

**Pennsylvania Department of Labor & Industry
Center for Workforce Information & Analysis**

**Workforce Information Grant (WIG)
July 1, 2013 to June 30, 2014
Annual Report**

Introduction

The Center for Workforce Information & Analysis (CWIA) is the Governor’s officially designated overseer of Pennsylvania’s employment statistics system. In this capacity the Center collects and disseminates labor market information and is the one-stop-shop for the commonwealth for workforce intelligence including:

- **Career products** – products that help jobseekers find jobs, determine skill or education requirements, find training opportunities, or match jobseekers to jobs
- **Economy products** – data, analysis, or studies about some focused aspect of the economy
- **Labor market products** – data, analysis, or studies of broad labor market trends or outcomes

| Career Products | Economic Products | Labor Market Products |
|--|--|--|
| <ul style="list-style-type: none">• Products that help students/jobseekers and educators determine skills and education for a job, find training opportunities, build career awareness through data• Examples: <i>PA Career Coach (career exploratory web-tool), Data-Dashboard of Ten Year Occupational and Industry Projections</i> | <ul style="list-style-type: none">• Data, analysis, or studies about some focused aspect of the economy• Examples: <i>Minimum Wage Report, Workforce Needs Assessment Report (for Reemployment or Economic Development), Input/output Analysis, Performance Measures, Profile of the Unemployed, High Priority Occupation model, SEWN model</i> | <ul style="list-style-type: none">• Data, analysis, or studies of broad labor market trends or outcomes• Examples: <i>Fast Facts series (includes Pennsylvania, Marcellus Shale, Workforce Investment Area, Manufacturing), Annual Pennsylvania Economic Outlook report, Employer Job Posting Analysis, Industry Cluster Report</i> |

These products and services are used by a wide range of customers including,

- **Labor Market Actors:** customers that take a direct role in the interaction between workers (as the suppliers of labor) and businesses (as entities demanding those services)
- **Policymakers & Planners:** customers that facilitate and influence the interaction between labor market actors, thereby influencing the efficiency of the labor market
- **Value-added Disseminators:** customers that add value to and then disseminate LMI data through one or more communication channels

This report provides an overview of Pennsylvania’s work conducted with Employment and Training Administration’s ‘Labor Market Information Workforce Information Grant’ or the WIG. This ETA grant in Pennsylvania is expended utilizing a three pronged strategy that concentrates on upgrading and maintaining traditional products as well as continuously introducing products and services to help with local decision-making. It leverages CWIA’s diverse funding streams and units including,

- United States Bureau of Labor Statistics (BLS) federal-state cooperative programs that funds local area unemployment statistics, non-farm payroll data, occupational employment statistics, and the quarterly census of employment and wages data,
- Workforce Performance Measures, New Hires Reporting Program, Economic Research
- Unemployment Compensation Research and Reports,
- Economic Research

- Workforce Data Quality Initiative Grant,
- Survey of Occupational Illnesses and Injuries and Workers Compensation
- Estimates Delivery System (EDS) software that allows generation of sub-state occupational employment and wage data for Workforce Investment Areas (WIAs) and Counties.

Employment and Training Administration's (ETA) Program Year (PY) 2013 guidance via Training and Employment Guidance Letter (TEGL) 3-10 stresses that Pennsylvania must provide sound foundational data, information, and resources to the workforce system. Using this as an objective, the Center has been able to accomplish multiple improvements to Pennsylvania's Labor Market infrastructure including:

- Integration of Real-Time Labor Market Information to CWIA's traditional products by effective utilization of *Job-Spidering* technology that aggregates and reports on online job postings,
- Implementation of a robust *outreach strategy* that utilizing audience-specific electronic "toolkits" and E-learning modules in order to distribute labor-market products rather than producing, printing and distributing paper copies. This has resulted considerable annual savings which has been re-directed to product development.
- Focused research on *industry* sectors including Manufacturing and Marcellus Shale,
- Pennsylvania Career Coach (www.pacareercoach.pa.gov), a first-of-its kind, statewide, free online tool to help individuals make informed career choices
- Ensuring consistent production and dissemination of local data for local decision-making in CWIA's 'Fast Facts' publication series
- Production of a *LMI Products Inventory Matrix* to let help create a comprehensive listing of labor market products and tools and identify the customer base being served. This tool is comprised of a series of Excel worksheets within a single file that build off of input by the state and is being used by the national office of ETA

The next sections provide information on both required deliverables of the WIG as well as other products and services that CWIA was able to create using the ETA grant to complement the Center's other resources. It is important to recognize the sincerity and talent that CWIA's staff exhibits in doing this important task.

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Pennsylvania's 2013 Workforce Information Grant

I. Workforce Information Database (WIDb) Population

The WIDb provides Pennsylvania with a common structure for storing information in a single database in each state. The database serves as the cornerstone for information delivery, workforce research, and product development for information that is standard and comparable across all states in the region. The database brings together critical workforce information from many sources to promote better analysis and professional interpretation of the state's labor market information.

