

**STATE OF IOWA ANNUAL REPORT**  
**2008 Workforce Information Core Products and Services Grant**  
**July 2008 – June 2009**

**A. PRODUCTS AND SERVICES**

The Labor Force and Occupational Analysis 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.

- **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 2008, 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 staff members of the Labor Force and Occupational Analysis Bureau attended the **ARC Seminar 2008: Transforming Information for the Future**. The seminar was held in St. Louis, Missouri, from October 28-30, 2008.
- Version 2.4 of the database was used during the program year.
- During PY 2008, the Workforce Information Database was populated with the most current editions of the *infoUSA* Employer Database. The database was updated with First Edition 2009 in October 2008, and with Second Edition 2009 in April 2009. 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. (Refer to table on the following page.)

Core Table Updates:

Table	Type	Version	Update Schedule
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
EEO LABFOR	Data	2.4	Used for affirmative action
EMPDB	Data	2.4	Updated Oct. 2008 with <i>infoUSA</i> First Edition 2009; updated Apr. 2009 with <i>infoUSA</i> Second Edition 2009. Employer records for Iowa and all surrounding states were uploaded.
ESAPPLIC 1	Data	2.4	Used for affirmative action
ESAPPLIC 2	Data	2.4	Used for affirmative action
INCOME	Data	2.4	Updated with median household income from the Census and 2007 per capita income for counties from the Bureau of Economic Analysis
INDPROJ	Data	2.4	Updated with long-term industry projections for State and 15 IWD regions for 2006-2016 projection period
INDUSTRY	Data	2.4	Updated quarterly; last quarterly update was for fourth 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
OESWAGE	Data	2.4	Updated with wage data from the OES Survey (May 2007 panel)
OCCPROJ	Data	2.4	Updated with long-term occupational projections for State and 15 IWD regions for 2006-2016 projection period
POPULATN	Data	2.4	Updated with current population estimates for the State and counties

**Expenditures for PY 08: \$75,000**

- **Produce and disseminate industry and occupational projections.** Iowa Workforce Development will prepare and disseminate long and short-term industry and occupational employment projections. The projections 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 2008 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 2008-2010.

**Accomplishments:**

**Industry Projections:**

- Sub-state long-term industry projections were completed in May 2008 for the 15 IWD regions.
- Statewide and sub-state short-term industry projections for 2007-2009 were completed in July 2008.
- Statewide short-term industry projections for 2008-2010 were completed in July 2009.

## 2. Produce and disseminate industry and occupational projections (continued):

### Occupational Projections:

- Sub-state long-term occupational projections for the 2006-2016 period were completed for the 15 IWD regions in August 2008.
- Statewide short-term occupational projections for 2008-2010 were completed in September 2009.

### Dissemination of industry and occupational employment projections:

- The industry and occupational projections were created with different views that address the various needs of users. They have been formatted to include the NAICS (industry) or SOC (occupation) codes, growth rate for the industry or occupation, and change in employment.
- *Iowa Hot Jobs 2006-2016* was prepared in August 2008 along with *Hot Jobs* brochures for the 15 IWD regions. *Iowa Hot Jobs* was last updated in June 2009.
- *Iowa's Career & Education Outlook 2006-2016* was prepared in September 2008.
- *Iowa's STEM Occupations* was prepared in February 2009.
- *Job Search Plan and Resource Guide* was prepared in June 2009.
- Occupational information based on the occupational projections was distributed by Bureau staff at a number of job fairs in the area:
  - Veteran's Day Job Fair at Veterans Memorial Auditorium in November 2008.
  - Iowa Career Expo at Hy-Vee Hall in Des Moines in January 2009.
  - IWD/KCCI *Project Economy Job Fair* at the IWD Workforce Center in Des Moines in January 2009.
  - *Re-entry Career and Community Resource Fair* at the Polk County Convention Complex in Des Moines in January 2009.
  - West Des Moines Jobs Expo at the West Des Moines Sheraton in May 2009.
  - 2009 Job Expo at the Polk County Convention Complex in Des Moines in April 2009.
- The Bureau Chief of the Labor Force and Occupational Analysis Bureau worked with the Iowa College Aid Commission to provide an understanding of the importance of the regional industry and occupational projections. The Iowa College Aid Commission plans to incorporate the regional projections within their new career information delivery system that will have the ability to provide assistance and information to users from "cradle to grave."
- A presentation was provided to educators attending the *21<sup>st</sup> Century Workplace Skills Experience* conference. The focus of the conference was to expose educators to real life work experiences, and to connect those experiences to classroom learning. Career information was distributed at the conference, including the *Iowa Career Resource Guide*, and the *Website Directory for Career Planners & Job Seekers*.

