

**Florida**  
**Annual Performance Report**  
**Workforce Information Grant**  
**PY 2009**

**A. Accomplishments by Deliverable**

1. **Continue to Populate the Workforce Information (WIDb) Database with state and local data**

**Outcomes Compared to Planned Outcomes**

Florida populated the Workforce Information Database using version 2.4 with the latest labor force, industry, occupation, wage, performance, and administrative information in PY 2009. The database continues to provide information for several Internet-based delivery systems, including the Florida Research and Economic Database (FRED), the What People Are Asking (WPAA) system, and the LMS Website. The Workforce Information Database was used for data extractions for special requests from state and Regional Workforce Boards and local economic development councils.

**Extent to Which the Activity Conformed to Planned Milestones**

The activity conformed to planned milestones as specified in the PY 2009 Workforce Information Grant.

2. **Produce and Disseminate Industry and Occupational Employment Projections**

**Outcomes Compared to Planned Outcomes**

Long-term projections were completed for Florida, 24 Workforce Regions, and all large counties with employment above 100,000. 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, 2010.

Employment projections were a critical input into the Florida Workforce Estimating Conference (WEC), which met twice in PY 2009 to recommend the statewide demand occupations for training. These demand occupations drive the regional targeted occupations lists (TOLs) within Florida's workforce system.

### **Extent to Which the Activity Conformed to Planned Milestones**

The activity conformed to planned milestones as specified in the PY 2009 Workforce Information Grant.

### **3. Publish an Annual Economic Analysis Report for the Governor and the SWIB**

#### **Outcomes Compared to Planned Outcomes**

The Labor Market Statistics Center (LMS) completed the trends and conditions report as part of the Agency's Long Range Program Plan (LRPP). This contains an annual report on economic/demographic trends and conditions by industry/occupation which is provided to the Executive Office of the Governor. This report is required by Florida Statutes.

Florida's Labor Market Statistics Center also produced Industry Profiles for targeted sectors as requested by Workforce Florida, Inc, Florida's state workforce board. These industry profiles support the development of Banner Centers which were created to provide a statewide partnership between business, economic and workforce development, in order to attract and train for high-value industries.

Training for high-value industries is concentrated in Banner Centers in partnership with community colleges. Industry Profiles were completed for:

- Aviation and Aerospace
- Biotechnology
- Construction
- Finance and Insurance
- Health Care
- Information Technology
- Logistics and Distribution
- Manufacturing

The studies cover industry employment, wage, occupational and labor dynamics data in order to provide an overview of the industry as relates to size, wages, and training requirements. Labor dynamics data provide an additional analysis tool for these industries indicating a great need for replacement training or retraining in industries that may be declining in net number of jobs.

## **Extent to Which the Activity Conformed to Planned Milestones**

The activity requirements were met and were targeted to support the state's major policy initiatives in workforce and economic development. Workforce Florida, Inc. requested and approved the substitution of industry profiles for the statewide economic analysis.

### **4. Post products, information, and reports on the internet**

#### **Outcomes Compared to Planned Outcomes**

This deliverable continues to play a critical role as LMI data users prefer online usage. The Labor Market Statistics Center deploys: Florida Research and Economic Database (FRED), What People Are Asking (WPAA), in addition to the LMS Website, Florida Wages (the Estimates Delivery System), the Targeted Occupations List, and the Quarterly Workforce Indicators as major delivery vehicles for on-line uses. The total website hits and requests were 16,406,131 in PY 2009. Web hits and requests now comprise 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 12.5 million hits in PY 2009.

