

New York State Annual Performance Report for the PY 2009 Workforce Information Grant

I. Deliverables

This report explains how the New York State labor market information program addressed the six ETA deliverables outlined in the statement of work.

1. Continue to populate the workforce information database with state and local data.

Core data tables were updated. New Occupational Employment Survey (OES) and staffing patterns data were loaded into the workforce information database and made available via the New York State Department of Labor (NYSDOL) website as the data were produced by the OES unit. The quarterly and annual average data from the Quarterly Census of Employment and Wages (QCEW) program was updated. Short-term (two-year) occupational projections for New York State and its 10 regions were loaded into the database and made available for public access on the Internet. The InfoUSA employer database was loaded as updates were received, and served as the underpinning of the Business Directory tool on the website. Current Employment Statistics (CES) and Local Area Unemployment Statistics (LAUS) program data were updated monthly and after the benchmarking of the series. State-produced estimates of jobs by industry for non-CES areas were also loaded monthly and after benchmarking. Information on Occupations Licensed and Certified was entered in the database and updated online. Monthly and quarterly Mass Layoff Statistics (MLS) data was added to the Workforce Information database this year. Modifications to the database 2.4 structure are performed on a table-by-table basis as new tables are populated.

2. Produce and disseminate industry and occupational employment projections.

Short-term industry and occupational projections were completed for the state and 10 labor market regions according to the Projections Managing Partnership's guidelines using the Micro-Matrix and Short-Term Industry Projections software. Occupational Employment Statistics program staffing patterns were developed using the Estimates Delivery System. Short-term occupational projections for the state and regions and related products were made available on the department's web site.

Long-term industry and occupational projections were completed for the state. Industry forecasts were developed using the Projections Workgroup's Long-Term Industry Projection software. Results were benchmarked to the New York State Division of Budget forecasted growth rates for the state and 2-digit industries. Occupational Employment Statistics staffing patterns, developed using the Estimates Delivery System, were used in the Micro-Matrix system. Projections were developed following Projections Workgroup guidelines.

3. Publish an annual economic analysis report for the Governor and state WIB.

Two reports for the workforce system were published this year.

Significant Industries in New York State: A Report to the Workforce Development System

One of the major objectives of the workforce development system is to encourage local workforce investment boards (LWIBs) to plan strategically and focus their resources on priority industries (and eventually on priority occupations within those industries).

This effort, however, has not achieved the degree of success that had been hoped for because local decision makers lacked the information needed to identify priority industries. Therefore, the New York State Department of Labor's Division of Research and Statistics centered this report on industries identified as "significant industries." Industries presented here are classified according to their North American Industry Classification System (NAICS) code.

In this report, significant statewide industries are listed according to several criteria. The State Workforce Investment Board should concentrate their workforce development resources on these particular industries. At the regional level, local WIBS should contact their regional labor market analyst for assistance in identifying significant local area industries.

To determine which industries are significant industries, job counts, wage levels, job growth (both net and percent) over the 2006-2009 period, and expected job growth, based on industry employment projections through 2016 were analyzed. Priority industries that may have been designated by economic development or workforce development officials were also considered.

A copy of the report is posted on NYSDOL website at:

www.labor.state.ny.us/stats/PDFs/Significant_Industries_Report_0610.pdf

A Closer Look at Occupational Projections - New York State 2010

Job seekers, students, workers and employers in New York State can use the information in the report to plan their futures. This report combines information about jobs that are expected to grow with information on each job's usual wages, education and training requirements. This provides a powerful tool to gauge the current and future prospects of an occupation.

Jobs in higher wage careers that require more on-the-job training or work experience tend to have lower average annual openings than those that require short-term on-the-job training. People looking at career options need to consider the trade-off between: lower-paying careers with minimal training requirements but a high number of openings versus higher-paying careers that require more training but offer fewer openings.

A copy of the report is posted on NYSDOL website at:

www.labor.state.ny.us/stats/PDFs/occupationalprojections.pdf

4. Post products, information, and reports on the Internet.

The New York State Department of Labor's website was regularly updated and enhanced. It can be accessed at www.labor.state.ny.us/stats/index.shtm.

