

State of California
Employment Development Department
Labor Market Information Division
Program Year 2009-10
Workforce Information Grant - Annual Report

September 30, 2010

Introduction

The Department of Labor, Employment and Training Administration (ETA) continues to sponsor annual grants, such as the Workforce Information Grant (WIG) to support specified “core products” by labor market information (LMI) programs. Core products typically include infrastructure and product development (e.g., electronic systems, employment projections, occupational research/products).

The 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:

- Visual and spatial analysis of data using geographic information systems (GIS) technology;
- Information packaged to respond to the varied 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 analysis not funded by the Bureau of Labor Statistics;
- Identification of customer needs through the Labor Market Information Division's (LMID's) customer response network; and
- Ongoing communications with and support of a wide range of customers: workforce development partners, employers, educators, economic developers, planners, career seekers and more.

We are pleased to share our accomplishments for the program year 2009-10.

Deliverables

A. Core Products and Services Accomplishments

- 1. Continue to populate the Workforce Information System (WIS), formerly America's Labor Market Information System (ALMIS) database with State and Local Data. This includes updating occupational licensing data.**

Activity (Ongoing): Maintain and keep current the core tables of the California Workforce Information System (WIS) database and any tables necessary for the Workforce Informer Internet application.

Summary of accomplishments: Data updates occur as frequently as daily or monthly.

Activity (Ongoing): Develop and maintain the necessary applications to efficiently load data into the WIS database and quickly respond to data requests from the Local Workforce Investment Boards, career development agencies, and other customers.

Summary of accomplishments: LMID uses an in-house application to load the data. In addition, back-end changes to the online application occur as necessary.

Activity: Coordinate the distribution and licensing of the Workforce Information System *Info USA Employer Database* CD-ROM set to local workforce investment areas, and other local customers as appropriate.

Summary of accomplishments: The *2010 Info USA Employer Database* was distributed to 22 eligible sub-licensees and 30 copies to our local labor market consultants who assist local customers in mining these data when needed.

Activity (Ongoing): Survey occupational licensing agencies to update information on LMID's LaborMarketInfo Web site, and the national delivery system.

Summary of accomplishments: A Web site application for California agencies to update online licensing information is near completion. An automated process for maintaining and updating licensing information was developed. A pilot test of the new system was completed. Letters with IDs, passwords, and Web link were sent to licensing agencies and a process is in place to update the license database, review updated licensing information before publication, and bring the licensing information into the online occupational profiles and occupational guides. The Workforce Information System (WIS) database will also be updated as agencies update their information. Delays have been caused by turnover of information technology staff during this grant period. In the interim, individual license updates are made as staff collects occupational information.

2. Produce and disseminate industry and occupational employment projections

Activity: California industry and occupational short-term employment projections for 2009-11.

Summary of accomplishments: Produced California 2009-2011 industry and occupational projections and submitted ETA deliverable projection files to North Carolina LMI, on June 29, 2010. The short-term projections are posted on the LaborMarketInfo Web site for customer access.

Activity: California industry and occupational long-term employment projections for 2008-18

Summary of accomplishments: Produced California 2008-2018 industry and occupational projections and submitted ETA deliverable projection files to North Carolina LMI, on June 29, 2010. The long-term projections are posted on the LaborMarketInfo web site for customer access.

Activity: Long-term employment projections for 2008-18 for the largest local areas

Summary of accomplishments: Started 2008-2018 employment projections for five local areas. Expect to complete and publish employment projections on the LMID Web site for 14 local areas by the end of 2010.

Activity: Attend Workforce Information System-sponsored projections training to help accomplish these objectives.

Summary of accomplishments: Projections analysts attended three Workforce Information System-sponsored projections training sessions: Short-Term Industry Projections in December 2009; Long-Term Projections Industry Projections in January 2010; and Micro Matrix in March 2010.

3. Publish an annual economic analysis report for the governor and the State WIB

Activity: Annual *Labor Market and Economic Analysis*

Summary of accomplishments: LMID provided monthly analyses of the economy to Governor's Office staff and Workforce Agency officials and California Workforce Investment Board (CWIB) executives as requested, in addition to ongoing assistance to their staff. This year, the CWIB received an extension of the State Plan through PY 2010 and therefore the annual *Labor Market and Economic Analysis* report update was deferred, as it normally would be updated in order to be inserted into the State Plan. Our focus has been on research into understanding the green economy, and communicating that research to the Governor's Office, the CWIB, the California Green Collar Jobs Council and many other stakeholders, consistent with the Governor's and CWIB's priorities.