- Received the following hits by product:
  - Over 3.6 million for WPAA
  - Almost 3 million hits for [labormarketinfo.com](http://labormarketinfo.com) and [floridawages.com](http://floridawages.com)
  - Almost 2.8 million hits for FRED
- Web hits of products include:
  - 44,562 publications from the website
  - 18,162 maps and charts
  - 3,814 Green Jobs brochures
- The Labor Market Statistics Center provides several types of continually updated maps on-line:
  - 48 commuting maps per year
  - 132 industry level change maps
  - 132 industry percent change maps
  - 12 unemployment rate maps

Web requests totaled 3.9 million compared to 4.3 million in PY 2008. The WPAA system had the most requests at 1.5 million in PY 2009. The LMS website continued to maintain a link to the U.S. Department of Commerce, Bureau of the Census, for local employment dynamics statistics for Florida by county, metro area, or workforce region. The indicators are available by quarter, by gender, and age group.

Florida deployed a special on-line map application for tracking the oil spill impact on Florida employers. It received almost 24,000 requests in just one month.

### **Extent to Which the Activity Conformed to Planned Milestones**

The activity conformed to planned milestones as specified in the PY 2009 Grant.

### **5. Partner and Consult on a Continuing Basis with Workforce Investment Boards**

Customer demand for LMS products and services from the workforce, economic development, and education system remains high. A major product (and service) is the Workforce Estimating Conference and the Regional Targeted Occupations Lists (TOLs). In addition, LMS completed numerous other products and services in consultation with Workforce Florida, Inc.; Florida's 24 Regional Workforce Boards; Enterprise Florida, Inc.; and local economic development councils. These products and services are listed below.

#### **Regional Targeted Occupations List (TOLs):**

Labor Market Statistics (LMS) continued to enhance the website for the Regional Workforce Boards to update the preliminary TOLs and for Workforce Florida, Inc. to review these submissions. LMS enhanced the system to accommodate the appeals process for Regional Workforce Boards to contest additions to or deletions from TOLs. Almost 100,000 web requests for TOLs were received in PY 2009.

In addition, LMS assisted Workforce Florida, Inc. with the compilation, review, and labor market analysis of the Regional Workforce Boards requests for additions to the TOLs.

LMS finalized 2010-2011 regional targeted lists that included occupations based on local input from the regions and occupations suitable for statewide training due to high demand.

### **Presentations and Training:**

Labor Market Statistics continued to provide technical training and presentations for workforce and economic development. A total of 750 people attended 33 LMS presentations and seven customized training sessions. LMS produced 72 individual PowerPoint reports for workforce and economic development partners.

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

Monthly state press releases are very involved and now include:

- Narrative release with tables
- Frequently Asked Questions
- Briefing Paper for AWI Director
- Maps
- Recession Graphs
- Travel Report for the Director (PowerPoint)

As a special service Labor Market Statistics produces custom monthly press releases for all 24 of Florida's workforce regions. These reports include data tables and narratives.

A monthly conference call is conducted with Regional Workforce Board directors and their 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 56,874 publications were distributed by mail and 44,466 were retrieved from the website in PY 2009.

Wage Conversion Posters (10,000 small, 1,000 large) are produced and distributed annually, with Florida's new minimum wage posted prominently. After a new printing of 5,000 sets of Career Posters, distribution continues for this item that remains popular with One-Stop Career Centers and schools.

A total of 46,000 Occupational Highlights brochures, with occupational forecasts statewide and for all 24 Regional Workforce Boards, were produced. To aid middle-school career

counseling, LMS continued the wide distribution of the popular sets of Career Comics to Florida schools.

Job Vacancy Survey Brochures (12,000) for all 24 Workforce Regions and statewide were produced. Additionally, brochures for Workforce Region 8 (2,000) and for the Space Coast (2,000) were printed and distributed.

The Giving Children Hope and Skills Handbook, a popular guide to providing parents and their children insight into preparing for future careers, saw wide distribution to elementary schools and One-Stop Career Centers.

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

A flyer on "A Sample of Jobs in a Green Economy" originally produced to aid educational efforts by Workforce Florida, Inc., was updated and remains available on the agency website. Two additional flyers, Jobs Online and Education and Training Pay, are available on the website and receive many requests from schools and One-Stop Career Centers. All print media publications are produced at the request of Regional Workforce Boards.

