



SEP 29 2014

September 2014

Mr. Les Range  
Regional Administrator  
U.S. Employment and Training Administration  
Atlanta Federal Center  
Room 6M12, 61 Forsyth Street, S.W.  
Atlanta, Georgia 30303

Dear Mr. Range:

On behalf of CareerSource Florida and the Florida Department of Economic Opportunity, enclosed is the Annual Performance Report for the Workforce Information Grant for Program Year 2013.

If you have any questions or need further information, please contact Rebecca Rust at 850-245-7257.

Sincerely,

A handwritten signature in blue ink, appearing to read "Chris Hart IV".

Chris Hart IV, President/CEO  
CareerSource Florida

A handwritten signature in blue ink, appearing to read "Jesse Panuccio".

Jesse Panuccio, Executive Director  
Florida Department of Economic  
Opportunity

Enclosure

**Florida**  
**Annual Performance Report**  
**Workforce Information Grant**  
**PY 2013**

**i. Workforce Information Database (WIDb)**

Florida populated the WIDb using version 2.5 of the file structure with the latest labor force, industry, occupation, wage, performance, and administrative information in PY 2013. The database continues to provide information for several internet-based delivery systems, including the Florida Research and Economic Information Database Application (FREIDA), the What People Are Asking (WPAA) system, and the Labor Market Statistics (LMS) website. The WIDb was used for data extractions for special requests from state and regional workforce boards and local economic development councils.

**ii. Industry and occupational employment projections**

Long-term projections were completed for Florida, 24 workforce regions, and all large counties with employment above 100,000 for the year 2021. These projections are done on an annual basis in Florida even though they are only required every other year. Short-term projections at the statewide level were also completed as required by June 30, 2014, for the year 2015.

Employment projections were a critical input into the Florida Workforce Estimating Conference, which met in PY 2013 to recommend the statewide demand occupations for training. Workforce boards determine jobs in demand using long-term projections and real-time LMI. LMS continued to post the Targeted Occupations List (TOL) data (in Excel) for use in program planning. Policy changes giving the workforce boards more flexibility to select demand occupations resulted in many contacts from the workforce regions on data use and availability.

**iii. Annual economic analysis and other reports**

Special workforce information products included: 136 custom census reports, 70 customized maps, 45 industry profiles, and 13 economic impact studies. Specialized presentation slides were also prepared for workforce boards, economic development, and executive management of the Department of Economic Opportunity (DEO) and the Governor's Office. A total of 58 custom presentations were prepared along with 12 monthly updates for the Governor's Office

to use in cabinet meetings. LMS staff answered 9,486 individual data requests/studies in PY 2013. All of these studies required customized responses and many of these were major projects listed in this section.

LMS produced industry profiles for targeted sectors as requested by CareerSource Florida, Florida's state workforce board. These industry profiles support the development of linkages between business, economic development, and workforce development partners, in order to attract and train for high-value industries.

Industry profiles were completed for:

- Aviation and Aerospace
- Life Sciences
- Financial and Professional Services
- Information Technology
- Logistics and Distribution
- Manufacturing

The studies cover industry and occupational employment and wages in order to provide an overview of the industry as it relates to size, growth, wages, and training requirements.

#### **iv. Customer consultations**

Florida LMS maintains constant consultation with major customer groups by solicitation and feedback from executive directors of regional workforce boards, economic development, and education. These consultations are by regular meetings, conference calls, presentations/workshops, webinars, and customer satisfaction surveys. This has resulted in providing many more industry analyses and impact studies targeted to economic development planning in Florida.

Customer consultations and participation in policy and procedural workgroups has resulted in increased use of LMS data resources. An example of this is using the 2012-2020 occupational employment projections as the basis of educational demand forecasts generated for the Access and Educational Attainment Commission, established by the State University System of Florida (SUS) Board of Governors in 2012. The issue that was being addressed was whether there would be sufficient employment demand in the future to justify the Board of Governors' goal of having SUS produce 90,000 baccalaureates annually by the year 2025. Generating the educational demand forecasts involved linking BLS educational codes to detailed occupational employment projections to assess the demand for bachelor's degree-level workers and then extrapolating the 2020 projections data to the year 2025.