4. Post products, information and reports on the Internet

Activity (Ongoing): Update and maintain LMID's Web site: www.labormarketinfo.edd.ca.gov

Summary of accomplishments: California staff continues to host and maintain the California Workforce Informer Web site, LaborMarketInfo. LMID is responsible for day-to-day activities and implements improvements. Staff prepares articles for publication on each of the portal pages, uploads reports prepared by LMID, updates data as they become available, and continues to incorporate established usability standards to enhance the customers' ability to use the Web site. The Understanding the Green Economy Web page is a popular feature of our Web site, and facilitates information sharing about this emerging topic for many California entities and state labor market information programs across the nation.

Activity: Update and maintain *WorkSmart* (www.worksmart.ca.gov).

Summary of accomplishments: About 42,000 visitors per month access *WorkSmart*, an application geared for entry-level job seekers. Occupational data for 100 occupations were updated as appropriate during the program year.

Activity (Ongoing): Populate LMID's Intranet Customer Database (ICDB).

Summary of accomplishments: LMID continues to maintain the ICDB for tracking customer requests and contacts, customer satisfaction and product inventory.

Activity (Ongoing): Update and maintain LMID's state and local on-line career product, *California Occupational Guides*.

Summary of accomplishments: LMID staff continues to update the occupational information in the online *California Occupational Guides*, with state and local data at www.labormarketinfo.edd.ca.gov/occguides/. This product delivers occupational information and statewide and local wages, outlook, and benefits drawn from the California WIS database, and produces attractive printable career reports (in a summary

or detailed version) for customers who would like a take-away product. Research is underway to integrate elements related to the green economy into the guides.

5. Partner and consult on a continuing basis with workforce investment boards and key talent development partners and stakeholders

Activity (Ongoing): Provide public information services and field public requests for labor market information.

Summary of accomplishments: Staff responded to approximately 2,900 calls and email requests to assist customers in interpreting labor market information, distribute marketing fact sheets, brochures or labor market products, as well as respond to ad hoc data requests. We have found that since virtually all our data are available on the Internet now, we get somewhat fewer calls, but the nature of requests continues to become more complex.

Activity: Publish Local Workforce Investment Boards (LWIBs) *Planning Information Packets*.

Summary of accomplishments: Produced and published customized online *Planning Information Packets*, which are statistical reports for California's Local Workforce Investment Boards. Local Boards use these publications for program planning and targeting workforce and economic development needs and services. These packets contain local summary data on target customers such as public assistance recipients, individuals at lower living standards income levels, and economically disadvantaged persons. The *Planning Information Packets* are published online.

Activity: Surveyed Local Workforce Investment Boards to improve *Planning Information Packets*.

Summary of accomplishments: Contacted Local Workforce Investment Board staff by telephone and by email to identify any changing information needs and delivery preferences. The results were tabulated and analyzed, recommendations were made and presented to executive management in a final report, and factored into plans for improving the *Planning Information Packets* in future years.

Activity (Ongoing): Coordinate customer outreach and marketing.

Summary of accomplishments: Through the planned use of customer satisfaction (CS) data, obtained from our CS survey process, focus groups, and participation in community events, the Division continues to be positioned to respond to customer insights and expected outcomes that will result in more customer-focused and demand driven products and information services. LMID has approved plans for an expanded marketing and customer outreach unit that will consolidate these and related functions for the organization and enhance efforts to meet customer needs.

Activity (Ongoing): Facilitate the Labor Market Information Advisory Group.

Summary of accomplishments: The LMID facilitates the LMI Advisory Group, which meets on a quarterly basis. LMID showcases products, reports, and tools and provides economic updates while soliciting feedback and discussion. Members represent stakeholders in education, workforce, job-training, and related areas, State, local and Federal government entities; the workforce preparation community; economic development agencies; economists; and researchers; as well as the employer and job seeker communities. LMID has continued to hold quarterly meetings of the Labor Market

Information Advisory Group since the mid-1990s. Agendas, minutes, and presentations to the Advisory Group are posted on LMID's Web site for broader exposure.

6. Conduct special studies and economic analyses

Activity: Conduct the "California Green Economy Survey" to establish a baseline database of green jobs and activities in California.