II. Industry and Occupational Employment Projections

Pennsylvania continues to produce and disseminate state and sub-state industry and occupational employment projections, using the methodology, software tools, and guidelines developed by the Projections Workgroup and the Projections Managing Partnership consortium of states.

Training opportunities offered by the Projections Workgroup and the Projections Managing Partnership were attended by CWIA.

- **Long-Term Industry Employment Projections** – These publications include estimates of employment levels by industry 10 years in the future by various geographical areas (statewide, Metropolitan Statistical Areas and Workforce Investment Areas). The statewide 2012-22 data were submitted in June 2014 and the expected release date for regional projections is October 2014. (Updated: Bi-annually)
Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=809913&mode=2>
- **Long-Term Occupational Employment Projections** – These publications include estimates of employment levels by occupation 10 years in the future by various geographical areas (statewide, Metropolitan Statistical Areas and Workforce Investment Areas). The statewide 2012-22 data were submitted in June 2014 and the expected release date for regional projections is October 2014. (Updated: Bi-annually)
Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=814813&mode=2>
- **Short-Term Industry Forecasts** – These publications include estimates statewide employment levels by industry two years in the future. The statewide 2013-15 data were submitted in early April 2014. (Updated: Annually)
Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=809916&mode=2>
- **Short-Term Occupational Forecasts** – These publications include estimates statewide employment levels by occupation two years in the future. The statewide 2013-15 data were submitted in early April 2014. (Updated: Annually)
Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=814816&mode=2>

III. Annual Economic Analysis or Special Reports

Based on customer, stakeholder, and partner consultations identifying workforce information needs, Pennsylvania used the WIG to develop, publish, and submit an annual state economic analysis and special studies capable of informing workforce and economic development policy and investment decisions to be made by the governor and state or local Workforce Investment Boards (WIBs). These analyses supported the labor market information and economic development information needs of other system stakeholders such as state, regional, and local economic and workforce development organizations, education and training institutions, community colleges, and other partners.

Pennsylvania submitted portable document format (.pdf) copies and hyperlinks to .pdf files of the economic analyses to the Employment and Training Administration timely.

All grant-funded products, reports, and other workforce information were posted on the Internet at www.paworkstats.pa.gov. Dissemination of the information was also done through emails and CDs to facilitate use by the workforce and economic development systems, other partners, stakeholders, and the public. CWIA also engaged in work throughout the year to improve the current website as well as developing additional web tools.

Pennsylvania's 2013 Economic Analysis Report – This report contains an analysis of Pennsylvania's workforce composition, and focuses on future trends of the commonwealth's economy, industries, and occupations.

Understanding the potential obstacles the future workforce will have to overcome is important in developing policies and strategies for Pennsylvania to remain economically competitive. Workers from the baby-boom generation will be moving into their 60s during the decade and will be retiring in large numbers. They will take with them key skills that kept industry growing and prosperous. Far fewer youth are available to enter the labor market, forcing greater efficiencies and competition for key skills. This report examines the demographic, economic, and labor market developments unfolding in Pennsylvania. (Updated: Annually)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1220984&mode=2>

Pennsylvania Fast Facts – *Pennsylvania Fast Facts* is a monthly publication that provides a quick snapshot of Pennsylvania's many different labor market and economic datasets. The publication includes data on labor force statistics, unemployment demographics, population demographics, workforce indicators, unemployment compensation and claims, jobs, industry employment, industry highlights, employer activities, economic indicators, mass layoff statistics, new hires, other state's unemployment rates, business employment dynamics, online job postings data, economic forecasts, news of the month, definitions section, and a county unemployment rate map. (Updated: Monthly)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1217887&mode=2>

Pennsylvania Big Picture – This is an executive summary of the *Pennsylvania Fast Facts* and the audience is the Governor's Cabinet. Disseminated monthly, it is available upon request. (Updated: Monthly)

Workforce Investment Area Fast Facts – *Workforce Investment Area Fast Facts* is a monthly publication that provides a quick snapshot of a Workforce Investment Area's different labor market and economic datasets. There are 22 Workforce Investment Areas (WIAs) in Pennsylvania and each gets its own *Fast Facts* publication. The publication includes data on labor force statistics, unemployment compensation and claims, industry

employment, industry highlights, employer activities, new hires, online job postings data, news of the month, common measures, definitions section, and a county unemployment rate map. (Updated: Monthly)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1217887&mode=2>

Marcellus Shale Fast Facts – Each of the *Marcellus Shale Fast Facts* sections provides a quick snapshot of LMI for Pennsylvania’s Marcellus Shale (MS) industries and related economic activity. *Marcellus Shale Fast Facts* is updated each month with the most current and relevant information available. The publication includes data on jobs, industry employment, wages, occupations, online job postings data, new hires, workforce indicators, training programs, maps, and a definitions section. (Updated: Monthly)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1222103&mode=2>

