Maintenance](#), [Machinist](#), [Telecom Technician](#), [Logistics](#), [Information Technology](#), and [Military Police](#)) as identified by veteran clients in the three regions. LMID's LMC provided training on this product during a two-day statewide veteran's workshop held in Sacramento. PY 2013-2014 updates and revisions included the new BLS training levels, 2013 first quarter wage data, 2010-2020 California long-term and 2012-2014 California short-term projections, real-time job ads data from July to September 2013, regional two-year job ads trends, and regional supply and demand for the given civilian occupation. This online product continues to be used by AJCC veteran staff to serve discharged military clients in transitioning to civilian employment.

#### **Customer Reaction:**

- [Vocations for Vets](#): Michael Sherwood, Division Program Coordinator for LA-Ventura Workforce Service Division #914, said in response to the *Vocation for Vets* publication, "This is a useful product for it gives a bit more detail on occupations than other reports and websites. It explains extended technical backgrounds for the occupations. This helps newly separated vets to sort out how their military backgrounds and experience fit into those occupations. Additionally, it includes good salary and certification information which helps vets with previous military experience sort out what a career choice really requires and how lucrative such choices would be. It really brings together the various pieces of the LMI situation for vets in one easy to use report."
- [Help Wanted Online \(HWOL\) Local Area Data](#): "The Help Wanted Online (HWOL) monthly report provides very timely measures of labor market demand which is what partners and employers need. It gives the reader a good feeling about the direction of labor market trends both locally and nationally. It also gives very good

information on how the number of unemployed clients matches up with data on the number of advertised vacancies. It further offers useful links to other important labor market-related websites. Many other sites do not provide similar data in such an up-to-date format. Both the requirements of our Division as well as those of HR clients are well met by this site, for all users need easily understandable help wanted data which is both current and relevant.” – Michael Sherwood, Program Coordinator LA-Ventura Workforce Service Division

- b. Activity:** Collect and deliver agricultural employment data (not funded by the BLS or USDA).

**Summary of accomplishments:**

- LMID continues to publish the [California Agricultural Bulletin](#) on the LMID website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)), highlighting recent quarterly data. The website also includes links to more detailed regional monthly data found in Excel spreadsheets. This data series continues to be the most current agricultural employment data available.

- c. Activity:** Produce small county industry employment data (not funded by the BLS).

**Summary of accomplishments:**

- LMID produces small area industry employment estimates, allowing access to partners in the workforce development system to consistent sub-state industry employment data across the state to assist them in making strategic and operational program decisions. This is in line with the ETA's strategic goal of generating the most current and local information. LMID continues to produce timely, monthly estimates for small areas, which are released at the same time as the BLS estimates for larger Metropolitan Statistical Areas (MSAs) in the state.

- d. Activity:** Produce disaggregated county-level data from multi-county metropolitan areas (not funded by the BLS).

**Summary of accomplishments:**

- Data for multi-county MSAs are disaggregated into single-county data sets annually. This allows customers to make county-level data driven decisions, which would not otherwise be available.

- e. Activity:** Produce static and interactive maps and geospatial analyses for workforce investment/AJCC decision makers and others.

**Summary of accomplishments:**

- LMID staff continued to map employment and related data to assist policy makers and staff responsible for responding to various emergencies, such as drought, fire, and earthquakes. Staff created and updated real-time fire perimeter maps that illustrated and tabulated employers and employment potentially affected within actual fire perimeters and various radii of those perimeters. These efforts assisted the workforce delivery system and Unemployment Insurance (UI) staff and allowed decision makers to stay informed during actual emergency events.
- LMID staff continued to [produce maps](#) for customers including AJCC decision makers and LWIBs. Staff also conducted geo-spatial analyses using GIS tools, provided geocoding services 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 Investment Areas (LWIAs) with AJCC locations; producing maps of agricultural employment, other employment and unemployment;

calculating employment in various geographic areas such as Congressional and Assembly districts, fire districts, and city boundaries; and assisting AJCCs in planning for scheduling of UI claimants.