LMS has been working closely this year for the first time with the Board of Governor's State University System (SUS) and the Florida College System (FCS), as they are required by the Florida Legislature to determine workforce needs to initiate new educational programs. The planning has started to provide a training session for the university and college research

provosts on how to determine jobs in demand related to educational programs. A special website will be developed to specifically assist the educational system in matching jobs in demand with educational programs. These new efforts should help improve the alignment of education and training to meet the hiring needs of business.

**v. Activities undertaken to meet customer needs**

**Post products, information, and reports on the internet**

This deliverable continues to play a critical role as LMS data users prefer on-line usage. LMS deploys: FREIDA, What People Are Asking (WPAA), in addition to the LMS website, Florida Wages (the Estimates Delivery System), Regional Demand Occupations Lists (RDOLs), and the Quarterly Workforce Indicators as major delivery vehicles for on-line uses. Total website page views and downloads were nearly 800,000 in PY 2013. Website activity now comprises the majority of data and publications provided to customers and partners.

Customers used the LMS website more frequently than the other applications. The LMS website had about 781,980 page views and downloads in PY 2013.

- Received the following views by product:
  - Over 31,500 page views for WPAA
  - Almost 144,000 page views for the LMS website
  - Nearly 400,000 page views for FREIDA
- Website page views of products include:
  - 26,000 publications from the website
  - 8,500 maps and charts
- Website downloads of products include:
  - 89,627 publications from the website
  - 6,082 maps and charts
- LMS provides several types of continually updated maps on-line:
  - 92 commuting maps per year
  - 132 industry level change maps
  - 132 industry percent change maps
  - 36 unemployment rate maps

Program accomplishments greatly exceeded the plan due to the large demand for reports/products/data services from regional workforce boards, local economic development councils, education, and other customer groups. A total of 9,486 requests were logged into the LMS data request log in PY 2013, many of these were major projects listed below.

The following is a list of the major projects that were completed under this deliverable. Special studies continue to be one of the most important activities under the WIG. LMS received 191 special requests for occupational and wage data, and 136 census-related requests for demographic data.

### **Labor Supply Studies**

Labor supply studies for business recruitment are one of the more innovative products produced for Enterprise Florida, Inc. (EFI), the state's economic development entity, regional workforce boards, and for local economic development councils. The studies are structured using occupational staffing patterns or occupations requested by the prospective employer including related occupations. Related occupations are identified using O\*Net.

The purpose of these studies is to provide an aggregate measure of available labor supply by area and industry. Available labor supply consists of all those currently working in the occupations demanded by the prospective employer, all those having completed training for occupations needed by the prospective employer, and all registered jobseekers looking for employment in occupations demanded by the prospective employer. Wage ranges are provided for each occupation. A total of 36 labor supply studies were completed in PY 2013. These are high-demand, customized studies that require a fast turn-around cycle.

### **Regional/Special Group Reports**

During PY 2013, LMS prepared monthly Help Wanted OnLine (HWOL) data sets for 24 regional workforce boards, along with a monthly statewide summary of online labor demand. In addition, LMS prepared 65 customized reports of online demand for education, economic development, and workforce partners. Special HWOL reports for STEM occupations were also prepared for all RWBs on a monthly basis along with a monthly statewide report.

### **Industry/Occupational Projections**

LMS produced long-term employment projections for statewide, all 24 regional workforce boards, and for all large counties with employment of 100,000 or more to the year 2021. Short-term projections to the year 2015 at the statewide level also were produced.

To determine jobs in demand LMS developed statewide demand lists for occupations requiring a Bachelor's degree and a Master's degree using BLS training codes and Florida Department of Education training codes. This is to help identify high demand/high skill/high wage occupations at the university level and to meet the needs of business (economic development). Occupational projections have been used to align State University System programs with workforce and economic development needs, as required by the Florida Legislature.