Analysis of Help Wanted Online Job Postings – Help Wanted Online (HWOL) data is provided to CWIA from The Conference Board, via Wanted Analytics. HWOL data is collected from online job posting sites such as CareerBuilder, Monster, etc., and can be used as a tool to analyze trends in employment demand at various grouping levels. The data allows for real-time tallying of online job posting data by area, industry, occupation, skills, and employer. CWIA distributes real-time job ad reports compiled by WIAs to the local WIBs via email. This enables the WIBs to determine where and in what industries and occupations job demand growth is occurring to help align local PA CareerLinks® and education providers with properly placing and training the unemployed. (Updated: Monthly)

New Hires by Workforce Investment Areas – New Hires data are an informative and exciting new dataset for workforce and economic development professionals. The dataset shows those industries that are hiring, by WIA. The data are available for the most recent complete quarter, and can be used to determine where and in which industries employers are hiring; and to find emerging or declining industries based on year-ago comparisons. (Updated: Quarterly)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1223066&mode=2>

Industry Cluster Reports – Each report focuses on one of Pennsylvania’s Industry Clusters. These reports include cluster employment statistics, top employers by size and location quotient, and information on occupations and/or High-Priority Occupations associated with the cluster. Information on local area location quotients is also included. A comparison between statewide and a specific area (MSA or WIA) can be included for regional analysis. CWIA creates these reports upon request. (Updated: Quarterly)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1669471&mode=2>

Analysis of Pennsylvania Minimum Wage in 2013 – This report highlights the statistical information on Pennsylvanians who earn at or below the minimum wage; analyzes the demographic characteristics of hourly workers making at or near the minimum wage; details the industry characteristics of those making at or near the minimum wage; discusses the issues of inflation and poverty in relation to the minimum wage; and considers other states’ minimum wage data. A comparison is made between the years 2011 and 2013 to determine the impact of the minimum wage increases on Pennsylvania workers, businesses and economy. (Updated: Annually)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1224776&mode=2>

Actuarial Evaluation – This publication provides analysis of Pennsylvania’s unemployment compensation system regarding current and forecasted Unemployment Compensation Trust Fund activity. (Updated: Annually)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=18&objID=1279851&mode=2>

Staffing Patterns – Based on the statewide 2012-22 long-term employment projections, this data set identifies the occupations that are most commonly found within a selected industry. An inverse staffing pattern identifies which industries are most likely to employ workers in a given occupation. Customized upon request. (Updated: Biannually)

Industry Cluster Staffing Patterns – Based on the statewide 2012-22 long-term employment projections, this data set identifies the occupations that are most commonly found within a selected industry cluster. Traditional staffing patterns, at the 4-digit NAICS level, are used in conjunction with the most current data from the Quarterly Census of Employment and Wage program to estimate the staffing pattern for each 6-digit NAICS code within a cluster. Detailed-level staffing patterns are aggregated into a complete staffing pattern for the cluster. This information is used in all cluster analyses and the High-Priority Occupations development process. (Updated: Annually)

Shared Occupations – An inverse look at the industry cluster staffing patterns, this data set identifies the occupations that share a common pool of labor across Pennsylvania's industry clusters and therefore may compete for the same group of workers. It can also be used to see what other segments of the economy could benefit from training related to a certain occupation or what other employment opportunities exist for a job seeker in a given occupation. Customized upon request. (Updated: Annually)

Occupational Wages – These publications include 2013 wage estimates for selected occupations in various geographical areas (statewide, Metropolitan Statistical Areas, Workforce Investment Areas and counties). (Updated: Annually)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=814815&mode=2>

Strategic Early Warning Notice Database – The Strategic Early Warning Notice Database identifies probable companies of importance in a WIA. Early Warning companies are experiencing significant employment decline. Early Growth companies are experiencing significant employment growth. The purpose of the database is to highlight companies that may be candidates for further investigation by workforce and economic development professionals. The Early Warning companies are selected as potential candidates for intervention strategies. The Early Growth companies are selected as candidates for potential expansion. The database does not presuppose a cause for a company's decline or growth. Companies are selected based on an algorithmic model. An Early Warning company is defined as a company whose employment count has declined each quarter over the past year and has had unemployment claims activity. Only those companies having at least 20 employees at the beginning of the measurement period and having an employment decline of at least 10 percent are selected. An Early Growth Company is defined as a company whose employment count has grown each quarter over the past year. Only those companies having at least 10 employees at the beginning of the measurement period and having employment growth of at least 10 percent are selected. Employer size, industry classification, timeframe, geographic area, and annual percentage employment loss or gain can be adjusted. An additional wage filter parameter can be used to select those employers paying near or above the statewide average annual wage.