- LMID continued to create, evaluate, and use sub-county data sets in analysis and mapping. The data include Census Bureau data, UI claims data, Disability Insurance Claims data, and data from the BLS Quarterly Census of Employment and Wages (QCEW) Program.
- Staff participated with the state Workforce Services staff using GIS technology. In this effort, LMID uses GIS to maximize the nexus of office locations and services needs throughout the state.

- f. **Activity:** Produce detailed occupational employment and wage data for customers, including joint projects with other government agencies, and various regional workforce boards for career and economic development.

**Summary of accomplishments:**

- LMID responds to internal and external customer requests to provide customized occupational estimates of employment and wages. Using the EDS, staff is able to produce the most current custom estimates for detailed geographic areas not otherwise available from the base Occupational Employment Statistics (OES) survey data such as wage estimates at various percentiles; staffing patterns by industry; employment and wage estimates by education and training levels; and other data critical for in-depth occupational research. Staff uses this system to store and produce occupational data at a detailed level that would not otherwise be available for the above described purposes.

- g. **Activity:** Produce detailed occupational employment and wage data for customers, including joint projects with other government agencies, and various regional workforce boards for career and economic development.

**Summary of accomplishments:**

- LMID responds to internal and external customer requests to provide customized occupational estimates of employment and wages. Using the Estimates Delivery System (EDS), staff is able to produce the most current custom estimates for detailed geographic areas not available from the base OES data; wage estimates at various percentiles; staffing patterns by industry; employment and wage estimates by education and training levels; and other data critical for in-depth occupational research. Staff uses this system to store and produce occupational data at a detailed level that would not otherwise be available for the above described purposes.
- LMID collaborated extensively with The California Department of Human Resources (CalHR) using detailed OES data to produce their 2013 Salary Survey Report. This data, produced using EDS, allowed CalHR to compare California state employee wages to those offered to private sector, local government and federal government employees in the same occupations.
- LMID provides an annual analysis of minimum entry-level wage information for jobs for the Joint Venture Program of the California Prison Industry authority. By providing detailed wage information on selected occupations, they are able to determine acceptable wages and the effects of jobs provided to inmate workers.

#### 4. Consult with customers to determine data needs.

**Activity:** Collect customer satisfaction information and interpret the collected information.

**Summary of accomplishments:**

- LMID continued to solicit feedback from customers to improve products and information services as well as identifying emerging information needs. Activities associated with our customer outreach and customer satisfaction efforts, particularly for our primary customer sectors, include focus groups, [online customer satisfaction surveys](#), and use of social media.
- LMID participated in over 300 meetings, conferences, job fairs, presentations, training, and workshops attended by over 10,800 LMI customers.

#### 5. Activities undertaken to meet customers' needs

**Activity:** Assess the principal customers' satisfaction with the products and services LMID provides.

**Summary of accomplishments:**

- During 2013-14, LMID disseminated LMI products and publications primarily via electronic format through its website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)). From July 2013 through June 2014, there were 410,961 visitors to the website. These customers viewed 5,046,556 pages. The Division tracks website page and subject interest trends over time to better understand our customers and their needs.
- LMID has taken an active role in the Workforce Information Council's (WIC) effort to develop and implement methods for retrieving feedback from customers regarding the relevance, adequacy, and usability of available LMI and the methods of delivering that information. The Division's Web liaison analyst is participating in these efforts as a member of the WIC's Customer Consultation Study Group.
- LMID continues to work with our customers to revise our products and services to meet their needs. We received feedback during meetings, conferences, training, and presentations we provided. We also monitor customer feedback as it is received from the online [Comments, Complaints, and Suggestions](#) form.

#### 6. Provide up-to-date tools and resources on the Internet

**Activity:** Develop, maintain, and post needed information and products on LMID's Internet and intranet websites.

**Summary of accomplishments:**

- LMID maintained the Intranet Customer Database (ICDB) for tracking customer requests, contact information, and product inventory. The ICDB allowed staff to compile information by type of customer and request so that LMID can assess those customer contacts and requests and be more responsive.
- LMID maintained the state and local Internet-based career product, [California Occupational Guides](#). Existing online *Guides* are updated as new occupational information becomes available. This product delivers statewide and local area occupational information, which includes detailed job descriptions, and information on wages, employment outlook, benefits, and education and training requirements drawn from data contained in the WID. Printable summary or detailed career reports are available to customers 24 hours a day, seven days a week.

