

ARKANSAS: WORKFORCE INFORMATION PY' 08 ANNUAL REPORT

In accordance with the U.S. Department of Labor/Employment and Training Administrations' Training and Employment Guidance Letter (TEGL) 31-07, this is Arkansas's annual report of accomplishments on the six core products and services contained within this grant.

CONTINUE TO POPULATE THE WORKFORCE INFORMATION DATABASE WITH STATE AND LOCAL DATA

All mandatory core tables of the Workforce Information database were updated by June 30, 2009. This is a continual project, as we update the information in the Workforce Information database as it is made available. Arkansas also populates many of the Workforce Information database's non-required demographic and economic tables and has built tables that will power local WIB Area profile reports in the "Discover Arkansas" system. We maintain the Uniform Resource Locators (URL) of <http://www.discoverarkansas.net> and <http://www.discover.arkansas.gov>, both being official Web site addresses for our Internet delivery of Workforce Information database information.

All required licensing data was updated and submitted to the National Crosswalk Service Center on June 30, 2009. The on-line version of the 2009 *Directory of Licensed, Certified, and Registered Occupations in Arkansas* was released on June 15, 2009. This publication can be viewed and downloaded at:

http://www.discoverarkansas.net/admin/uploadedPublications/742_DLO.pdf

The hard copy printed version of this publication was released on July 23, 2009.

PRODUCE AND DISSEMINATE INDUSTRY AND OCCUPATIONAL EMPLOYMENT PROJECTIONS

Long-Term

Due to the downturn in the economy and the effects of occupational layoffs, Arkansas decided to re-visit the sub-state Industry and Occupational Employment Projections for 2006-2016, due to these being performed on a biennial basis. Arkansas completed and placed this set of projections on the "Discover Arkansas" website on September 25, 2009. The Long-Term Projection's sub-state publication should be ready for release by October 30, 2009. Sub-state long-term projections can be viewed and downloaded from our Workforce Information database Web site at <http://www.discoverarkansas.net> or <http://www.discover.arkansas.gov>.

Short-Term

The statewide Industry and Occupational Projections for the 2008-2010 period, utilizing a base period of 1st quarter 2008 and projected out to 1st quarter 2010, have been completed, and the necessary files sent to the Projections Management Partnership Consortium on June 19, 2009. Database files were added to "Discover Arkansas" on June 30, 2009, with the printed version of the 2008-2010 statewide short-term projections submitted for print on July 15, 2009.

Arkansas completed the 2008-2010 sub-state Industry and Occupational Projections on June 10, 2009 and submitted for inclusion in the Workforce Information database on July 31, 2009. Printed versions of the 2008-2010 sub-state short-term projections should be released by October 30, 2009.

State and sub-state level Short-Term Projections can be found through our Workforce Information Database Web site at <http://www.discoverarkansas.net> or <http://www.discover.arkansas.gov>

PUBLISH AN ANNUAL ECONOMIC ANALYSIS REPORT FOR THE GOVERNOR AND STATE WORKFORCE INVESTMENT BOARD

The Labor Market Information section of the Department of Workforce Services released the third edition of the *Arkansas Labor Market and Economic Report* on "Discover Arkansas" on September 30, 2009. Printed versions of the report will be submitted to Arkansas's Governor and State Workforce Investment Board at their next meeting on October 13, 2009.

POST PRODUCTS, INFORMATION, AND REPORTS ON THE INTERNET

Major deliverables, besides Projections, Directory of Licensed Occupations, and the Economic Analysis Report, can be viewed through the Internet at:

Discover Arkansas (www.discoverarkansas.net or www.discover.arkansas.gov):

"Discover Arkansas" is the state's Web-based LMI delivery system supporting the WIBs, business, education, other agencies, and the public, utilizing information in Arkansas's Workforce Information database. This fully ADA compliant system was officially released on January 31, 2005, and is continually updated with new information, reports, and consumer products.

*ArkOSCAR (www.arkoscar.org)**: Through collaboration with the Texas LMI Department, we've developed an Arkansas-specific Web version of the popular Occupation and Skill Computer-Automated Researcher (OSCAR). ArkOSCAR is a powerful O*NET-based application that allows Arkansas Workforce Centers and schools to assist dislocated workers, youth, and other job/career seekers in their career exploration by leveraging O*NET data with current state LMI (Wages, Occupational Growth Projections, Job Openings, Demographic data, and more). The system contains seven different ways to help users explore job and career possibilities, including automation of the first two O*NET Assessment tools. ArkOSCAR displays an engaging window into the powerful O*NET database and is an excellent way for users unfamiliar with O*NET to learn about occupational possibilities. The system will be updated when the system is moved to the "Discover Arkansas" Web site in late of 2009. This date is contingent with CIBER, Inc. (Workforce Informer developer) incorporating the change into the "Discover Arkansas" program.