- NYSDOL analysts consulted with local WIBs on occupational demand lists. The website includes an online tool for adding and deleting occupations.
- Regional lists of occupations in which heavy hiring is expected in the coming month were posted on the website each month.
- Monthly estimates of nonfarm jobs by industry for areas not funded by BLS were prepared and published online.
- Daily job opening lists for labor exchange were prepared and published through the WDSuite tool.
- Published monthly summaries of recent job expansions and contractions by region culled from various media sources.
- Published monthly summaries of labor market conditions on the regional web pages.
- Published the monthly newsletter, "Employment in New York State", which presents labor research issues and economic trends for New York State and its regions.
- Updated a nationwide MSA wage comparison tool on the website so that job seekers and employers can estimate wage differentials between major metropolitan areas across the country.
- Updated the labor supply section of the website to help deal with labor shortages. This section included data on registered job seekers, wage comparisons, New York State college graduates, and population projections.
- Published industry projections, including supersector analysis and 3-digit NAICS industries. The interactive application allows workforce and economic development planners to target industry sectors based on growth, wages, size, and location quotients.
- InfoUSA's employer database continued to be provided to the public on the website in the form of a Business Directory tool. The latest version of the database was loaded and InfoUSA was properly cited as the source.
- Published regional brochures on Science, Technology, Engineering and Math (STEM) occupations.
- Continued to transmit and review the required datasets for participation in the Local Employment Dynamics (LED) Program. Data are available online at

<http://lehd.did.census.gov/led/index.html> . NYSDOL also participates in the OntheMap application.

- Published monthly Index of Coincident Economic Indicators (ICEI) for NYS.
- Published monthly Upstate New York Labor Market Report.
- Added Mass Layoff Statistics (MLS) data for New York State and the nation to the website. It was updated monthly and quarterly.

By Regional Office

The Capital Region analyst:

- Continued to publish monthly labor market overview chart books for the Albany-Schenectady-Troy and Glens Falls MSAs. These reports were also distributed to key economic development staff in the region via the Commissioners Regional Representative.

The Central New York analyst:

- Created an online searchable database of newspaper articles concerning hiring and firing.
- Combined IPEDS data with SOC code titles in an application to show employers which NYS schools graduate the largest number of persons by occupation.
- Combined the ARC Employer Database with staffing patterns data to allow job seekers to find potential employers by occupation.
- Created a searchable database of prevailing wage rates for the UI system.
- Updates monthly PowerPoint presentations on the economies of each county in Central New York.
- Updated the regional “*Jobseekers Guide to Industries*” reports.
- Updated a Central New York PowerPoint show highlighting green jobs in the region and local resource information.
- Published regional size-of-firm data for Central New York.
- Ran a list serve with roughly 1,100 users to dispense monthly reports on labor market trends.

The Finger Lakes analyst:

- Published a commutation map which depicts cross-county flows in the region.
- Published a number of slideshows on a variety of topics including:
 - Science, Technology, Engineering and Math career trends
 - Regional Priority Clusters (Advanced Manufacturing, Alternative Energy, Health Care, Optics and Imaging, and Biomedical)
 - Regional Career Trends
- Published cluster analysis reports.
- Published data on priority industries

The Long Island analyst:

- Published monthly spreadsheets with local employment and unemployment data.

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

NYSDOL's ten regional offices served local One-Stop partners, LWIBs, and stakeholders extensively.

