

**Florida**  
**Annual Performance Report**  
**Workforce Information Grant**  
**PY 2008-2009**

**A. Accomplishments by Deliverable**

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

**Outcomes Compared to Planned Outcomes**

Florida populated the Workforce Information Database using version 2.4 with the latest labor force, industry, occupation, wage, performance, and administrative information in PY 2008-2009. The database continues to provide information for several Internet-based delivery systems, including the Florida Research and Economic Database (FRED), the What People Are Asking (WPAA) system, and the LMS Website. The Workforce Information Database was used for data extractions for special requests from state and Regional Workforce Boards and local economic development councils.

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

The activity conformed to planned milestones as specified in the PY 2008-2009 Workforce Information Grant.

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

**Outcomes Compared to Planned Outcomes**

Long-term projections were completed for Florida, 24 Workforce Regions, and all large counties with employment above 100,000. These projections are done on an annual basis in Florida even though they are only required every

other year. Short-term projections at the statewide level were also completed as required by June 30, 2009.

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

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

The activity conformed to planned milestones as specified in the PY 2008-2009 Workforce Information Grant.

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

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

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

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

Training for high-value industries is concentrated in Banner Centers in partnership with community colleges. The Industry Profiles were completed for these Banner Centers: aviation and aerospace, biotechnology, construction, health care, information technology, logistics and distribution, and manufacturing. A healthcare profile was completed for Workforce Region 21. The studies cover industry employment, wage, occupational and labor dynamics data in order to provide an overview of the industry as relates to size, wages, and training requirements. Labor dynamics

data provide an additional analysis tool for these industries indicating a great need for replacement training or retraining in industries that may be declining in net number of jobs.

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

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

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

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

This deliverable continues to play a critical role as LMI data users increase online usage. Florida deploys two major systems, Florida Research and Economic Database (FRED) and What People Are Asking (WPAA), in addition to the LMS Website, Florida Wages (the Estimates Delivery System), the Targeted Occupations List, and the Quarterly Workforce Indicators. Customers used the LMS Website more frequently than the other applications. The LMS Website had about 7.6 million web hits in PY 2008-2009. Florida Wages delivers occupational and wage data by area and this system had 4.4 million hits in the program year. The FRED system had 3.9 million web hits during the program year.

Tracking for WPAA indicated 941,000 hits. All parts of the LMS electronic delivery suite had a combined total of over 17 million hits during the program year. Web requests totaled 4.3 million compared to 4.1 million in PY 2007-2008. The FRED system had the most requests at 1.4 million in PY 2008-2009, compared to 1.2 million in PY 2007-2008. The LMS website continued to maintain a link to the U.S. Department of Commerce, Bureau of the Census, for local employment dynamics statistics for Florida by county, metro area, or workforce region. The indicators are available by quarter, by gender, and age group.

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

The activity conformed to planned milestones as specified in the PY 2008-2009 Grant.

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

Customer demand for LMS products and services from the workforce, economic development, and education system remains high. LMS completed numerous products and services in consultation with Workforce Florida, Inc., Florida's 24 Regional Workforce Boards, Enterprise Florida, Inc., and local economic development councils. These products and services are listed below.

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

Labor Market Statistics (LMS) continued to enhance the website for the Regional Workforce Boards to update the preliminary TOLs and for Workforce Florida, Inc. to review these submissions. LMS enhanced the system to accommodate the appeals process for Regional Workforce Boards to contest additions to or deletions from TOLs.

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

LMS finalized 2009-2010 regional targeted lists that included occupations based on local input from the regions and occupations suitable for statewide training due to high demand.

#### **Presentations and Training:**

Labor Market Statistics continued to provide technical training and presentations for workforce and economic development. A total of 1,351 people attended 23 LMS presentations. LMS produced 103 individual PowerPoint reports for workforce and economic development partners.