*To visit ArkOSCAR, from the sign-in page (www.arkoscar.org), select "Out-of-State" from the "LWIA or EDS" drop down menu, and then type in "54321" in the "Password (Zip Code)" window.

2008-2009 Career Watch (www.careerwatch.org): Arkansas distributed 100,487 copies of this very popular tabloid-type career magazine in PY'08. *Career Watch* provides students (and their parents) over 20 areas of interests in exploring the world of work. Topics covered included career planning, resumes, apprenticeships, work ethic, military opportunities, top occupations, occupational profiles with wage information, scholarship information, financial aid programs, higher education in Arkansas, and more. The 2008-2009 *Career Watch* magazine is also available for viewing and downloading at www.careerwatch.org, until approximately November 1, 2009, when the 2009-2010 will be loaded into the "Discover Arkansas" system.

High Demand Targeted Jobs – National Governor's Association (NGA) Skills Matching System: To provide information on the skill needs of jobs/occupations in Arkansas, we created a skills matching prototype system, through the support of the NGA "Pathways to Advancement Policy Academy". This tool was updated with the newest information in June 2009, and will continue to be incorporated into the "Discover Arkansas" LMI portal. It links Arkansas's growth industries to the nationally recognized Educational Career Clusters. It also identifies if a growth industry is a targeted industry by the Arkansas Economic Development Commission (AEDC) or an industry that has been identified by the Department of Labor's High Growth Job Training Initiative. The tool identifies occupations related to each growth industry and career pathway and provides information on skills, projections, wages, training programs, licensing requirements, and notes if it is a high demand occupation in Arkansas. The LMI Department worked with AEDC and their consultant in helping them in the process of defining the newest list of Arkansas's

Targeted Jobs. Those are now listed within the High Demand Targeted Jobs system found at: <http://www.discoverarkansas.net/?PAGEID=67&SUBID=152>.

Career Interests, Training, and Job Outlook System

Working with the Department of Workforce Education and the Arkansas Association of Two-Year Colleges, Arkansas developed this system to simplify the alignment of the Career Cluster/Cluster Pathway organizational system. Included are long-term projected job openings and average annual wages for the state of Arkansas. This information is extremely valuable to schools that are planning curriculum additions or changes, as well as to individuals seeking career changes. Arkansas's original system was seen by CIBER, Inc, the Workforce Informer developer, as a breakthrough for information sharing in the Career Cluster and Pathway arena and based a huge portion of their "Career Clusters" tool in the Workforce Informer on this system, which can be viewed on "Discover Arkansas" at:

http://www.discoverarkansas.net/aspdotnet/career/CC_AreaSelect.aspx.

Affirmative Action (www.discoverarkansas.net or www.discover.arkansas.gov): In support of the SWIB and LWIBs, business, education, economic development, other agencies, and the general public, the "Discover Arkansas" Web site contains an entire Affirmative Action section with statewide, MSA, and county tables that can be downloaded onto the user's PC.

Real-Life Arkansas: In support of our partners in Education and Employment, Arkansas's Labor Market Information section developed and released Real-Life Arkansas in 2007. We continue to update Real-Life Arkansas with the latest LMI, with the most recent informational changes being sent out on August 11, 2009. This is an interactive "lifestyle budget calculator" for students and job seekers and can be found at the Web address of www.real-life.arkansas.gov. The site helps users discover how education impacts earnings and to learn about different occupations. The site's objective is to inspire students, through a "real world" exercise, to take education seriously and pursue higher education/training after high school.

Users of the site have three options to determine the costs and careers associated with their desired lifestyle. By identifying monthly living expenses in "Get a Real Life Check," the user finds out what careers provide the salary needed to cover those expenses. With "Future Salary," the user enters a salary and chooses a desired education and occupational category. The occupations with that salary are then displayed. "Occupation Direct" is similar to "Get a Real Life Check" but allows the user to choose an occupation first. The living expenses for a desired lifestyle are then subtracted from the occupation's salary to check whether the occupation's wages will cover those expenses.

The Future Awaits : Arkansas continued its distribution of this publication, which focuses on teaching young adults pre-employment basics, including resume preparation, how to apply for jobs, appropriate dress, interview tips, and even basic guidance on how to complete federal tax forms. Due to many requests, we have reproduced the “*Pocket Resume*” out of *The Future Awaits* into a stand-alone workforce tool for citizens to use in their everyday work search. In May 2009, we redesigned the “Pocket Resume” into a more compact tool for our customers to use. *The Future Awaits* can be viewed and downloaded from “Discover Arkansas” at:

http://www.discoverarkansas.net/admin/uploadedPublications/347_Future_Awaits.pdf

Arkansas Consumer Reporting System (ACRS) (www.arkansascrs.org): Arkansas unveiled the first nationally recognized WIA certification system during December of 2001, which we actively maintain and provide customer service for on a daily basis. ACRS streamlined a paper system, which averaged 90 days for WIA provider certification, into a 24-hour automated approval process. ACRS provides an interactive, customer driven, search engine to review all educational entities within state boundaries.