- Regional analysts served on LWIB sub-committees. Analysts attended 128 LWIB meetings across the state. Central office staff assisted the staff of the Division of Workforce and Employment Solutions (DEWS) as requested. DEWS staff serves as staff to the State WIB.
- The analysts updated information on labor market conditions by providing labor market information (LMI) and data of all types. For example:
 - Labor supply
 - Regional economic analysis
 - Significant industry analysis
 - Industry cluster analysis
 - Recession resistant jobs
 - Lists of local demand occupations
 - Commutation data
- NYSDOL partnered with various agencies to support school-to-work transition efforts:
 - Served on advisory boards
 - Conducted CareerZone training sessions
 - Participated in Career Days
 - Prepared Science, Technology, Engineering, and Technology (STEM) career factsheets
 - Contributed to School-to-Work (STW) newsletters
- Staff assisted the Division of Employment and Workforce Solutions (DEWS) by writing parts of reports, grant applications, strategic plans, and requests for proposals (RFP).
- Staff worked with DEWS Rapid Response and Layoff Aversion teams on 66 Rapid Response events.
- Staff evaluated and scored numerous RFP proposals for WIA statewide grant monies at the request of DEWS which serves as staff to the State WIB.
- The analysts assisted in the preparation of various LWIB grant proposals to USDOL and NYSDOL.
- The analysts made 329 presentations on various LMI topics to a variety of customers, explaining the sources and use of various datasets.

- Staff presented workshops at the New York Association of Training and Employment Professionals statewide conferences.
- Staff geocoded QCEW data for the purpose of mapping this information for customers. The file is currently 92% coded.
- Staff conducted an analysis of the auto industry for NYSDOL executive staff.

By Regional Office

The Capital District analyst:

- Demonstrated to workforce, business and transportation professionals various uses of the Local Employment Dynamics data to answer heretofore unanswered workforce related questions.
- Provided LMI training at a joint NYSDOL / NYS Economic Development Council executive level collaboration session.
- Distributed summary applicant and openings data to counseling and business services staff of local One-Stop Centers within the region.

The Central New York analyst:

- Provided key talent development partners, including community colleges and the Women's Opportunity Center, with local population data; business directory data; and occupational/industry projections information for grants and to assist jobseekers.
- Assisted local WIB staff with finding Unemployment Insurance prevailing wages for various occupations.
- Assisted local WIB staff with assessing demand occupations, determining program goals, and produced LMI for their web sites.

The Finger Lakes analyst:

- Assisted local WIBs by providing data regarding the advanced manufacturing and health care clusters. Evaluated the availability of various labor pools for the advanced manufacturing industry.
- Partnered with Finger Lakes WIRED to research and promote regional skills alliances in health care and advanced manufacturing.
- Is a member of the Rochester area Business Trends Committee, a group which routinely meets to evaluate the current condition of the regional economy.
- Mapped data using GIS software for the local WIB. The maps highlighted the availability of labor, regional wages, employment, and commutation trends.
- Partnered with the Finger Lakes Advanced Manufacturing Enterprise (FAME) to research and promote careers in advanced manufacturing, and with the Health Care Regional Skills Alliance to research and promote careers in health care.

- Mapped data using GIS software for various economic development agencies. The maps help to attract prospective firms by highlighting the availability of labor, regional wages, employment, and commutation trends.

The Hudson Valley analyst:

- Assisted local WIBs in identifying specific industries that are still generating jobs in today's market.
- Regularly attended WIB meetings and provided current labor market data.
- Continued to work with the Putnam/Westchester WIB's Economic Response Committee. Regular meetings were held to discuss the economic crisis and its impact on the region.
- Continued to work with local economic developers in analyzing labor market conditions in key areas, identifying the available labor pool and other key economic factors in the hope of attracting more businesses to the region.
- Conducted and/or participated in the following sessions:
 - Conducted three LMI seminars to groups of newly hired counselors from the Division of Employment and Workforce Solutions (DEWS)
 - Assisted DEWS with their Yellow Ribbon Job Fair, for newly release soldiers, by conducting LMI workshops. These included CareerZone, an online career exploration tool.
 - Assisted DEWS and workforce partners by providing key LMI for use in rapid response presentations, and job fairs.

The Long Island analysts:

- Worked closely with three WIBS in the region, the DEWS Business Services Team, NYS Economic Development and the Long Island Forum for Technology (LIFT) on regional economic transformation strategies and to develop and implement the second year of the 13N training grant. Work on this grant involved identifying skills in demand by local employers and the development of skills based curriculum by local colleges and training providers to address these skill needs.
- Worked with numerous business, education, labor organizations as well as WIBS to identify clean/efficient energy projects, regional business opportunities, skill needs and related job opportunities in the region. The analysts were then able to incorporate this information on green career and job opportunities in presentations to career and guidance counselors, job seekers and business groups.
- Worked with various industry and professional IT groups to identify emerging career and job opportunities for the major upgrading of Electronic Health Records (EHR) and other aspects of modernization now underway in the hospital and ambulatory health care industry.
- Worked with LIWorks an arm of the Long Island Association, in building and supporting school-business advisory boards and in identifying target industry sectors for the formation of School-Industry Academies, especially as they relate to advancing student awareness of STEM careers.