**Local Area Press Releases:**

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

**Posters and Print Media Publications:**

Demand remains high for innovative print media publications and posters, despite the change to electronic delivery. A total of 61,010 publications were distributed by mail and 24,466 were retrieved from the website in PY 2008-2009.

Wage Conversion Posters (10,000 small, 1,000 large) are produced and distributed annually, with Florida's new minimum wage posted prominently. After a new printing of 11,500 sets of Career Posters, distribution continues for this item that remains popular with One-Stop Career Centers and schools. Due to high demand, the Data Wheel, which displays statewide, and area industry, population, and wage data, was reprinted and distributed (12,000 total).

A total of 15,750 Occupational Highlights brochures, with occupational forecasts statewide and for all 24 Regional Workforce Boards, were produced. To aid middle-school career counseling, LMS updated the Career Comics sets (10,000 copies).

The Giving Children Hope and Skills Handbook, a popular guide to providing parents and their children insight into preparing for future careers, was updated and distributed (10,000 copies).

In addition, the Resource Guide was reprinted (5,000 copies) to inform the Regional Workforce Boards and the public about the resources and publications available from LMS. A flyer on "Occupations in the Green Economy" originally produced to aid educational efforts by Workforce Florida, Inc., was updated and remains available on the agency website. All print media publications are produced at the request of Regional Workforce Boards.

### **Strategic Partnerships:**

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

LMS also helped to develop an annual career counselor training curriculum for high schools.

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

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

Program accomplishments greatly exceeded the plan due to the large demand for reports/products/data services from Workforce Florida, Inc., Regional Workforce Boards, local economic development councils, and other customer groups. The following is a list of the major projects that were completed under this deliverable. Special studies continue to be one of the most important activities under the Workforce Information Grant.

### **Labor Supply Studies:**

Labor supply studies for business recruitment are one of the more innovative products produced for, Enterprise Florida, Inc. (EFI, the state's economic development entity), Regional Workforce Boards and for local economic development councils. The Labor Market Statistics Center utilized an Access application developed in PY 2007-2008 that makes processing of these requests fast and efficient. The studies are structured using occupational staffing patterns or occupations requested by the prospective employer including related occupations from O\*Net.

The purpose of these studies is to provide an aggregate measure of available labor supply by area and industry. Available labor supply consists of all those currently working in the occupations demanded by the prospective employer, all those enrolled or having completed training for occupations needed by the prospective employer, and all registered jobseekers looking for employment in occupations

demanded by the prospective employer. Wage ranges are provided for each occupation. A total of 15 labor supply studies were completed in PY 2008-2009. These are high-demand customized studies that require a fast turn around cycle.

**Special Reports for the Florida Career and Professional Education Act:**

The Florida Agency for Workforce Innovation and Workforce Florida, Inc. were granted a pivotal role in implementing this act. Labor Market Statistics, due to its unique ability to analyze occupational and industry data, was given the task to produce a labor market analysis to support development of industry credentials based on short-term training for occupations in demand and emerging technologies.

**Regional/Special Group Reports:**

During PY 2008-2009, LMS completed 25 regional studies on workforce, demographic and industry topics requested by various Regional Workforce Boards. Two studies on older workers and one study on youth workers were conducted in the same period. Other studies included a health care industry profile and prison industry enhancement reviews. Five economic impact analyses were conducted for projects in manufacturing, leisure and hospitality, government, and other industries.

**Industry/Occupational Projections:**

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

LMS provided occupational employment information by industry and wage data by area for inclusion into the annual update of CHOICES, which is Florida's career information delivery system.

LMS produced over 122 special tables for specific industries, industry clusters or occupations for various customer groups, but most were for Workforce Florida, Inc, Enterprise Florida, Inc., and Regional Workforce Boards.

**Maps:**

LMS prepared employer density maps and jobseeker maps for all 24 Regional Workforce Boards in Florida.

LMS prepared commuting pattern maps of workers for Florida producing ten satellite and hub centers based on standard measures of commuting.