Summary of accomplishments: The Labor Market Information Division (LMID) planned and executed the California Green Economy Survey in 2009 in collaboration with the California Air Resources Board, Community Colleges, Labor and Workforce Development Agency, Workforce Investment Board, Economic Strategy Panel, and the Energy Commission. Fifty-one thousand California employers from all geographic areas, all industry sectors, and business size classes were included in the sample for the survey, the main goals of which were to:

- 1) Obtain an estimate of the number of green and clean jobs in California;
- 2) Identify the current and changing business practices that are helping California to achieve a cleaner, more sustainable environment, in terms of both producers and users of green or sustainable technology/energy;
- 3) Identify the occupations that are emerging in the movement toward a more green economy; and
- 4) Identify strategies to facilitate greenhouse gas emissions reductions among California businesses.

The Green Economy Survey was completed in January 2010. The survey findings represent 12.6 million workers and indicate that about 3.4 percent of California's employment is directly involved in green production activities. The survey findings also show that about 63 percent of all businesses in the State use one or more green business practices. The Green Economy Summary Report will be published on the LMID Web site in the third quarter of 2010, with more focused industry and occupation reports to follow.

Activity: Conduct labor market research.

Summary of accomplishments: The LMID's Applied Research Unit (ARU) produced California workforce and demographic data by industry using the Quarterly Workforce Indicators dataset. The outcomes were presented at the annual Census-Local Employment Dynamics (LED) conference. This initial work has greatly enhanced our understanding of the dataset and will lead to more reports describing the characteristics of the California workforce. In addition, the Unit responded to numerous requests for specialized LMI data. The Unit also developed a template to report Help Wanted On-Line (HWOL) job ad listings by month and quarter, which is currently under review by EDD's executive management team. The plan is to post ongoing updates of current job listing analyses on our Web site for customer use.

Activity: Collect and deliver agricultural employment data (not funded by the BLS).

Summary of accomplishments: LMID continues to publish the *California Agricultural Bulletin* on our Web site, highlighting recent quarterly data. The Web site also includes links to more detailed regional monthly data found in Excel spreadsheets located in the Data Library section. This data series continues to be the most current agricultural employment data available.

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

Summary of accomplishments: Continued production of small area industry employment estimates allows partners in the workforce development system access 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 data for the larger Metropolitan Statistical Areas in the State.

Activity: Support the California Regional Economies Project (CREP) and other regional economic planning.

Summary of accomplishments: LMID staff continued to provide extensive data files and expertise that support the California Regional Economies Project (CREP), a program of California's Economic Strategy Panel to encourage regional economic planning.

Activity: Produce static and interactive maps and geo-spatial analyses for workforce investment/one-stop decision-makers and others.

Summary of accomplishments: Created and updated statewide maps of local workforce investment area (LWIAs) and One-Stop locations in three sizes: maps are available on the LMID Web site: www.LaborMarketInfo.edd.ca.gov. Poster size maps were printed and distributed to headquarters offices.

LMID is using *ArcGIS Publisher* to create easy-to-use interactive maps. *ArcGIS Publisher* converts map documents to published map files. These files are viewable through *ArcReader*, a free downloadable product from ESRI, the company that provides the GIS software, training, and support services to LMID. Published electronic interactive maps can be shared on CD, over the network, or via the Internet. Customers can zoom into areas of interest, turn on data layers, and export or print their maps.

An updated interactive map created with *ArcGIS Publisher* was coordinated with CWIB staff. The final map was provided as a ZIP file that can be downloaded from www.LaborMarketInfo.edd.ca.gov for access by all board members, local boards, and the public. The map includes One-Stop locations, Regional Occupational Programs, Community Colleges, cities, major roads, Local Workforce Investment Areas, Congressional, and State Assembly and Senate Districts and Caltrans regional office locations. The layers can be turned on or off to display or hide the data. Zoom and pan tools can be used to zoom into an area of interest and move around the map. The Identify tool can be used to view data about map elements. Additional features include a tool to locate features on the map, a tool to measure distances, and hyperlinks to Local Workforce Investment Area and Regional Occupational Program Web sites. Information on obtaining copies of the CD can be found on the LMID Web site. The help document included on the CDs was updated to show the use of new tools. The basic map tools are explained and short videos show the use of the tools interacting with the map and data. LMID was a Workforce Information Council regional award winner for this electronic tool, which allows workforce partners to have significantly improved access to information about the comprehensive one-stop system activities.

