

**IOWA**  
**Program Year (PY) 2007 Cost Reimbursable Grants:**  
**One-Stop Labor Market Information (LMI) Funds**  
**Progress Report July 2007 – June 2008**

**A. PRODUCTS AND SERVICES**

The Workforce Data and Business Development Bureau of Iowa Workforce Development continues to recognize the need to provide quality, reliable and timely labor market information that is responsive to customer needs. This requires more effective integration and collaboration with workforce and economic development initiatives at the local, regional, and statewide levels. This also requires the building of a stronger network of partner organizations to ensure continuous development, enhancements and dissemination of labor market information products and services to customers.

**1. Workforce Information Database.** The Workforce Information Database provides states with a common structure for storing labor market information. The database is intended to serve as the cornerstone for information delivery, workforce research, and product development for information that is standard and comparable across all states. The Workforce Information Database is the backbone for the Iowa Workforce Information Network (IWIN). During PY 2007 the crosswalk, look-up and core tables of the Workforce Information Database version 2.4 were populated and updated as required. Funds were used for staff time, travel, equipment, programming and database development and related costs.

**Accomplishments:**

- Two members of the staff attended the Workforce Information Database Meeting in Austin, Texas from March 4-6, 2008.
- Two members of the staff attended the Analyst Resource Center Workforce Meeting in St. Louis, Missouri from June 24-26, 2008.
- Version 2.4 of the database became available during the program year.
- The licensed occupations files were updated in September 2007, and in February 2008: licauth, licxocc, license and licxonet. At this time, the licensing files have not been updated in the Workforce Information Database, and they have not been provided to the National Crosswalk Service Center for display in ACINet.
- During PY 2007, the Workforce Information Database was populated with the most current editions of the *infoUSA* Employer Database. The database was updated with First Edition 2008 in October 2007, and with Second Edition 2008 in April 2008. Job seekers and the general public can access the Employer Database through the Iowa Workforce Information Network (IWIN).
- Core tables were updated regularly throughout the year. (See table for details.)

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Core Table Updates:

<b>Table</b>	<b>Type</b>	<b>Version</b>	<b>Update Schedule</b>
APPLIC 2	Data	2.4	used for Affirmative Action
CES	Data	2.4	updated monthly with state and U.S. data
CPI	Data	2.4	updated monthly with previous month's data
EEOPOP	Data	2.4	used for Affirmative Action
EEOLABFOR	Data	2.4	used for Affirmative Action
EMPDB	Data	2.4	updated Oct. 2007 with <i>infoUSA</i> First Edition 2008; updated April 2008 with <i>infoUSA</i> Second Edition 2008. Employer records for Iowa and all surrounding states were uploaded.
ESSAPPLIC 1	Data	2.4	used for Affirmative Action
INCOME	Data	2.4	updated with median income for 2007 from Census and with personal income from the Bureau of Economic Analysis
INDUSTRY	Data	2.4	updated quarterly; latest quarterly update was for first quarter 2008
LABFORCE	Data	2.4	updated monthly with state and U.S. data for the reference month
NCEP	Data	2.4	Quarterly QCEW updates
OCCPROJ	Data	2.4	updated with long-term occupational projections for 2004-2014
POPULATN	Data	2.4	State-specific population files were updated on March 31, 2008, and county population estimates for 2007 were added.

**Expenditures for PY 07: \$68,000**

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- 2. Industry and Occupational Employment Projections.** Iowa Workforce Development will prepare and disseminate long and short-term industry and occupational employment projections. Data will be prepared using the methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Managing Partnership. The primary activity for PY 2007 will be the production of sub-state long term industry and occupational projections for 2006-2016, and statewide short-term industry and occupational projections for 2007-2009.

**Accomplishments:**

**Industry Projections:**

- Statewide long-term industry projections for the 2006-2016 period were completed in December 2007.
- Sub-state long-term industry projections were completed in May 2008 for the 15 IWD regions.
- Sub-state short-term industry projections for 2006-2008 were completed in August 2007. The projections were prepared for the 15 IWD regions.
- Statewide short-term industry projections for 2007-2009 were near completion in June 2008. The projections were finalized in July 2008.

**Occupational projections:**

- Statewide short-term occupational projections for 2006-2008 were completed in August 2007.
- Sub-state long-term occupational projections for the 2006-2016 period were completed for the 15 IWD regions in August 2008.

**Dissemination of industry and occupational employment projections:**

- Hot Jobs posters for the 2006-2016 period were prepared for the state in June 2008.
- Hot Jobs information was distributed at the Job Expo and the I-Jag Conference in April 2008.
- Occupational projections and other career information were presented at the Employer Engagement Workshop, Reach for Success Conference, Risky Business Conference and Association of Iowa Workforce Partners Conference.