### **Strategic Partnerships:**

Labor Market Statistics worked with the Florida Department of Education on data implementation for the Florida Career and Professional Education Act and on occupational training codes for the 2009-10 regional targeted occupations lists.

## **6. Conduct Special Studies and Economic Analyses**

### **Outcomes Compared to Planned Outcomes**

Program accomplishments greatly exceeded the plan due to the large demand for reports/products/data services from Workforce Florida, Inc., Regional Workforce Boards, local economic development councils, and other customer groups. 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 Workforce Information Grant. LMS received 245 special requests for occupational and wage data, and 59 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 now use the Transferable Occupation Relationship Quotient (TORQ) system instead of 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 enrolled or 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 24 labor supply studies were completed in PY 2009. These are high-demand customized studies that require a fast turn-around cycle.

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

During PY 2009, LMS completed 24 regional studies on workforce, demographic and industry topics requested by various Regional Workforce Boards. Two Rural Loan Studies (at the request of USDOL/ETA) were conducted in the same period. Other studies included a special study of the impact of an industry cluster on a specific geography, two special impact analyses of facilities closures or expansion, and 21 prison industry enhancement reviews.

### **Industry/Occupational Projections:**

LMS produced long-term employment projections for Statewide, all 24 workforce regions, and for all large counties with employment of 100,000 or more to the year 2017. Short-term projections to the year 2010 at the statewide level also were produced.

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.

**Maps:**

Developing mapping capability is a major focus, and most maps are distributed on the website. Additionally, 39 special request map projects were completed. LMS prepared commuting maps for all 24 Regional Workforce Boards in Florida.

**Green Jobs Activities:**

A Green Jobs flyer, listing possible occupations in the green economy, was created in response to customer demand. LMS developed a Green Jobs section on [www.labormarketinfo.com](http://www.labormarketinfo.com) featuring the Green Jobs flyer, LMS presentations on the topic, and hyperlinks to other resources.

LMS reviewed reports to identify green industries, occupations and definitions of green jobs to lay the groundwork for a survey. LMS has collected definitions of "green jobs" and "green industries" from other states and published reports. LMS was a key partner with Workforce Florida, Inc. in creating a Florida definition of green jobs. A green jobs survey using federal stimulus funds began in April 2010, and is ongoing. The survey is not part of the PY 2009 WIG.

LMS was instrumental in setting up the National Association of State Workforce Agencies (NASWA) Green Jobs Group and is an active member of the U.S. Bureau of Labor Statistics (BLS) Green Jobs Study Group. LMS is a member of several other state-level green jobs initiatives.

**Extent to Which the Activity Conformed to Planned Milestones**

The level of activity exceeded planned milestones as specified in the PY 2009 Workforce Information Grant.

**B. Customer Consultations**

The most recent LMS customer satisfaction survey rated six questions about how staff handled information requests. The overall satisfaction rating on a scale of 1 to 5 was 4.8 for all six questions, the same level as for PY 2008. Excluding the overall rating, the range of scores was between 4.73 for LMS courtesy and 4.67 for providing information in a timely manner.

Based on these customer satisfaction findings LMS will continue with efforts to make online products more understandable to the average Florida jobseeker.

In addition, Labor Market Statistics continues to receive the highest rating of any office within the Agency for Workforce Innovation from the WFI Partners (Regional Workforce Board directors and staff). LMS received an aggregate rating of 4.7 on responsiveness, 4.5 on timeliness, 4.8 on knowledge, 4.5 on understandability, and 4.6 on overall satisfaction from the last survey.

### **C. Recommendations for Improvements or Changes to the Deliverables**

Florida adapts delivery of products under the six major deliverables based on the needs of the state and 24 Regional Workforce Boards. 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 continue to promote and share best practices and products/services developed by states under this suite of core products. ETA should include and fund additional products such as Benefits Surveys and Job Vacancy/Hiring Needs Surveys to help fill data gaps.

### **D. Expenditures:**

The total amount of the grant is \$1,388,142. All grant funds will be expended by August 2010.