Area Snapshots – Developed in response to a request from local stakeholders, area snapshots were created to inform a broader audience of what was happening in their regional economy. These ad hoc reports evaluate industry cluster information for a specific WIA alongside other demographic data. The additional information may be age demographics, housing starts, commuting patterns, etc. This is used to help determine possible reasons why clusters are stronger in some areas rather than others.

Career Posters - Colorful posters aimed at spreading career awareness through high schools and middle schools, although they are also used at many PA CareerLink® offices across the state. The posters are updated annually with current employment outlook and wage data. They focus on the Pennsylvania's Industry Clusters while highlighting occupations within the cluster in a 'career ladder' format. The posters can be accessed online in printable PDFs for the area(s) and industry cluster(s) of interest. (Updated: Annually)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=809932&mode=2>

Education Instructional Program & Occupational Code Crosswalk – In conjunction with local WIBs, educational institutions and the PA Department of Education (PDE), CWIA has developed and continues to modify a Pennsylvania-specific version of the national Classification of Instructional Programs (CIP)-Standard Occupational Classification (SOC) crosswalk. The purpose of this crosswalk is to ensure that educational programs are aligned with the occupational coding structure maintained by the Bureau of Labor Statistics – the ongoing review ensures compatibility with changing industry skills needs. One of the primary uses of this crosswalk is connectivity to the state's HPO list. (Updated: Annually)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=18&objID=1281143&mode=2>

Pennsylvania Unemployment Compensation Activity - Initial and Continued Claims by Workforce Investment Area – The Initial and Continued Claims by Workforce Investment Area (WIA) provides a count of claims by WIA and county based on the address of the claimant and other record detail. Only regular unemployment claims are included, thus, federal and military claims are excluded, as are claims associated with other unemployment compensation programs such as Extended Benefits and Emergency Unemployment Compensation.

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1220201&mode=2>

Industries of Interest (IOI) – The purpose of the Industries of Interest report is to highlight growing industries in Pennsylvania. There are three data sources for this report: Quarterly Census of Employment and Wages, New Hires data, and Help Wanted Online Ads. Industries of Interest are determined by four consecutive quarters of employment growth totaling at least ten percent (Hi-Growth); or year over year growth of at least ten percent (Growth); and have an employment gain of at least 25. IOIs by online job postings are limited to the top 100 industries showing year over year growth. Confidential industry lines have been removed.

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1509090&mode=2>

IV. CUSTOMER CONSULTATIONS

Consultation with the state workforce agencies, state and local WIBs, economic and workforce investment organizations, and education and training institutions has been conducted throughout the year to increase the scope and utility of workforce information. Strategic partnerships were established and continue in order to identify and address customer information needs, as well as those of state and local workforce investment system staff users. Concerted outreach was undertaken to economic development agencies to inform decision-making.

A. Activities Completed

Pennsylvania via the Center for Workforce Information & Analysis (CWIA) invests time to create, produce, and disseminate relevant labor market information on a consistent basis. Our goal is to maintain continuous communication with our stakeholders/customers (list of customers in Table 3 below) to improve the regional focus of our products.

| Table 3. CWIA Customers |
|--|
| PA Workforce Investment Board |
| Local Workforce Investment Boards |
| Employers, Educators, Trade Associations/Unions |
| PA Department of Labor and Industry: Unemployment Compensation Deputate, Bureau of Workforce Development Partnership, Workers' Compensation Bureau, PA CareerLinks®, Industry Partnerships, Office of Vocational Rehabilitation, PennSERVE |
| PA Department of Aging |
| PA Department of Community & Economic Development |
| PA Department of Environmental Protection |
| PA Department of Education |
| PA Department of Revenue |
| PA Department of Health |
| PA Department of Public Welfare |
| Office of the Governor |
| Penn State Data Center |
| Policy Makers |
| Members of the Press/Media |

A critical component of CWIA’s customer outreach is the work done by our Customer Response Team (CRT). This group of analysts is dedicated to handling inquiries on a daily basis from a broad array of customers. They are responsible for answering questions on our products and publications, assisting with navigation through our website, and compiling data to fill requests. They also track requests and trends, which lead to the alteration of the website and creation of new products. Having a real person answer the calls from our customers helps build a good relationship and allows for a better forum for the callers to tell us about the things that are working well and provide feedback on what could be improved upon or is missing. Examples of select topics and outreach presentations include:

Presentations Offered Through the Course of the Year

- New Hire Reporting Program (outreach to PA CareerLinks® and employer community): this has an audio recording prepared to help presenter
- Labor Market Information 101
- Using Labor Market Information to Assist Older Workers
- New and Updated Labor Market Information Products (WIB Symposium 2013)
- LMI for CareerLink Business Services Teams
- New and Updated Occupational Products
- Labor Market Information (Data & Tools) for PA CareerLink® Specialists
- Understanding Job Skills

These presentations are available on CWIA’s website at <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1215945&mode=2> .