LMS provided occupational employment information by industry and wage data by area for inclusion into the annual update of CHOICES, which is Florida's career information delivery

system. CHOICES was provided a special dataset by LMS of the top three industries related to all Standard Occupational Classification occupations. If the occupation is selected by students or jobseekers during career exploration, they will be able to identify the industry with the most jobs for the occupation.

## **Maps**

Mapping is a major service to support workforce and economic development. Over 70 special request map projects were completed. Custom maps included: employment density, custom unemployment rates by county, radius maps of population, employers within a 50-mile radius for an economic development prospect; university graduates locale maps, density of business support services employers for a workforce region, tropical storm impact maps, and small businesses for EFI. LMS prepared commuting maps for all 24 regional workforce boards in Florida. In addition, LMS prepared Career Center/jobseeker density maps for selected regions.

## **Occupational Licensing**

LMS maintains a publicly-accessible database of all required occupational licenses in Florida, collating data from 12 different state agencies covering 219 occupational licenses which cross over to 306 different occupations.

### **vi. New tools and resources**

Florida's Occupational Supply/Demand system provides indicators of labor supply and long-term and short-term labor demand with the purpose of improving education and training alignment to better meet the hiring needs of business. The Supply/Demand system has been designed for education, workforce, economic development, business, job seekers, and students. The system provides web-based data at the statewide and regional level. The indicators of potential labor supply by occupation are public and private postsecondary education enrollees, completers, and graduates by occupation, and job seekers registered at career centers. The indicators of labor demand are employment projections by occupation (long-term) and Help Wanted OnLine (HWOL) job ads by occupation (short-term). The system also provides information on current employment, wages, and required education for occupations.

Education and workforce will use the Occupational Supply/Demand data to create better alignment of education and training offerings in meeting the hiring demands of business. Economic developers will have the most comprehensive and timely occupational data to determine available labor supply to support business recruitment. Students will benefit from having real-time information on jobs in demand now and in the future. Jobseekers can use the information for reemployment purposes.

## **vii. Efforts to create and support partnerships and collaborations**

Customer demand for LMS products and services from the workforce, economic development, and education system remains high. This year the largest impacts of partnerships and collaborations has been with the State University System (see section iv). These products and services are described below.

### **Regional Demand Occupations Lists**

LMS continued to maintain Regional Demand Occupations Lists (RDOLs) for use by workforce regions. A new table was designed and deployed in January 2014 that allows the application of multiple filter criteria for the analysis of occupations. This will enable economic development to compare the same occupation across multiple geographies or for regions to analyze all occupations requiring postsecondary adult vocational education.

In addition, LMS assisted WFI with the compilation, review, and labor market analysis of the regional workforce boards' requests for additions to the RDOLs.

LMS, under the state workforce board's direction, finalized the 2013-2014 regional RDOLs that included occupations based on local input from the regions and occupations suitable for statewide training due to high demand.

### **Presentations and Training**

LMS continued to provide technical training and presentations for workforce, education, and economic development. Thousands of people attended more than 50 LMS presentations.

### **State and Local Area Press Releases**

Monthly state press releases are very comprehensive and include:

- Narrative release with tables
- Questions and Answers
- Briefing Paper for DEO Executive Director
- Positive Indicators
- Charts on job creation for the state and nation
- Charts on unemployment rates for the state and nation
- Maps
- Recession Graphs
- Travel Report for the Executive Director (PowerPoint)
- Cabinet Report for the Governor covering growth industries (PowerPoint)

As a special service, LMS produces customized monthly press releases for all 24 of Florida's regions. These reports include data tables and narratives.

A monthly conference call is conducted with Board directors and communications staff covering the major issues related to the data releases, including information on local areas.

### **Posters and Print Media Publications**

Demand remains high for innovative print media publications and posters, despite the change to electronic delivery. A total of 155,734 publications were distributed by mail, website downloads, and conference presenters in PY 2013.

Wage Conversion Posters (10,000 small; 1,000 large) are produced and distributed annually, with Florida's new minimum wage posted prominently. A total of 46,000 Occupational Highlights brochures, with occupational forecasts statewide and for all 24 regional workforce boards, were produced.