Over 100 maps have been completed this year to date for customers including One-Stop decision makers and local workforce investment boards. Staff also conducted analyses using GIS, conducted geocoding 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 with One-Stop locations; producing maps of agricultural employment, other employment, and unemployment, and, calculating employment at various geographic areas such as Congressional and Assembly districts, fire districts, and city boundaries and calculating distribution of American Recovery and Reinvestment Act (ARRA) funds by LWIA and political geography.

The GIS team maps employment and related data for various emergency situations 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 staff and allowed decision makers to stay informed during actual emergency events.

LMID continues to create, evaluate, and use sub-county data sets in analysis and mapping. The data sources for these include the Census, Unemployment Insurance Claims, and the Quarterly Census of Employment and Wages (QCEW).

Activity: Collaborate with other states and California entities to better define and describe green industries and jobs, and inform the workforce development community.

Summary of accomplishments: LMID has collaborated in the research arena in California and with other State LMI programs to study and synthesize research about the green economy, better understand definitions of green jobs, green industries and occupations, and assist workforce programs in the state to understand and apply knowledge of the green economy. We have consulted with the national O*NET center to understand and comment on their research into the green economy. In addition, California staff co-led a national Workforce Information Council sponsored work group, along with the Bureau of Labor Statistics, focused on understanding the definition of the green economy and assessing the experiences of pioneer states as they conducted surveys and research into the green economy.

LMID also completed a report for the California Energy Commission to conduct green transportation career research in the alternative and renewable fuel and vehicle technology field, applying our learning from the green economy survey and other research.

Activity: Support the California Green Jobs Council of the California Workforce Investment Board.

Summary of accomplishments: LMID has been a regular participant in the California Workforce Investment Board's Green Collar Jobs Council (GCJC). The GCJC membership includes state and local, public and private entities involved in the business of implementing clean energy policies, and funding regional partnerships and training for green jobs. The GCJC includes membership from the California legislature, business, and labor, as well. LMID has presented information on our findings about green jobs at many of the GCJC's monthly meetings. The practical knowledge LMID offered assisted the council in making decisions about the planning and investment of training resources.

B. Customer consultations—findings and recommendations

1. Methods for collecting customer satisfaction information and interpreting the collected information

California's Labor Market Information Division implemented a marketing program and customer satisfaction survey process in the mid-1990's to ensure that consultation with our customers is an essential component in improving the usefulness of and satisfaction with the LMI disseminated through the workforce information system. The Division maintains a demand-driven system by actively seeking ongoing feedback from our customers on how we can improve our 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
- LMI Advisory Group
- Interaction and participation at over 300 meetings, conferences, job fairs, presentations, training, and workshops attended by over 13,500 LMI customers

Customer information is tracked in the Division's Intranet Customer Database (ICDB). Staff can access reports through the ICDB. The database also easily provides staff with lists of customers who have ordered products, creating a contact list for focus groups or more detailed surveys.

The Division also relies on focus groups, one-on-one customer interviews and the insights of the LMI Advisory Group to obtain customer suggestions and comments for enhancement of our products and services. These activities are ongoing. To augment our understanding of our customers' needs, and how we might better address them, LMID maintains both a Marketing and Customer Outreach Guide that describes appropriate customer outreach efforts for our staff, and Customer Group and Product Profiles that are housed in the Division's ICDB and provide select satisfaction ratings and information by customer group or individual product.

2. Assessment of the principal customers' satisfaction with the product and service

During 2009-10, LMID's Web site: www.LaborMarketInfo.edd.ca.gov disseminated LMI products and publications primarily via electronic format. From September 2009 through August 2010, there were more than 3.8 million visitors to our Web site. These customers viewed over 27 million pages. Our online jobseeker resource, *WorkSmart*, received more than 508 thousand visitors during the same period.

Our customers value our products and services, as reflected in the Web statistics above. More than 80 percent of our Web site activity for labor market data was to access occupational information and career tools. In particular, customers received details on wages, occupational projections, occupational guides, job openings, and information on training programs.

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

We continue to work with our customers to hone our products and services to meet their needs. We receive feedback during meetings, conferences, training, and presentations we provide. We also monitor customer feedback as it is received from the online Questions, Comments, and Suggestions form.

C. Recommendations for changes or improvements to the required grant deliverables

We applaud the ETA for the willingness to listen to the recommendations of the Workforce Information Council as it related to improving the expected deliverables for this Workforce Information Grant. The 2010 core products are better focused, and continue to meet customer needs.