Invited Presentations at Events:

- Backstage Jobs Pass: A Career Planning, Jobs Event (Community College of Philadelphia)
- New Hire Reporting Program (ongoing outreach to PA CareerLinks® and employer community)
- Using Labor Market Information to Assist Older Workers (Dept. of Aging)
- New and Updated Labor Market Information Products (WIB Symposium)
- Career Information for Counselors (Lock Haven University)
- Career Information for Career and Tech schools (Penn State University)
- LMI for CareerLink Business Services Teams (PA Workforce Development Association)
- New and Updated Occupational Products (PA Workforce Development Association)
- Understanding Job Skills (Projections Management Partnership)

B. Results

Throughout the year via conferences and symposia attended by staff and webinars and presentations provided by staff, we are able to interact with our customers and get their feedback on CWIA products. These are continually incorporated into our service delivery strategy.

Every year, CWIA explores the value of current and new products and services before the WIG funds become available – we adjust our plans based on our research and extensive outreach to our stakeholder base to understand what they need. This has resulted in expansion of traditional support and the infusion of new products and services as discussed in previous sections.

The CWIA website has two core areas, one for reports, and another for data. The products side had 205,633 page views during the grant year and 90,213 new users. These visitors were from 125 other countries, all 50 states and the District of Columbia, and 718 Pennsylvania cities. The data portion of the website had 317,137 page views and 24,760 new users. This area of our website was viewed in 31 other countries, all 50 states and the District of Columbia, and 626 Pennsylvania cities.

The following table shows the number and type of requests responded to by our Customer Response Team. While a significant number of requests were captured, it is not a complete list due to requests coming into other program areas at CWIA.

| Customer Type | Pct. of Total |
|----------------------|----------------------|
| Government | 76% |
| Business | 7% |
| Academic/Research | 2% |
| Non-Profit | 1% |
| Media | 7% |
| Other | 7% |

The following table shows the top products requested during the grant year from the reports section of CWIA’s website, www.paworkstats.pa.gov

| Product | Page Views |
|--|------------|
| High-Priority Occupations (HPOs) | 14,816 |
| Top 50 Employers | 12,766 |
| Fast Facts (Pennsylvania and Workforce Investment Areas) | 12,752 |
| Pennsylvania Career Guide | 11,021 |
| Occupational Wages | 8,730 |
| Marcellus Shale Fast Facts | 4,739 |
| Job Skills | 4,589 |
| County Profiles | 4,559 |
| Long-Term Occupational Employment Projections | 2,242 |
| LMI E-Learning | 1,978 |
| Presentations | 1,413 |
| Civilian Labor Force Series | 1,208 |
| Monthly Update - Employment and Unemployment by County | 1,148 |
| Statewide Average Weekly Wage (SAWW) | 780 |
| Oil/Gas and Marcellus Shale Occupations | 643 |
| Pennsylvania Unemployment Compensation Activity | 624 |
| Occupational Charts & Graphs | 591 |
| Pennsylvania’s Industry Clusters | 577 |
| The Pennsylvania New Hire Reporting Program | 537 |
| Long-Term Industry Employment Projections | 469 |
| Manufacturing Fast Facts | 437 |
| Occupational Outlook Handbook | 425 |
| Career Posters | 411 |
| Pennsylvania Employers with 500 or More Employees | 365 |
| Labor Surplus Areas | 316 |

The following table shows the top data types accessed during the grant year on the data portion of CWIA’s website, <https://paworkstats.geosolinc.com/vosnet/Default.aspx>

| Data Type | Page Views |
|---|------------|
| Job Search Tool | 64,330 |
| Local Employer Sites (Infogroup) Tool | 21,691 |
| Occupation Summary/Narrative (Multiple Sources) | 10,614 |

| | |
|--|--------|
| Area Summary/Narrative (Multiple Sources) | 10,146 |
| Labor Force Employment and Unemployment (LAUS) | 4,519 |
| Real-Time LMI: Job Seeker Services | 4,040 |
| Labor Market Facts (FAQ's) | 4,018 |
| Quarterly Census of Employment and Wages (QCEW) | 3,277 |
| Industry Summary (Multiple Sources) | 2,788 |
| Income (BEA, Census, HUD) | 2,504 |
| Occupational Wages by SOC Code (OES) | 2,198 |
| Skills Analyzer (Real-Time LMI: Career Services - Self Assessment) | 2,171 |
| QCEW Wages | 1,881 |
| Occupation Details (Multiple Sources) | 1,763 |
| Area Details (Multiple Sources) | 1,693 |
| Occupation Profile (Multiple Sources) | 1,532 |
| Unemployment Rates (LAUS) | 1,451 |
| Real-Time LMI: Career Services | 1,372 |
| Current Employment Statistics (CES) | 1,366 |
| Occupations (Occupational Employment Distribution - OES and online jobs data) | 1,141 |
| Real-Time LMI: Labor Market Services | 932 |
| Career Tips (Real-Time LMI: Career Services) | 869 |
| Industry Details (Multiple Sources) | 726 |
| Area Comparison (Multiple Sources) | 698 |
| Supply and Demand (Number of Unemployed per Job Opening)-Online Advertised Jobs Data | 645 |