- LMID remains committed to improving the delivery of labor market information on its website with the staffing of a Web liaison analyst position. This analyst works with LMID staff, LMI staff from other states, and EDD Public Affairs Branch staff to ensure the continuous improvement of the website.
- LMID staff continued to host, maintain, and update LMID's website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)). Information technology (IT) staff is responsible for day-to-day maintenance activities and the installation and implementation of improvements. The IT staff uploaded reports prepared by LMID, updated the WID as data became available, and incorporated established usability standards to enhance our customers' ability to use the website.

**Item 6. Customer Reaction:**

*2013/2014 infogroup Employer Database*

- Chad Davies, Santa Cruz EDD, said, "The first use of this list was to restart a traditional employer outreach campaign, leveraging our job club membership to assist in the actual connection to local employers. We attempted this back in 2012 with very limited results, but the program model seemed to work correctly. Employers we connected with were receptive to information about our services (including the ability to tap the talent pool at our job club)."
- Mark Robbins, the San Mateo County EDD Employer Advisory Council Coordinator, said in response to getting an employer list for marketing his program to businesses: "Thanks mucho!!"
- "Employer lists make my job much easier." – Brenda Estrada, Employment Program Representative LA-Ventura Workforce Service Division
- "Employer lists save us a lot of time." – Peter Rosales, Employment Program Representative LA-Ventura Workforce Service Division

**7. Partner and collaborate on a continuing basis with workforce investment boards and key workforce and economic development partners and stakeholders**

**a. Activity:** Facilitate the Labor Market Information Advisory Group.

**Summary of accomplishments:**

- The LMID facilitated the [LMI Advisory Group](#), which meets on a quarterly basis. LMID highlighted products, reports, and tools and provided economic updates while soliciting feedback through discussion or facilitated focus group sessions. Members represent stakeholders in education, workforce, job-training, and related areas; state, local and federal government entities; the workforce preparation community; economic development agencies; businesses; economists; and researchers; as well as labor, and the employer and job seeker communities. LMID has continued to hold quarterly meetings of the LMI Advisory Group since the mid-1990s. LMID posts the [agendas, presentations, and meeting minutes](#) to the Division website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)).

**b. Activity:** Provide public information services and field public requests for labor market information.

**Summary of accomplishments:**

- Staff responded to calls and email requests to assist customers in interpreting labor market information. Staff distributed informational fact sheets about LMID's programs, brochures or labor market products, as well as responded to ad hoc data requests.

LMCs routinely responded to media requests, developed products, and provided presentations/training to LWIBs, employer groups, local agencies, and others.

- c. **Activity:** Expand customer outreach, marketing, and feedback efforts.

**Summary of accomplishments:**

- LMID augmented its marketing and customer outreach staffing to satisfy the dynamic needs of the California LMI customer.
- Staff surveyed the LMI Advisory Group (see reference above) at each quarterly meeting to obtain feedback on our website and LMID services. LMID gives routine customer orientations to other EDD management and staff.

- d. **Activity:** Offer labor market information training designed to meet local customer needs.

**Summary of accomplishments:**

- LMCs out-stationed throughout the state continually work with EDD/AJCCs and LWIBs to assess their training needs. LMCs frequently train new members of their staffs on how to navigate and find information on the LMID's website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)). Training includes information on what data are available and how those data may help their staffs provide services to job seekers, employers and other customers. Additionally, consultants develop "tip sheets" and "guide cards" to help individuals remember how to find specific information once the training session is over.

