

Workforce Information Core Products and Services

Annual Performance Report

PA Department of Labor and Industry
Center for Workforce Information & Analysis
Program Year July 1, 2009 – June 30, 2010

Pennsylvania's economic future depends on a workforce able to compete in today's global economy. In order for the Commonwealth to be economically competitive and for our workers to acquire careers that pay family-sustaining wages, Pennsylvania is working to ensure that its workforce development system is efficient and is directing funding toward worker training that responds to employer and employee needs. A skilled and well-trained workforce can be achieved through an efficient, customized and focused workforce development system that relies heavily on relevant labor market information. The current administration's goals for ensuring Pennsylvania's success with its workforce development system focus on service to its clients, which include employers, job seekers, and workers.

A) Accomplishments

1) Workforce Information Database (formerly ALMIS)

The Center for Workforce Information & Analysis (CWIA) has, and will continue to, populate all designated core database tables and other tables not designated as core. CWIA also includes state data and, where available, data for regions and counties. CWIA is under contract to Geographic Solutions, Inc. and will continue to provide Internet access to the data through the address below. The Workforce Information Database will continue to be updated.

<http://www.paworkstats.state.pa.us/altentry.asp?action=lmiguest>

2) Industry and Occupational Projections

Long-term (2008-2018) statewide industry and occupational projections were completed and submitted in June 2010. Similar projections for Metropolitan Statistical Areas (MSAs) and Workforce Investment Areas (WIAs) will be completed in fall 2010. For customer use, all long-term industry and occupational projections will be posted to WIA's website as formal reports and within the Workforce Information Database formerly ALMIS).

Pennsylvania's short-term (2009-2011) industry and occupational forecasts were completed in June and will be posted on CWIA's website. The deliverable file was submitted per the provided instructions.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=495>

3) **Annual Economic Analysis Report**

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. While this report contains an analysis of Pennsylvania's entire workforce composition, it also focuses on the future trends of the commonwealth's economy, industries, and occupations.

Report will be available in the near future.

4) **Products, Information, and Reports on the Internet**

High Priority Occupations

Pennsylvania's workforce development strategy targets education and training dollars to High Priority Occupations (HPOs): job categories that are critical to Targeted Industry Clusters (TICs), in demand by employers, have higher skill needs and are likely to provide family-sustaining wages.

CWIA developed the methodology for the HPO process and gathers data to produce the annual HPO list. Also, a policy document regarding the HPO process was released in March 2010. The 2009 HPO list went into effect July 2009 and is located on the PA Workforce and CWIA websites. A draft version of the 2010 HPO list was provided for review in April 2010 and went into effect on July 1, 2010.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=504>

Careers In Demand

These one-page fact-sheets are produced for each of Pennsylvania's HPOs. Similar to *Occupational Outlook Handbook* articles, they focus on the nature of the work and the skills and knowledge required to perform the essential job duties of the occupation. The profiles also provide basic labor market information, such as openings and wages. The one-pagers will be updated to reflect the 2010 HPO list.

http://www.portal.state.pa.us/portal/server.pt/community/career_descriptions/12890#top

Targeted Industry Cluster (TIC) Summaries

These four-page documents are based on the state-defined TICs and can be produced for Pennsylvania or any WIA. They include cluster employment statistics in the region, top employers by size and location quotient, and information on occupations and/or HPOs associated with the cluster. These summaries are aimed at Industry Partnerships (IPs), or Local Workforce Investment Boards (LWIBs) supporting IPs, that are just

forming or that are reexamining their current focus. TIC summaries are available upon request.

Career Posters

These colorful posters are aimed at spreading career awareness through high schools and middle schools. They are focused on the new TICs while highlighting occupations within the cluster in a “career ladder” format.

The posters are updated annually with new projections and/or wage data. The posters are ordered online and the customer has the option of adding his or her organization’s logo to the poster. The finished product is mailed to the customer on a CD-Rom.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=492>

Career Guide

The *2009-10 Pennsylvania Career Guide* was completed in Fall 2009, as was the accompanying *Resource Guide*. Hard copies of both publications were delivered during October 2009. All documents were posted to CWIA’s website in late 2009.

Work on the *2010-11 Career Guide* started in January 2010 while work on the *Resource Guide* started in May 2010. Delivery of both publications is targeted for October 2010.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=405>

Pennsylvania Fast Facts

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, the long-term unemployed, unemployment compensation and claims, jobs, industry employment, industry highlights, employer activities, economic indicators, mass layoff statistics, new hires, other state’s unemployment rates, business employer dynamics, online job postings data, economic forecasts, news of the month, and a definitions section.

http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/PA_Fast_Facts.pdf

Pennsylvania’s Economy at a Glance

Economy at a Glance is a monthly publication that provides data and trend information on jobs, unemployment rate, employer registrations, and monthly economic indicators.

<http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/EAG.pdf>

5) Partner and consult on a continuing basis with Workforce Investment Boards (WIB).