- Worked with BOCES advisory councils to identify careers in demand and emerging skill needs in the regional labor market.
- Worked closely with regional rapid response and layoff aversion teams, providing LMI workshops at numerous events but also meeting monthly with team members to discuss current labor market conditions, areas of particular stress and strength, and the skills training needed by laid off workers to compete and maximize reemployment opportunities.

The Mohawk Valley analyst:

- Worked with a local hospital human resource department regarding health industry job openings.

The New York City analyst:

- Served on advisory board for NYC Labor Market Information Service, a WIB-funded group preparing labor market reports for the workforce system.
- Advised NYC Dept of Homeless Services on an economic model relating unemployment & employment data to the need for shelter.
- Provided staff at transportation (Queens County) and manufacturing (Kings County) one-stops with sector-specific data and analysis to assist them in developing jobs from these sectors.

The North Country analyst:

- Served on the North Country WIB's Green Collar Jobs Advisory Committee.
- Served on the Pfizer Community Impact Subcommittee, having performed an economic impact study.

The Southern Tier analyst:

- Provided sectoral analysis for two WIBs along with multiple layers of additional labor market information to assist in guiding the board's future direction and inform the board members of current economic conditions/trends locally.
- Regularly attended and provided data for meetings of the Chenango-Delaware-Otsego STEM Council. The group is a consortium of workforce professionals, primary through higher educational institution leaders, as well as local business representatives. Its intent is to inform the local populous of STEM opportunities locally and bridge the gap between educational institutions (at all levels) and future business needs.
- Presented monthly at the Broome Employment Center to unemployed individuals formerly in professional/technical occupations. Provided local labor market information to assist the job seekers in finding opportunities within the business community.

Training is an important aspect

Staff held training sessions for the field analysts. The sessions provided updates on WIA-related activities and priorities, as well as training on BLS programs; research for Wagner-Peyser staff; the LED

program; career information; alternative measures for unemployment; establishment survival using LDB; and the querying of UI data.

At the request of the NYSDOL Career Development and Youth Initiatives Office, staff continued to participate in the Personalized Academic and Career Engagement (PACE) Academy for educators, counselors, and administrators; and attended the bi-weekly meetings of the NYSDOL Internal Youth Policy Group. One of the PACE academy goals is to integrate career and labor market information into the participants' school curricula to help students see the relevance of their learning and prepare students for the transition from school to the workplace.

6. Conduct special studies and economic analyses.

Staff engaged in a number of special studies or analyses at the request of department administrators and the Division of Employment and Workforce Solutions (DEWS) which acts as staff to the State WIB. They are described below.

- The federal Carl D. Perkins Career and Technical Education Improvement Act of 2006 included several references to "high demand, high wage, or high skill" occupations. Individual states were encouraged in this federal training legislation to develop their own definitions of these terms for program applications. The New York State Education Department (NYSED), in collaboration with the New York State Department of Labor (NYSDOL) and the State Workforce Investment Board (SWIB), developed definitions for "high-demand, high-skill, and high-wage" occupations to target state training funds more efficiently. New York State defined high skill by education and training requirements, wages by a threshold percentile cutoff for occupational groups defined by education and training requirements, and high demand by a threshold combination of percent growth rate and number of openings. New York State data along with that of other states is displayed by the state of Georgia on their Occupational Supply Demand System (OSDS) web site where the high skill, high wage, high demand data is presented along with other data sources relevant to occupational supply and demand. The Occupational Supply Demand System can be found online at: <http://occsupplydemand.net/>
- At the request of Bruce Herman, Deputy Commissioner for Workforce Development, information was provided on the auto parts manufacturing industry in New York State. This was background for a meeting with manufacturers and union representatives in September 2009. In early 2010 further analysis of the auto parts manufacturing industry was provided.
- Labor Market information staff assisted DEWS staff in writing, designing, and scoring numerous RFPs for statewide WIA funds, such as:
 - Emerging and Transition Workers
 - Disconnected Youth
 - Building Skills for Business in NYS