- e. **Activity:** Produce [Regional Economic Analysis Profiles](#)

**Summary of accomplishments:**

- In support of the business needs of the California Workforce Investment Board (CWIB), LWIBs, AJCC offices, educational partners, and economic developers, the LMID created a Regional Economic Analysis (REA) Profile product. This product provides our customers and partners with customized labor market information to support strategic planning efforts, promote strategic partnerships, and assist in making informed decisions on investing resources toward key industry clusters of opportunity and occupations. Tools that are integral to LMID's efforts to customize data and serve customers at their local geographic level include Projections Managing Partnership (PMP) software for employment projections data and the Estimates Delivery System for localized wage and staffing pattern data. LMCs continue to support this effort through presentations, technical assistance, and participation in an advisory capacity.
- The LMID gathered customer feedback on the REA Profile product through presentation evaluations and marketing. Below is what James Jones, Executive Director of [Mid-Pacific ICT Center](#), had to say about LMID's regional cluster analysis efforts:

**Customer Reaction:** "On behalf of MPICT and [CCC Centers of Excellence](#), I'd like to say THANK YOU, THANK YOU (like a hundred times) for these great industry reports! We know this must have been a lot of work, involving a lot of people. Please pass on our appreciation. It is encouraging to see, not only the California Community College system, the California Department of Education, and the California Workforce System, but also EDD, the largest organization of its kind in the country, embracing and understanding the size and importance of the ICT industry sector/cluster."



- f. **Activity:** Research and reporting of skills gap analyses.

**Summary of accomplishments:**

- LMID prepared a skills gap survey instrument. The instrument was tested with a prominent LWIB partner and results are under review. A prototype report of the survey results will be produced and shared in the upcoming fiscal year to ensure the survey is capturing the skills gap data desired. LMID will continue to work with our LWIB directors, as it is the intent to finalize a method to complete a skills gap analysis. California has also provided presentations on a national level in recognition of this effort.

- g. **Activity:** Partnerships and Communication

**Summary of accomplishments:**

- LMID attended regular meetings with the California Community Colleges Chancellor's Office (CCCCO), Centers of Excellence (COE) staff. The COE's are LMI providers for the community college system and meeting regularly allows the opportunity for collaborations, partnerships, and staying apprised of current projects.
- At the request of the CCCC, LMID provided presentations on data and new products and their application for the COE's. LMID has supported the California Department of Education (CDE) to provide LMI for current and future grant opportunities. These grants are awarded to applicants who provide LMI justification certifying high-demand, high-skill, and high-wage occupations.
- LMID participated in State Team/Working Group quarterly meetings with partners from the CWIB, CDE, CCCC, Department of Industrial Relations, Employment and Training Panel, Department of Social Services, and Labor Agency to discuss program goals as they relate to California's education and labor exchange system. Presentations/discussions on draft REA Profile components were provided to this group for reaction and feedback in order to maximize customer utility.

LMID also participated in a Metrics Technical Advisory Group to develop a process to gauge client success subsequent to the participation in various programs (e.g., Trade Adjustment Assistance, apprenticeship/certification programs, Community College programs).

- LMID provided workshops at the semi-annual [California Workforce Association](#) conference to market and provide data application workshops to a variety of LMI users (e.g., LWIBs, educational entities, employers).

**Item 7. Customer Reaction:**

- Nanda Schorske, Executive Dean Indian Valley Campus and Workforce & Economic Development, said, "I want you to know that the work you do to send these out is MUCH appreciated. I know it's "expected", but the value and quality of these reports is extremely helpful to us in our work, and I want you to know that. Thanks so much for you work and all you do to support us.
- Cleo Abellana, San Jose EDD Office, said in response to receiving labor market information for Veterans Outreach packets, "Thank-you very much for meeting with me. I think these materials will be good to include in the packet."
- Stewart Knox, San Mateo County Workforce Investment Board Director, talking about LMID data and products in general, said, "I really like what you guys do in LMID. I understand it."

## **8. Activities to leverage LMI-WIA funding**

- Developed marketing strategies for the REA Profile to assist in regional planning by LWIBs, AJCCs, and public education segments. This marketing effort includes meeting with different customer groups and stakeholders about product application, which may result in other focused customized products.
- Expanded GIS capacity to produce maps and related data for LWIBs. The maps assisted local planners with labor market information organized by geographic areas such as political districts, fire districts, and customized boundaries.
- Leveraged existing LMI and WIA funding to continue the collection and preparation of agricultural and small-county data and providing analyses on these data that otherwise would not be available to customers.

## **9. Recommendations for changes or improvements to the required grant deliverables**

LMID feels the current required grant deliverables adequately serve the Local Workforce Investment Boards (LWIBs) and is well disposed to continue to produce goods and services under the existing parameters.