State and Local WIBs

CWIA typically works closely with the State and Local WIBs throughout the year. From July 2009 through June 2010, the Center partnered with them through the state youth council, the Pennsylvania Center for Health Careers (PCHC), the Pennsylvania Center for Advanced Manufacturing Careers (PCAMC), the Pennsylvania Center for Energy and Green Careers (PCEGC) and the regional IPs by providing/compiling surveys and performance measures for evaluating their training successes as well as customized LMI products. The Center also provided data support and evaluated their LMI analysis for the inclusion in their updated WIA plans. Training across the state was also provided on how to use the Regional Data Analysis Tool (RDAT).

Industry Partnership (IP) Meetings and Support

CWIA has developed strong working relationships with many of the state's local Workforce Investment Boards (LWIBs), who also play a key role in IPs across the state. In the 2009-2010 year, individuals from CWIA attended several regional and statewide IP meetings. CWIA's role has been to provide workforce information, facilitate discussions and presentations, and be on-hand to explain data to the IP participants. Also, CWIA has supplied much of the data IPs need to apply for their annual grant and provided the mechanism by way of an online survey for collecting the information on how the IP is performing.

Tool for Educators

CWIA created a learning tool designed to assist educators in making students better aware of the work and responsibilities involved in certain occupations. The original version, titled *Guess the Occupation*, provides a series of six clues detailing the skills, equipment, and daily activities of an occupation which students use to formulate a guess as to what that occupation is. CWIA also created a version titled *Guess the STEM Occupation* game, in which the occupations are in the fields of Science, Technology, Engineering, and Mathematics (STEM).

Special Request Surveys

CWIA is responsible for preparing surveys for, among others, the state WIB in an effort to collect and analyze data from the LWIBs. Each survey is different in scope and has its own unique set of questions to gather pertinent data from the respondents.

One example is the survey for Regional Career Education Partnerships (RCEPs), which questions LWIB members on the number of students in and out of school, with GED or high school diplomas, and employers actively involved in a school's local curriculum. There are also several open ended questions in which the respondents can describe event participation in an essay format.

CIP-SOC Crosswalk

In conjunction with LWIBs and the PA Department of Education (PDE), CWIA has revised and continues to modify the national CIP-SOC crosswalk. This process, started in 2005, was done to keep current with growing industries, and to ensure that educational programs that provide skills and abilities related to HPOs receive the necessary funding. The dynamic crosswalk is periodically reviewed and adjustments made based on input from LWIBs, PDE and CWIA. The most current update was released in July 2010.

Local Industry Profiles/Clusters

The local industry profiles were created through a need to inform the less-LMI-savvy of what was happening in the regional economy. Along with products, CWIA also supports the defining of local industry clusters and producing relevant information on them.

6) Conduct Special Studies and Economic Analysis

Analysis of the Pennsylvania Minimum Wage in 2009

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 2008 and 2009 to determine the impact of the minimum wage increases on Pennsylvania workers, businesses and economy.

Pennsylvania Green Jobs Reports

In 2009, the Pennsylvania Department of Labor & Industry will release the first in a series of reports that defines the green economy and green jobs in relation to Pennsylvania's workforce and economic development efforts. *The Pennsylvania Green Jobs Report, Part I* assesses the current status of green jobs in the commonwealth and looks at projected growth of green jobs due to state and federal policies and investments.

The purpose of the report is to identify industries and occupations that make significant contributions to green business activity in Pennsylvania and to determine what implications the federal and state investments into these sectors will have on jobs. The findings will ultimately help workforce development stakeholders target training dollars to occupations that will be in demand in the green economy. The report uses the IMPLAN economic impact model to analyze policies and investments to make job projections from 2010-2012.

The Pennsylvania Green Jobs Report, Part I, begins the series by exploring green occupations in Pennsylvania including new occupations being created and emerging occupations that are projected to grow, traditional or evolving occupations that will require new skills and those occupations that will support the green economy. The report also begins to outline the framework for Pennsylvania's green training priorities and identifies the next steps necessary to enhance its labor market infrastructure, identify the needs of employers and gather information on this emerging economy.

The Pennsylvania Green Jobs Report, Part 2, will further explore the green economy in Pennsylvania. It will integrate findings from the green listening session held around the commonwealth, results of an economy-wide survey of employers, analysis of green occupations and potential career pathways, and additional research conducted by CWIA since the release of the initial green jobs report. The target date for release of this report is November 2010.

Pennsylvania Green Jobs Tool Kit

In May 2010, CWIA prepared a CD-ROM of various green research materials. This Green Jobs Tool Kit was handed out at various conferences and speaking engagements to make customers aware of the research that had been done to date around the green economy. This CD includes a copy of *The Pennsylvania Green Jobs Report, Part 1* as well as the listing of green occupations, initial findings from the green listening sessions and materials prepared in preparation for the green listening sessions. This Tool Kit is updated periodically as new products are completed.