- At the request of the Business Services Unit of the Division of Workforce Solutions (DEWS), staff worked with them on using Unemployment Insurance (UI) claims data for firms to help identify firms that might be in trouble so that Layoff Aversion measures might be offered.
- Staff began a report for the New York State Commissioner of Labor concerning New York State's minimum wage workers. This information will be used by the Commissioner to determine the adequacy of the NYS minimum wage. The report included an overview of the history of minimum wage in New York State, a review of the minimum wage in other states, a detailed overview of characteristics by wage range, estimates of costs to employers of an increase in minimum wage, and a review of literature and other organizations' studies related to minimum wage. The characteristics section covered topics such as age, race/ethnicity, gender, part-time/full-time status, industry, occupation, family income, poverty status, and health insurance coverage.
- Staff provided statistics concerning the labor force status of selected groups to members of Congress, the state legislature and other elected officials. At times the labor market information was provided by the department's Office of Intergovernmental Affairs. Other information was provided directly to legislative staff as the result of their requests. Many of these requests were for information on veterans and youth in the labor market.
- Staff conducted an annual survey of apple growers to determine the prevailing wages and practices. This information was provided to ETA for the purpose of developing annual prevailing wages for various apple and pear crop activities and for determining prevailing practices standards.
- Staff consulted with the department's Bureau of Immigrant Workers Rights on a series of surveys to assess the services One Stops provide to those of limited English proficiency (LEP). Staff assisted with the development of three surveys: 1.) A survey of LEP One Stop customers to determine their level of usage of the One Stop services and their satisfaction with the services; 2.) A survey of immigrant/LEP-focused Community Based Organizations (CBOs) on the amount of contact they have with One Stops and if they refer their LEP clients to One Stops; 3.) A survey of One Stop Administrators to estimate the demographics of the population and the One Stop Center customers in their areas; the language and cultural competencies of staff at the One Stop Centers; the resources available to LEP individuals at the One Stop Centers; and the amount and type of outreach by the One Stop Centers to the LEP community. Implementation of the surveys and analysis of results are still in progress.
- Staff has tracked the debate in New York State about drilling (hydraulic fracturing) for natural gas in the Marcellus Shale. Staff are collecting information and consulting with the Pennsylvania LMI staff in order to advise administrators concerning jobs estimates that may result if mining is allowed to proceed by the state Department of Environmental Conservation. That agency is studying the implications of drilling.

- Staff provided two briefings to the NYS Division of Budget economic forecasters concerning labor market conditions in each region of the state. These took the form of 2 conference calls between the out-stationed labor market analysts and Division of Budget staff.
- At the request of executive staff, staff worked to assess the efficacy of One Stop services to UI claimants in order to target appropriate services to jobseekers in a timely manner.
- At the request of executive staff, staff continued the process of assessing the distribution of Limited English Proficiency (LEP) populations to determine in which offices NYSDOL bi-lingual staff should be located.
- At the request of executive staff, staff continued to compile detailed statistics on "Disconnected Youth" for a report authored by an advocacy group collaborating with the Department of Labor.
- At the request of executive staff, staff continued to collect data to determine youth populations in Empowerment Zones and Renewal Communities.
- At the request of department administrators, staff continued economic analysis on:
 - Offshoring
 - Auto Industry

II. Consultation and Customer Satisfaction Assessment

A. Description of methods

Step 1: Maintain the Customer Requests Database. A database of all customers contacting the LMI system is maintained, both in the Central Office and in the 10 regional offices. Requests for information, consultation, or data by phone, letter, personal visit, or e-mail are recorded in this database. From the database a sample of customers are chosen to be queried concerning their satisfaction with NYSDOL's products and services.