After a new printing of 4,700 sets of Career Posters, distribution continues for this item that remains popular with One-Stop Career Centers and Florida schools. To aid middle-school career counselors, LMS updated and reprinted 5,000 sets of Career Comics and continued the wide distribution of these popular sets.

Over 1,000 Job Vacancy Survey brochures were produced and mailed to the regions.

In addition, the Resource Guide (a tri-fold brochure to inform the regions and the public about the resources and publications available from LMS) remains a popular item especially for distribution at conferences and seminars.

The flyer "A Sample of Jobs in a Green Economy" originally produced to aid educational efforts remains available on the LMS publications website. The Education and Training Pay flyers are available on the website and receive many requests from schools and Career Centers.

Data Wheels were distributed to all 24 RWBs and to more than 80 Career Centers. The purpose of the Data Wheel is to provide an easy way to compare Florida's industries and workforce regions.

The Florida Pocket Card is a handy monthly publication containing Florida unemployment data and employment data by area and industry.

Current Employment Statistics (CES) Industry Maps show the percent and level change from the CES program by industry super sector for all published metropolitan statistical areas in Florida.

### **Strategic Partnerships**

LMS continued to work with the Florida Department of Education and the state workforce board on data implementation for the Florida Career and Professional Education Act. LMS also

worked to identify certifications that will advance students on the path to Science, Technology, Engineering, and Math (STEM) occupations and continued to advance STEM training in education and workforce development.

On the national level, LMS made an assessment of a proposed change to the projections cycle. The change was recommended by the Projections Managing Partnership Board (PMP) and would center on moving short-term projections activity toward the beginning of the federal program year. The 2014-2016 projections period would be 2014:q1-2016:q1 instead of 2014:q3-2016:q3. It is important to publish short-term projections earlier in the year, but there are concerns that the change would necessitate using older occupational staffing patterns than the staffing patterns that are used with the current cycle.

#### **viii. Activities to leverage LMI-WI funding**

LMS continues to seek new sources of revenue from allocations provided to the Department. Previously, LMS applied for and won a competitive grant from the U.S. Department of Labor, ETA; Workforce Data Quality Initiative (WDQI) for \$1 million. The grant has funded the new Florida Occupational Supply/Demand System which is the most comprehensive and timely system available in the nation. These WDQI funds have now expired and LMS had to seek additional funding to maintain the system. The Florida Governor's Office put in a request to the Legislature for funding to cover the Occupational Supply/Demand system. These funds were awarded as a reoccurring allocation ( $\approx$  \$500,000) to LMS starting July 1, 2014 using Penalty and Interest from the Unemployment Insurance trust fund. LMS has also been able to leverage additional Workforce Investment Act (WIA) funds to help support regional workforce board reemployment activities ( $\approx$  \$400,000).

#### **ix. Recommendations to ETA for changes and improvements to WIGS requirements**

Florida adapts delivery of products under the six major deliverables based on the needs of the state and 24 RWBs. Some individual products are adjusted based on customer feedback and short-term needs of the state and local boards. The results of the customer satisfaction survey indicate that Florida has achieved high marks in meeting the needs of its labor market information customers.

ETA should compile the accomplishments of all states funded by this grant, and promote, publish, and share these products and services. ETA should have the Estimates Delivery System (EDS) as one of its highest priorities for funding.

Modernization of the EDS would greatly facilitate delivery of data for economic development. For example, EDS does not have the capability to combine industries or geographic areas for economic development reports, and the confidentiality suppressions in the system are all based

on single MSAs. This greatly limits the ability of states to analyze a single occupation or groups of occupations across geographic configurations that are of interest to economic development. EDS will also need additional funds to be reprogramed for new BLS replacement rate methodology and the movement to an OES time series.

States also need additional funding for purchasing real-time data or for conducting vacancy surveys. Best practices from individual states need to be better shared nationwide. ETA should remain engaged with BLS to understand data production and analysis capabilities of the states in able to support the Workforce System's goal of reemployment.