Projected Employment Opportunities List (formerly the “Demand Occupations List”): Arkansas continues to produce this publication that identifies future job opportunities and links them to training programs with the state. The publication presents information in two columns, with the first providing the occupation's code, title, and a Statewide estimated average annual wage. The second column lists the corresponding training code and title for the occupation. A list is included for the state and each of the 10 Local Workforce Investment Areas. This product is distributed to help the workforce system and its users make better training decisions. Last updated on July 1, 2009, it can be viewed and downloaded at:

http://www.discoverarkansas.net/admin/uploadedPublications/397_Projected_Employment_Opportunities_List.pdf

Workforce Area Profiles: Arkansas has created localized labor market profiles for each of its local workforce investment areas, which we update constantly with new information, with the last update being performed on August 14, 2009. The profiles contain the local demand occupations with local wages and key important economic information for each local area. These can be found on “Discover Arkansas” (www.discover.arkansas.gov or www.discoverarkansas.net) as a left column heading of “Local Workforce Investment Area Statistics”.

Other Printed Publications with Web Access: During PY' 2008, the Department of Workforce Services' Labor Market Information section has updated and produced various other LMI-based publications, such as the popular *Arkansas Wage Survey*, *Arkansas Labor Market*, *Arkansas's Hot 45*, *Career Watch Teacher's Guide*, and other reports, publications and information. Most of our publications are accessible on-line from the LMI Publications page of “Discover Arkansas,” while information and

reports are scattered throughout the Web site at www.discoverarkansas.net or www.discover.arkansas.gov.

Estimates Delivery System (EDS): Though EDS is not a Web accessed tool for the public, it does provide extensive information that we use on “Discover Arkansas” and other Web products.

PARTNER AND CONSULT ON A CONTINUING BASIS WITH WORKFORCE INVESTMENT BOARDS AND KEY TALENT DEVELOPMENT PARTNERS AND STAKEHOLDERS

The Labor Market Information section is located on the same floor of the Department of Workforce Services building as the staff of the State Workforce Investment Board (SWIB). As of July 1, 2009, the SWIB staff became employees under the management of the Department of Workforce Services. This arrangement now allows for almost constant contact and association with the Board’s staff to identify and produce needed information in an ever changing economic arena. The LMI section also has a representative attend each State Board meeting which allows us to keep in touch with informational needs of the Board. Almost daily, a LMI staff person is in contact with staff from one of the 10 Local Workforce Investment Boards. We provide information on a multitude of subjects from demand occupations that designates a WIA training requirement to labor supply information for a new industry proposal that’s considering locating in one of the Local Workforce Investment Board Areas (LWIB).

CONDUCT SPECIAL STUDIES AND ECONOMIC ANALYSIS

Throughout PY’08, the LMI section of the Department of Workforce Services has made itself available to provide information and has conducted numerous special studies for our various customers. To provide these studies we have utilized BLS data, the Local Employment Dynamic (LED) system, the Estimates Delivery System (EDS) and our new EMSI’s Strategic Advantage system to answer and provide most of the questions and concerns that different customers had about the State or Local Area labor markets, economic condition, and special initiatives. Some of these concerns and questions were:

- 1) Where are the workers in my industry and county?
- 2) How much are workers like mine paid?
- 3) How does the job turnover for other firms in my industry compare to the turnover at my workplace?
- 4) Where are the jobs in my WIB area?
- 5) How much do the occupations in my WIB area pay?
- 6) How long can I expect this type of job to last in this WIB area?
- 7) Where are the jobs where I live?
- 8) How much can I expect to be paid in different industries?

CUSTOMER CONSULTATION SUMMARY

Arkansas's LMI Section continues to be relentless in its pursuit to accomplish all of our certified deliverables and as of this writing we have obtained 100 percent of our timed goals for PY'08. Working with our many varied customers throughout the year, which includes the Local Workforce Investment Boards (LWIB) and the State Workforce Investment Board, we've learned that sometimes we address information in a more technical way than the customers prefer. A continuing example of this, from the information we've gathered from our local users, is that some of our publications continue to be too numbers oriented. We continually address this issue realizing we still have further to go. To help correct a portion of this problem, we've acquired the EMSI tool which includes very good graphing and charting characteristics that we will use in the future to incorporate more of these eye catching ideas into our publications, whether they are hard copy or Internet related. Another area that we have put effort into, but could continue to do a better job in the upcoming PY'09 year, is our personal contact and communication with the Local and State Workforce Investment Boards. To adjust for this, we have again asked each LWIB area to submit their meeting dates for us to ascertain the possibility of having a LMI staff person present as often as possible. We continue to strive for excellence in developing our product mix, but our main goal will be furnishing the citizens of Arkansas with good, reliable, and accurate labor market information no matter whether they are individuals, employers, agency partners, or local and state workforce entities.