V. ACTIVITIES UNDERTAKEN TO MEET CUSTOMER NEEDS

Pennsylvania via the Center for Workforce Information & Analysis (CWIA) invests time to create, produce, and disseminate relevant labor market information on a consistent basis. Our goal is to respond to an urgent need for good comparable workforce data to assess the continuing effects of the Great Recession both statewide and regionally. The work that we have been able to provide through the WIG has been appreciated and (more importantly) used on a regular basis to drive workforce intelligence in Pennsylvania.

Every year, CWIA explores the value of current and new products and services before the WIG funds become available – we adjust our plans based on our research and extensive outreach to our stakeholder base to understand what they need. This has resulted in expansion of traditional support and the infusion of new products and services. (Table 3)

Throughout the year via attendance at conferences and symposia and presentations provided by staff, we are able to interact with our customers allowing them to express their concerns and needs openly. New product development is based on acquisition of such knowledge.

Using technology to increase our customer responsiveness is also a focus. A series of webinars designed for PA CareerLink® and Workforce Investment Board (WIB) staff covering new products and tools highlighting real-time data were conducted throughout the program year. In addition, we interact with our customers through our Customer Response Team (CRT), staff dedicated to handling inquiries on a daily basis from a broad array of customers. The CWIA also works closely with the WIBs and other state entities on a regular basis to assist them in program evaluation, grant proposal, and training curriculum development. These entities include the Labor & Industry's Office of Vocational Rehabilitation (OVR), Bureau of Workforce Development Partnership (BWDP) and Unemployment Compensation (UC) Deputate as well as the Departments of Public Welfare, Education, Corrections, Aging and Community and Economic Development.

VI. NEW TOOLS AND RESOURCES

Pennsylvania targeted some of its Program Year 2013 WIG funds to the enhancement of existing products and development of new tools. New tools and resources are often inspired by conversations with and suggestions from our diverse pool of customers. CWIA balances updates to current products with development of new resources to ensure that stakeholders have the tools they need. Technological advancements have afforded CWIA the opportunity to create more powerful tools and get them in the hands of stakeholders more quickly.

High-Priority Occupations (HPOs) - Pennsylvania's workforce development strategy targets education and training dollars to HPOs: job categories that are critical to Pennsylvania's economy, in demand by employers, have higher skill needs and are likely to provide family-sustaining wages. CWIA released an updated policy document regarding the HPO process in February 2014. The 2013 HPO list went into effect September 2013 and is located on the CWIA website. The 2014 HPO list is currently in development and will be released in September. (Updated: Annually).

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=814812&mode=2>

PA Career Coach - This web application helps people find good careers by providing current data on wages, employment, job postings and associated training. The career transition section allows users to compare wages, employment trends and other data for multiple occupations. The tool also identifies skills gaps between occupations. The job seeker can look for education and training available and schools that offer the courses for their desired occupation as well as look for real-time job posting. Occupations can be shortlisted by Marcellus Shale, Manufacturing, STEM and HPOs. An updated version of this tool was released in April 2014. One new feature is the Interest Assessment module which allows users to determine the best fit occupations for them based on where their interests and likes. (Updated: Quarterly)

Link: www.pacareercoach.pa.gov

Occupational Trading Cards - Career exploration has to start at an early age. To assist with these efforts, CWIA is developing several new career exploration products to engage youth in elementary and middle school. These resources will help younger students explore careers that align with their interests, abilities and future potential. One of these new products is a series of occupational trading cards. Features of these cards include color-coding by educational attainment level, entry-level wages, annual job openings, the most common industry cluster for employment and an interest group identifier. The initial batch of 32 cards is complete and 20 more are in production. To further promote career exploration via these cards, an online video game is being developed and will be released in Fall 2014.

Labor Market Information E-Learning - CWIA recorded a series of E-Learning videos to introduce users to the various labor market information (LMI) products and services it offers. Awareness and knowledge of the tools and services the Center provides will help users make informed policy, business and career decisions. Periodically, the Center will add additional videos. LMI topics include: Understanding Job Skills, Labor Market Information for CareerLink® Business Services Teams, Labor Market Information (LMI) 101, Navigating Our Website, and Labor Market Information (Data & Tools) for Workforce Development Professionals.
<http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1465393&mode=2>

Job Skills Analysis - CWIA has developed a methodology to better equip jobs seekers, workers, educators, and students to match employer hiring demand through an objective data solution – called Job Skills Analysis. Job Skills go beneath occupational titles to list the specific knowledge, work activities, and tools & technologies typically required for an occupation and can aid in training, career planning, and career transitions. The fundamental principle of Job Skills is determining occupation specific skills that can be trained for in the short to moderate term utilizing local community colleges or technical schools. CWIA has developed a series of analytical tools that can be used to meet this goal. The CWIA solution can easily applied to all state LMI shops using a common methodology and nationally available core data set (O*NET).
<http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1674726&mode=2>

Pennsylvania's Unemployed Study - In 2012, Pennsylvania had an average level of unemployment in excess of 510,000, with a large portion of them being unemployed long-term. By year's end, over 200,000 were collecting unemployment compensation benefits. This represented a large portion of the 'supply' of labor that needed to be absorbed by employer demand to lower the state's unemployment rate. To accomplish this goal, the Department needed to '*understand the unemployed like never before*', which was detailed by this study.