LMS prepared multiple employer location maps for various economic development studies as requested by Enterprise Florida, Inc. and Workforce Florida, Inc. These included 27 density maps of heavy manufacturing, construction, aerospace, electronics, and other industries for various Regional Workforce Boards or counties. Ten maps were prepared for employer density and an additional 54 maps of various types were produced (commuting, jobseeker locales, unemployment rates, industry growth/declines, one stop center locales, hurricanes, floods, and targeted populations for disaster planning, etc.).

**Green Jobs Activities:**

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

LMS is reviewing reports to identify green industries, occupations and definitions of green jobs to lay the groundwork for a survey. A green jobs survey is a proposed activity using federal stimulus funds. LMS has collected definitions of "green jobs" and "green industries" from other states and published reports. LMS was a key partner with Workforce Florida, Inc. in creating a Florida definition of green jobs.

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

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

The level of activity exceeded planned milestones as specified in the PY 2008-2009 Workforce Information Grant.

### **B. Customer Consultations**

The most recent LMS customer satisfaction survey rated 6 questions about how staff handled information requests. The overall satisfaction rating on a scale of 1 to 5 was 4.8 for all six questions, in comparison to 4.9 for PY 2007-2008. Excluding the overall rating, the range of scores was between 4.8 for LMS courtesy and 4.7 for meeting customer needs.

Based on these customer satisfaction findings LMS will continue with efforts to make online products more understandable to the average Florida jobseeker. The What People Are Asking (WPAA) system already provides an easy to use method to view labor market information. This system will continue to be refined for jobseekers and employers.

A survey was conducted at the request of Workforce Florida, Inc. for the Regional Workforce Boards Executive Directors regarding the various offices/services within AWI. On a scale of 1 to 5, LMS was rated 4.7 on responsiveness, 4.5 on timeliness, 4.8 on knowledge, 4.5 on understandability, and 4.6 on overall satisfaction. Labor Market Statistics overall rating of 4.6 was the top rating given to a program entity in the agency.

### **Activities to be Undertaken to Add Customer Value**

While these ratings are exemplary, LMS will continue with efforts to make online tools more useable and interactive to jobseekers, board staff, and employers. Efforts will continue to perfect timely delivery of information via electronic means while maintaining high standards of data quality and integrity.

Enhancements will be made to the LMS Website to include interactive mapping capability, improved area profiles, and small domain modeling to give current industry employment for rural workforce regions. Small domain modeling has been funded by the state workforce board for two years as a

pilot study to provide supplemental data to the rural regions. Florida will retain the capability to conduct impact analyses using IMPLAN software as needed by workforce and economic development.

Florida is chairing a Conference Board advisory panel on the new Help-Wanted OnLine data series. This new series is an indicator of employer demand nationwide, by state, and by metro area. It is being tested as a new economic indicator and will assist with analyzing occupations for job training. It may also serve as a supplement for vacancy surveys.

Labor Market Statistics will continue with the policy of responding to all requests for improvement and additional products within the funding and staffing limitations. Increased automation of products, such as the detailed industry cluster reports, will allow better geographic coverage with less production time.

Improvements are planned for mapping with better integration of SHAPE and data files for quicker and more accurate map production.

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

Florida adapts delivery of products under the six major deliverables based on the needs of the state and 24 Regional Workforce Boards. Some individual products are adjusted based on customer feedback and short-term needs of the state and local boards. The results of the customer satisfaction survey indicate that Florida has achieved high marks in meeting the needs of its labor market information customers.

ETA should compile the accomplishments of all states funded by this grant, and promote, publish and share these products and services. ETA should continue to promote and share best practices and products/services developed by states under this suite of core products. ETA should include and fund additional products such as Benefits Surveys and Job Vacancy/Hiring Needs Surveys to help fill data gaps.

**D. Expenditures:**

The total amount of the grant is \$1,374,721. Through June 2009, LMS has:

Spent	\$1,060,483
Encumbered	\$10,612

All grant funds will be expended by September 2009.