Step 2: Assess customer satisfaction among businesses. A monthly survey of a sample of businesses taken from the Customer Requests Database is conducted (see Step 1 above). The responses are evaluated to determine what can be done to improve services or publications.

Step 3: Assess customer satisfaction among individuals. A sample of individuals are surveyed (jobseekers, unemployed persons, students, etc.) from the Customer Requests Database (see Step 1 above). Appropriate adjustments are determined and implemented as necessary.

Step 4: Assess customer satisfaction of the Workforce Development System partners. Evaluation forms are used after training sessions. Improvements that are needed and are implement as necessary. Due to constant interaction with partners, their satisfaction or dissatisfaction is apparent. Accommodations are made to meet their needs.

B. Customer satisfaction results

We asked satisfaction questions via e-mail and phone. Three hundred and eighty-two responses were received, with an overall satisfaction rate of 97%.

1. Satisfaction rates by type of customer or organization

Business	98%
Economic Developer	97%
Library	100%
Non-Profit	98%
Educator K-12	94%
Educator Post Secondary	96%
Employee/Jobseeker	89%
LWIB/One Stop Center	100%
Media	98%
Students	100%
Training Provider	100%
Other	96%

2. Satisfaction rates by type of data requested

Affirmative Action	100%
Applicants/ Job Openings	100%
Business Expansions/Contractions	100%
Career Information/Career Zone	94%
Census/Population	100%
Commutation	100%
Cost of Living	100%
Income/Poverty	97%
Jobs by Industry (CES or QCEW)	98%
Legislative Review	100%
Occupational Projections/Employment	97%
Occupational Skills	86%
RFP's writing or reviewing	100%
Technical Assistance	100%
Training	88%
UI Claims/Beneficiaries	100%
Unemployment Rates (LAUS)	100%
Wages by Industry (QCEW)	100%
Wages by Occupation	98%
Wage Reporting	100%
Worker Protection	75%
Workforce Investment Act	93%

3. Satisfaction rates by intended use of LMI

We asked customers how they used the LMI they requested and whether it was useful. The uses and percentage who indicated it was useful appears below.

Intended Use	% of respondents	% useful
Career Counseling/Planning	17%	95%
Economic Development	17%	91%
Job Recruitment/Staffing	8%	97%
Program Planning/Development	20%	92%
Research	45%	97%
Wage Comparison	20%	97%
Other	14%	100%

4. Response time

We asked customers if they were served in a timely fashion; 99% responded that they were.

5. Suggestions for improvement

Suggestions/complaints tend to fall into several categories:

- Need more local data
- About the website; organization and ease of use
- Need more data formats; such as excel charts, and interactive maps

Comments about data needs almost always relate to the customer wanting more types of data, more detailed data (either by industry, demographic groups or geography), or wanting the data sooner. Unfortunately, addressing many of these issues is impossible given resource limitations and confidentiality rules. For example, certain QCEW data is confidential; CES program production worker hours and earnings data for sub-state areas are no longer collected.

Website users appreciated that analysts and central office staff were available to assist them. Often an explanation of the organization of the website, the types of data and their uses, or the program terminology provided clarification. More data formats to data queries were offered this year. These and other comments will be addressed as time and staff resources permit.

III. Expenditures

The New York State PY 2009 Workforce Information Grant was \$1,420,420. Carry-in from the PY 2008 grant was \$260,760. Expenditures during PY 2009 totaled \$1,452,352 -- \$255,997 from PY 2008 carry-in plus \$1,196,355 from the PY 2009 grant. As of June 30, 2010, resources on order against the PY 2009 grant were \$8,445.35.

IV. Summary

Overall, PY 2009 was a successful year. Based on customer requests, more localized data was offered. Relevant local data was offered, quickly and in a format the particular customer could understand. While nearly all of the goals were attained, there is room for improvement in PY 2010.

Efforts will continue to move toward supplying more complete LMI to more customers in less time, providing data in various formats, and training customers to use LMI on their own while maintaining high levels of customer satisfaction. The analysts will continue to play a key role in explaining the data and its uses to customers.

A continuing effort in PY2010 will be to publish more data to the web; and enhance the web presentation.