VII. EFFORTS TO CREATE AND SUPPORT PARTNERSHIPS AND COLLABORATIONS

Over the past year, new partnerships were developed and past partnerships were renewed. CWIA began working with the Department of Community and Economic (DCED) to assist them in their employer attraction activities and marketing activities. Specifically, we worked jointly with DCED preparing economic and labor market information for a trade mission to South America to attract employers from Chile and Brazil into Pennsylvania. We also assisted with producing materials for marketing the hospitality industry in Pennsylvania.

CWIA also began to partner with the department's Bureau of Workers' Compensation. The partnership started with producing their annual report of workplace injuries and has evolved into collaboration to assist them with future data collection and analysis.

Renewed relationship with the state's Department of Corrections took place over the past year. We will be working with them to assess their current educational programs offered as to their relevance to today's labor market. We also anticipate working with them to provide access to internet-based resources through alternative means as the internet is not available to those incarcerated.

Leveraging Pennsylvania's WIG to meet expanding partnerships, connecting with the workforce investment system and education/economic development communities is a driving force for the state - this was taken very seriously by Pennsylvania in the use of its Program Year 2013 WIG funds.

As a final example, CWIA is often asked to assist in the preparation of ad hoc surveys using online survey design tools in an effort to collect and analyze data from a variety of stakeholders and customers. Each survey is different in scope and has its own unique set of questions to gather pertinent data from the respondents. CWIA is asked to develop, and analyze results from, such surveys about 5-7 times per year.

VIII. Activities Leveraging the WIGS

To leverage WIG funding, Pennsylvania's Department of Labor & Industry has pursued external support for its various projects and successfully developed interagency partnerships. One such successful effort is- Pennsylvania's Workforce Data Quality Initiative (PA-WDQI). The initiative's main goal is to link workforce, social services and education data through a interagency- longitudinal data system to measure and improve the state's success in preparing and placing individuals in jobs.

PA-WDQI has two overarching objectives:

- I. To measure the outcomes of taxpayer supported workforce and human services programs: ***The Return on Investment (ROI) Module***; and
- II. To identify the supply of skilled workers in relation to employer specific demand for workers: ***The Supply-Demand Module***.

To guide policy and program development, the PA-WDQI ROI module will enable the measuring of outcomes of workforce, human services and education programs as they relate to employment and wages. The Supply-Demand module will encompass workforce and education data, labor market information, and real-time occupational demand of Pennsylvania employers. The module will serve as a database for internal queries and analyses.

As PA-WDQI develops an integrated data platform allowing linkages of program-centric administrative data across service systems, it assures the protection of personally identifiable information.

PA-WDQI leverages grant funding from the United States Department of Labor's Workforce Data Quality Initiative received in 2012 for \$1 million and an Incentive Grant received in 2013 for \$350,000.

As another example of ongoing activity and partnership, CWIA continues to collaborate with the BWDP in the development and enhancement of L&I's job match system for the unemployed - JobGatewaySM. Specifically, CWIA representatives gather feedback from customers at various presentation forums and have access to data behind the system in order to perform complex analysis of the individuals and employers registered in the system.

An example of a new tool that CWIA developed in support of collaborations with other agencies is an econometric model that uses employment, new hires, and online job ads data to identify industries (Industries of Interest) that are growing aggressively. CWIA is working with representatives from Pennsylvania's WIBs and Department of Community and Economic Development (DCED) to utilize this tool to help target growth

industries. This information can be used to ensure limited resources are directed towards the maintenance and advancement of growth sectors in the state.

Information and knowledge gained through activities associated with this grant will be used in various other workforce-related activities. As mentioned previously, labor market information and workforce data expertise will be used to supplement activities associated with our WDQI grant. Knowledge of career information and its ties to educational attainment will be invaluable to the WDQI initiative. The High-Priority Occupation (HPO) process, which drives workforce education and training decision-making in Pennsylvania, relies heavily on occupational employment projections and projected job openings data produced through this grant. Information produced via this grant was also incorporated into the Department's state plan. In addition to working with our Bureau of Workforce Development Partnership and State Workforce Investment Board in the development of the Commonwealth's state plan, CWIA continues to provide information resources and input into the workforce strategies and policies in Pennsylvania.