Attachment 2

Level of Demand for Labor Market Information Products and Services, Program Year 2008

Publications and Products

State: Arkansas

Publication or Product Name	Product Format and Volume		
	Print	Electronic	Total
	Number of printed copies distributed	Number of downloads	Total
Career Watch Arkansas	100,487	10,412	110,899
Arkansas Wage Survey	189	10,537	10,726
Directory of Licensed, Certified and Registered Occupations	67	23,780	23,847
Arkansas's Hot 45	3,006	1,067	4,073
Projected Employment Opportunities List	182	15,011	15,193
Future Awaits	235	4,331	4,566
Short-term Industry and Occupational Projections - Statewide	124	2,606	2,730
Short-term Industry and Occupational Projections - LWIAs	176	1,015	1,191
Long-term Industry and Occupational Projections - Statewide	121	3,923	4,044
Long-term Industry and Occupational Projections - LWIAs	53	932	985
Pocket Resume	1,481	1,861	3,342
Rapid Guide to Interviewing	426	0	426
Rapid Guide to Job Hunting	392	0	392
Career Videos	63	0	63
Career Watch Arkansas Teacher's Guide	450	1,808	2,258
Arkansas Labor Market and Economic Report	95	18,005	18,100
Total =	107,547	95,288	202,835

Level of Demand for Labor Market Information Products and Services, Program Year 2008

Customer Presentations and Training Activities

State: Arkansas

Name of Customer Presentation or Training Activity	Target Groups (select "yes" for all the applicable target groups)							Level of activity	
	Job Seekers, Job Counselors	Businesses, Business Service Representatives	Researchers, Economists, Economic Developers	State and local Workforce Board Members and staff	Other WIA Administrators, Planners, Policy Makers	Students, Teachers, School counselors	Other target group (please identify)	Number of presentations or training sessions	Number of audience members or training participants
State WIB Presentation		yes	yes	yes	yes			1	67
Career Guidance and Orientation Conference						Yes		2	400
Arkansas Alternative Education Conference						Yes		1	89
Career & Technical Education Conference - Hot Springs						Yes		2	60
Arch Ford Ed. Co-op - New Teacher Training						Yes		1	18
Northeast Arkansas Education Co-op Teacher In-Service						Yes		1	17
Manila Jr. High - Career Orientation Student Presentation						Yes		1	26
Fordyce Middle School - Career Orientation Class						Yes		1	28
Crowley's Ridge Education Co-op						Yes		1	17
Southwest LWIB Meeting		Yes		Yes				1	32
Arkansas Counselor's Conference	Yes	Yes				Yes		1	260
Sylvan Hills High Counselors Meeting - Real Life						Yes		1	4
U of A Community College - Hope						Yes		1	25

Robinson High School Career Class						Yes		1	19
Longitudinal Database - High Education						Yes	Higher Education	1	12
Northeast Jr. High Career Orientation						Yes		1	17
South Central Education Cooperative - Discover Arkansas						Yes		1	22
Southeast Ark. Ed . Cooperative - Discover Arkansas						Yes		1	63
West Central Workforce Investment Board				Yes	Yes			1	70
Arkansas Tech - Ozark	Yes					Yes		1	136
Arkansas Career Education and Guidance Conference						Yes		1	27
L.R. School District Career Night						Yes	Parents	1	268
Pottsville High School Career Day Assembly						Yes	Parents	1	160
Atkins High School Career Day						Yes	Parents	2	120
Local Office Managers Meeting/Training	Yes			Yes				1	50
Blytheville High School Career Classes						Yes		1	56
Arkansas Human Resource Managers Conference		Yes						1	60
North Little Rock Transition Conference						Yes	Parents	1	38
Pulaski County School District Learning Center						Yes		1	90
Local and State WIA Area Demand Meetings	Yes	Yes	Yes	Yes	Yes	Yes	College Administrators	10	86
University of Arkansas Rehabilitation Graduate Students						Yes		1	32
Arkansas School for the Blind						Yes		1	25
Total =								43	2,327

Attachment 4

Level of Demand for Labor Market Information Products and Services, Program Year 2008

Other Activities

State: Arkansas

Name of Activity	Level of Activity	
	Number of requests or alerts	Number of Recipients
Requests received, e-mail alerts		
LMI Requests received by phone, e-mail, fax, in-person NOTE: Purely a guess	247	247
E-mail alerts issued		

Events	Number of events	Number of Participants
Job/Career Fairs	5	8,890
Conference exhibits	7	2,106
Rapid Response events		
Other events and activities (please list below):		