Pennsylvania Green Jobs One-Pager

CWIA has prepared a one-page document identifying occupations that are "green" based on Pennsylvania's guiding definition – including the 81 occupations from the *The Pennsylvania Green Jobs Report, Part 1* as well as additional 55 occupations identified through CWIA's on-going research of the green economy. This document has been provided to customers upon request and is often used as a handout at meetings, presentations and conferences.

Strategic Early Notice Database

The Strategic Early 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.

RN/LPN Supply/Demand Analysis Reports

In support of the Pennsylvania Center for Health Careers (PA CHC), CWIA staff have provided current statewide and regional occupational employment data to update the following 2005 publications: *Registered Nurse Workforce in Pennsylvania Supply and Demand Report* and *Licensed Practical Nurse Workforce in Pennsylvania Supply and Demand Report*. Both reports previously examined the nursing supply/demand situation in 2010 for the commonwealth and designated health districts and all WIAs. In 2009, the PA CHC and CWIA analyzed the shortage through 2014. In Fall 2009, these reports will be updated again to include an outlook for 2014.

Allied Health Occupations

Also in support of PCHC, CWIA participated on an allied health sub-group to look at potential strategies to identify and alleviate workforce issues throughout allied health occupations. CWIA provided detailed occupational employment and wage information for allied health occupations, explained how to use and interpret the information, and participated in workgroup discussions. Extensive supply/demand analysis and skills analysis will most likely be required as this group moves forward.

LED Analysis Database

This Microsoft Access database contains LED data by state, WIA and county. 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. A few local prototypes are available.

Help Wanted Online Job Postings

Help Wanted Online (HWOL) data is provided to CWIA from 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 jobs data by area, industry, occupation, and employer. CWIA will distribute real-time job ad reports compiled by Workforce Investment Areas to the local Workforce Investment Boards (WIBs). This will enable the WIBs to determine where and in what industries and occupations jobs are occurring to help align local CareerLinks and education providers with properly placing and training the unemployed.

Marcellus Shale Industry Snapshot

Industries involved in the drilling of the Marcellus Shale natural gas formation are some of the fastest growing in the state. This report, released in April 2010, highlights the core industries involved in this sector as well as how those industries are performing now and how they are expected to grow in the future. To gain a further understanding of this emerging sector, CWIA has chosen to gather information from the employers and businesses operating within the sector. Industry Partnerships and the Marcellus ShaleNet organization have played key roles in matching CWIA up with the important players of this sector.

B) Customer Consultation

Customer Response Team

CWIA's Customer Response Team deals with customer inquiries every day. They are responsible for handling issues relating to products and publications, obtaining information through the website, and overall accessibility of data. They are capable of tracking common requests and trends, which lead to the alteration of the website and creation of new products.

Surveys

Satisfaction surveys are used throughout the year to collect information regarding the PA WorkStats website as well as the *Career Guide*, *Resource Guide*, and occupational posters. These surveys are transmitted to the customer both electronically and in hard copy format.

High Priority Occupation Information Sessions

In 2009-2010, CWIA attended various conferences, LWIB meetings, and career and technical center events to discuss and explain the petitioning process that exists for identifying local workforce needs that do not meet the standard HPO criteria. These sessions allow CWIA to get a better understanding of what is happening in a particular WIA and provides another opportunity to work closely with LWIBs and educational institutions across the commonwealth.

General HPO informational sessions are conducted throughout the year as requested. CWIA gave HPO presentations at many educational conferences and workforce development symposia in 2009 and 2010.

Green Economy Presentations

In 2009-2010, CWIA participated in numerous conferences and meetings to discuss the research done around the green economy in PA. Six listening sessions were held with employers and educators around the state to explore the guiding definition, identified industries and occupations, and general green research done to date. Pennsylvania's green research was also spotlighted at two Blue Green Alliance meetings, the leadership meeting for the Center for Advanced Manufacturing Careers, an OVR conference, the Northwest STEM conference and numerous other events for a wide variety of customers.

Conferences/Symposia

Through conferences and symposia attendance throughout the year, CWIA is able to work with its customers in a more casual atmosphere. The absence of a formal meeting or presentation often allows the more timid customers the chance to express their concerns and needs openly. Attending to these needs often generates more customer loyalty due the personal nature under which the request was made.

C) Recommendations for Improvements or Changes to the Deliverables

Short-term Projections

Strongly suggest eliminating short-term projections as a deliverable based on limited use of or interest in the product.

Based on customer feedback, Pennsylvania recommends implementing mid-term (five-year) projections produced every year in lieu of both the long-term and short-term projections on the current schedule.

Attachment

Statement of Work Certification
State Workforce Information Grant

The State of Pennsylvania certifies that it has accomplished grant deliverables 1 through 6 specified in Attachment III of the Workforce Information Core Products and Services Grant Application Instructions for Program Year 2009.

State Workforce Agency
Administrator

Date

State Workforce Investment Board
Chair

Date