Tools and Resources Created through or Supported

Regional Data Analysis Tool (RDAT) - The RDAT is an Access database tool that is provided to local WIBs to assist them with their industry cluster analysis. The tool provides the ability for the local areas to produce employment, wage and competitiveness statistics for Pennsylvania's Industry Cluster or customized industry clusters for any region. Data are displayed for each North American Industry Classification System (NAICS) code included in the cluster defined as well as the cluster as a whole. (Updated: Quarterly)

PA Employer Database - The PA Employer Database is provided to local WIBs and their partners to assist in outreach activities. The file includes employer names, contact information, NAICS codes, employment size ranges, and latitude and longitude of the employer for mapping purposes. The file also includes an indicator that identifies new employers. The database can be used to assist PA CareerLink® staff in marketing one-stop services and by local WIBs to attract employers for industry partnership activities. (Updated: Quarterly)

Local Employment Dynamics (LED) Analysis Database - The Pennsylvania Local Employment Dynamics (LED) database is a new product built using the publically available Census LED data. The PA LED Database contains data at the state, WIA, and county level. Standard queries are built into the database to analyze local economies based on the questions that can be answered by LED's Quarterly Workforce Indicators. For example, one feature of the database is specialized queries that focus on the growing cohort of older workers in the workforce. The database is distributed quarterly upon request and to the local WIBs.

Reemployment Assessment & Economic Impact Reports - Reemployment assessment & economic impact reports are commonly used to evaluate job prospects for individuals impacted by major layoffs or plant closings and analyze the potential economic effects of the layoffs to the area, including the estimated impact on sales, employment, income and tax revenue. These reports are produced upon request or, when possible, in anticipation of such events. CWIA completes about 10 reports annually and continues to market these services throughout the year.

IX. RECOMMENDATIONS

CWIA is currently working with local workforce boards and community colleges to assist them with meeting their reporting requirements under Trade Adjustment Assistance Community College and Career Training (TAACCT) grants and Workforce Innovation Fund (WIF) grants. There are currently six projects for which we are assisting these groups. The projects range from producing employment outcome metrics for participants of the programs being offered under these grants to providing micro-level employment and workforce services data to third-party evaluators associated with these grants. Coordinating these projects is time intensive and the programming to meet the needs of the grantees is labor intensive. There are also resources expended in preparing data sharing agreement to charge customers for this service and to prepare confidentiality agreements as many of the third party evaluations involve personally identifiable information.

Since the USDOL administers these grants and sets the reporting requirements for these grants, we recommend that a funding source be identified to provide the reporting services mentioned above. CWIA currently has processes in place to recoup the costs of this work by charging the grantees for these services; however, it is time consuming process that adds additional costs to the grantees. Having the ability to use additional monies provided through the Workforce Information Grant would enable us to provide a more cost efficient service to the grantees resulting in more dollars available for them to serve customers.

Appendix - Outcomes

The Center for Workforce Information & Analysis used ETA’s WIG to support Pennsylvania Department of Labor & Industry’s mission to increase opportunities for the state’s workers to acquire the skills to succeed in our knowledge-based economy and to strengthen the commonwealth’s economy through a skilled workforce. All deliverables from the WIG were completed as directed and in a timely manner by Pennsylvania.

A list of products and services is provided in the table below (Table 1).

| Table 1. Select CWIA Products | |
|--|--|
| Actuarial Evaluation | Marcellus Shale Industry Reports |
| Analysis of Pennsylvania's Minimum Wage | New Hire & Initial Claims Mapping |
| Areas of Substantial Unemployment | Occupational Trading Cards |
| CIP/SOC Crosswalk | Older Workers in Pennsylvania |
| Civilian Labor Force Packet | Pennsylvania Employer Database |
| County Profiles | PA Employers with more than 500 Employees |
| Demographic Information | Pennsylvania Career Guide |
| Economic Indicators | PA Career Coach |
| Economic Review of PA | Pennsylvania New Hires (by State & WIA) |
| E-LMI Learning | Performance Measures for varied programs |
| High-Priority Occupations Lists & Policy | Press Releases |
| IMPLAN Analysis (Input/Output Analysis) | Profile of Pennsylvania's Unemployed |
| Industry Cluster Analysis/Publication | Reemployment & Economic Assessment Reports |
| Job Skills | Regional Data Analysis Tool |
| Labor Market Information E-Learning Videos | Regional Fast Facts |
| Labor Surplus Areas | Statewide Fast Facts |
| Local Employment Dynamics Database | Strategic Early Notice Database |
| Long-Term Industry Projections | Strategic Early Warning Network Data |
| Long-Term Occupational Projections | Targeted Employment Areas |
| Manufacturing Fast Facts | Top 50 Employers |
| Marcellus Shale Fast Facts | Unemployment Compensation Data |
| <i>This is a representation of current products/services used. It is not a comprehensive list.</i> | |