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**Other:**

- One staff person attended projections training during the course of PY 2007. Industry projections training was attended in Salt Lake City, Utah in December 2007, and occupational projections training was attended in Boise, Idaho in March 2008.
- Local input was obtained from various regional staff in February 2008 to assist with the preparation of the long-term industry projections for 2006-2016. Input was received from IWD management staff, business representatives, and some local economic developers. These individuals provided information on prospective employers, upcoming business closings and new businesses and expansions.

**Expenditures for PY 07: \$140,000**

3. **Publish an annual economic analysis report for the governor and the State Workforce Development Board.** Iowa Workforce Development will publish an annual, detailed state economic analysis report to assist with workforce development policy and investment decisions made by the governor, the State Workforce Development Board, the Local Workforce Investment Boards, and other partners including community colleges, economic development organizations, and other workforce development interest groups. Iowa Workforce Development will consult with the Iowa Department of Management, the State Workforce Development Board and the Local Workforce Investment Boards to determine the content of the annual report.

**Accomplishments:**

- The second annual edition of *Iowa's Workforce and the Economy* was completed in June 2008. The report has been posted to the Web, and can be accessed through the Iowa Workforce Information Network (IWIN) at:  
<http://iwin.iwd.state.ia.us/pubs/pubs/iowaworkforceandtheeconomy.pdf>
- In addition to economic data produced by Iowa Workforce Development, a wide range of outside sources were used to prepare the report. Due to the threat of an impending recession, members of the Governor's Council of Economic Advisors were asked to contribute their opinions on the current state of the Iowa economy, and the extent to which it is affected by the national economy. Their personal insights are incorporated in the section entitled, "Overview of the Iowa Economy."
- A powerpoint presentation on the highlights of the report was also prepared in June 2008.

**Expenditures for PY 07: \$39,000**

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

**Accomplishments:**

- During PY 2007, staff continued to post grant-produced products and reports, various economic time series, and other workforce information on the Web. Most of this information is made available to the public through the Iowa Workforce Information Network (IWIN). The IWIN statistics for PY 2007 show that a growing number of users are accessing information from the system.

Month	Hits	Visitors
July - 2007	1,426,846	57,041
Aug.	1,434,863	46,321
Sept.	1,245,376	39,188
Oct.	1,448,287	42,622
Nov.	1,463,265	38,275
Dec.	1,397,092	35,145
Jan. - 2008	1,885,452	48,684
Feb.	1,727,117	42,325
Mar.	1,755,531	54,601
Apr.	1,752,288	63,835
May	1,855,040	60,053
June	1,582,804	47,950
<b>Total</b>	<b>18,973,961</b>	<b>576,040</b>

- The following information, products and reports were made available in IWIN:
  - Affirmative Action Data 2008
  - Current Employment Statistics (monthly and annually)
  - Iowa Career Resource Guide
  - Iowa Hot Jobs 2006-2016
  - Iowa Industry Projections 2006-2016
  - Iowa Occupational Projections 2006-2016
  - Iowa Short-Term Industry Projections 2007-2009
  - Iowa Short-Term Occupational Projections 2007-2009
  - Iowa Statewide Profile
  - Iowa Trends (updated with economic indicators as they become available)
  - Iowa Wage Survey 2007
  - Iowa WorkNet (2nd quarter 2007, 3rd quarter 2007 and 2nd quarter 2008)
  - Iowa's Changing Labor Force Dynamics

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Products, information and reports on the Internet (continued)

- Iowa's Workforce and the Economy
- Job Applicants
- Labor Force Summaries
- Map of County Unemployment Rates (monthly)
- Quarterly Census of Employment and Wages (all four calendar quarters of 2007)
- State Occupational Employment and Wage Estimates (May 2007)
- Website Directory for Career Planners and Job Seekers
- Website Directory for Employers and Professionals

**Expenditures for PY 07: \$63,000**

- 5. Partner and consult on a continuing basis with workforce investment boards and key talent development partners and stakeholders.** Iowa Workforce Development will continue to consult and partner with stakeholders in the workforce development system in order to identify and provide labor market information that can be used to enhance economic development strategies and career guidance.

**Accomplishments:**

- A presentation was provided on labor market information at the Iowa Family and Consumer Sciences Educators for Progress Conference on July 31, 2007 in Ames, Iowa.
- Staff regularly attended meetings of the Business and Education Center where partners meet to discuss and plan opportunities to prepare the future workforce. Labor market information materials were prepared for the second Business and Education Center conference for educators entitled, *Preparing Today's Students for Tomorrow's Careers*, which was held in June 2008.
- Staff spoke to the State Employers' Council of Iowa (ECI) at a meeting that was held on August 22, 2007 at the Des Moines Workforce Center. An overview of the Iowa economy was provided, and ECI members were surveyed concerning information that they would like included in the next edition of *Iowa's Workforce and the Economy*.
- A presentation on career information was provided at the Risky Business Conference on September 24, 2007 in Des Moines, Iowa.
- Staff participated in the Golden Circle College Fair at the Polk County Convention Complex on September 30, 2007 in Des Moines, Iowa.
- Staff provided a workshop on labor market information to a group of southwest Iowa economic developers on October 2, 2007 in Council Bluffs, Iowa.

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- A presentation on career information was included in Professional Development Day at Southeastern Community College in West Burlington, Iowa on October 3, 2007.
- The Region 9 Workforce Investment Board was provided with information on the Iowa economy at a board meeting that was held in Davenport in November 2007.
- Attended meetings of the Economic Self-Sufficiency Network and provided this group with various labor market information, such as the list of hot jobs, the occupational projections, state and regional profiles, *Iowa's Changing Labor Force Dynamics* and *Iowa's Workforce and the Economy*. This group supports employers and community-based organizations by providing workforce development and other support services.
- Collaborated with partners at the local Workforce Development Center to assist in planning youth job fairs and also job fairs for the general public.
- Partnered with representatives from the State Department of Education to develop labor market information products for educators and students.
- Staff shared highlights from the publication, *Iowa's Workforce and the Economy*, with members of the State Workforce Development Board in September 2007. The State Board was also surveyed for their suggestions on subject content for the next edition of *Iowa's Workforce and the Economy*.

**Expenditures for PY 07: \$72,000**

6. **Conduct special studies and economic analyses.** Iowa Workforce Development will conduct special state, local, or sub-state regional studies and economic analyses to provide information support for communities in economic transition, state and sub-state workforce development initiatives, and responses to major layoffs or disasters.

**Accomplishments:**

*Iowa's Changing Labor Force Dynamics.* This report was prepared in response to Iowa's growing concern over current and future labor shortages. Much of the information contained in the publication was used as background material for Governor Culver's Summit on Workforce Shortages, which was held in December 2007. Many of the state's legislators, planners and key state agency staff attended the summit to come up with long-term solutions for the labor shortage problem.

*Quarterly Updates for the Governor's Council of Economic Advisors.* One member of the ETA staff is a member of the Council, and prepares updates for the quarterly meetings. The purpose of the Council is to provide the governor with advice on economic trends to assist the state in making revenue projections.

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*Young Worker Profile 2008.* The Local Employment Dynamics statistics were used to prepare a report on the state's young workers, aged 14 to 24. The report shows the change in age distribution for the state's workforce from 2000-2007, the industries in the state with a high concentration of young workers, and wages for young workers in selected industries.

**Expenditures for PY 07: \$55,000**

**B. CUSTOMER CONSULTATIONS**

A new Activity Log was put into production during PY 2007 to capture information on our customers. This new customer satisfaction tool categorizes customers by specific user group, collects contact information on the customer, and picks up detail on the type of information that was requested. In the future, the Activity Log can be used to gather valuable feedback from customers on the quality and timeliness of our products and services.

Whenever LMI staff interact with the State Workforce Development Board, the local WIB's, the Business Education Center, and various partners in the workforce development system, customers are asked for their input on labor market information products that they would like to see developed. These kinds of informal discussions with the Department of Education recognized the need for the development of the Career Resource Guide. Due to the popularity of the Guide in the educational community, information is currently being gathered for an update to this publication.

The State Workforce Development Board and the local Workforce Investment Boards have completed surveys on topics that they would like to see included in the next edition of the annual economic report, *Iowa's Workforce and the Economy*.

The current leadership at Iowa Workforce Development is highly supportive of Kaizen Events to improve processes throughout the agency. The Labor Market Information Division may request a Kaizen during PY 2008 to look at ways that we can improve our products and services to customers.

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

Occupational information and other career products should be included as a deliverable. There is a growing demand for these products from the educational community and from job seekers. In Iowa, legislation was passed (SF 2216) that requires each 8th grader to begin developing a career plan that includes the coursework needed to support their career options and post-secondary education plans. The legislation does not mandate Iowa Choices, but does expect the tool to be used to plan students' 8th grade graduation plan to be Iowa Choices. Iowa's LMI shop provides labor market information that is incorporated in Choices.



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Iowa also recommends that training be restored as a deliverable. LMI staff have found that customers get more value from our products if they receive training on how to understand and apply the information.