## **2. Produce and disseminate industry and occupational projections (continued):**

- Information from the occupational projections was provided to sector boards from the Des Moines Area Community College (DMACC). This is a joint initiative involving DMACC, the Greater Des Moines Partnership, Iowa Workforce Development, Iowa for Social and Economic Development (ISED), Iowa Employment Solutions at DMACC, local employers and industry associations to address skill shortages in major local industries. The industries are: Information Technology, Financial Services, Construction, Advanced Manufacturing and Health Care.
- Staff participated in meetings and provided LMI data to United Way of Central Iowa to be used as part of their data dashboard, which will be known as "Iowa Dig." Various organizations; including not-for-profit organizations, human service agencies, and state government; will provide non-confidential data to United Way for placement in a web-based system. As a result, organizations will be able to access data from the system at no cost.
- Two presentations were provided on the ICN to high school students and educators on workforce trends. The sessions were recorded, and will be used by Iowa Public Television for future viewing in classrooms. There will be a statewide audience for the presentation.
- Staff participated in the STEM Equity Pipeline Project. The focus of the project is to increase the awareness of opportunities for females and other underrepresented groups in the STEM (Science, Technology, Engineering and Mathematics) occupations, and promote an awareness of STEM in the core curriculum for teachers in the state. The project involved industry leaders, the Iowa Department of Education (lead agency), the Iowa Department of Economic Development, and Iowa Workforce Development.

**Expenditures for PY 08: \$144,000**

- ### **3. Publish an annual economic analysis report for the governor and the SWIB.**
- 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 stakeholders in the workforce development system.

#### **Accomplishments:**

- The third annual edition of *Iowa's Workforce and the Economy* was completed in June 2009, and is available to users in hard copy and via the Web. The publication can be accessed through the Iowa Workforce Information Network (IWIN) at:  
<http://iwin.iwd.state.ia.us/pubs/pubs/iowaworkforceandtheeconomy.pdf>
- The 2009 edition of *Iowa's Workforce and the Economy* focused on the wide-ranging effects of the recession and the natural disasters that impacted the Iowa economy in 2008.

**Expenditures for PY 08: \$50,000**

4. **Post products, information, and reports on the Internet.** During PY 2008, staff continued to post grant-produced products and reports, economic time series, and other workforce information on the Web. Most of this information can be accessed through the Iowa Workforce Information Network (IWIN).

**Accomplishments:**

IWIN monthly statistics for PY 08:

Month	Hits	Visitors	Year-to-Year Percent Change in Hits
<b>July – 2008</b>	1,745,240	44,542	22.3
<b>Aug</b>	1,533,343	39,337	6.9
<b>Sept</b>	1,595,363	38,328	28.1
<b>Oct</b>	1,613,034	42,666	11.4
<b>Nov</b>	1,543,592	40,035	5.5
<b>Dec</b>	1,506,111	37,433	7.8
<b>Jan – 2009</b>	1,982,169	45,615	5.1
<b>Feb</b>	1,821,744	43,591	5.5
<b>Mar</b>	2,008,304	48,073	14.4
<b>Apr</b>	1,736,264	46,264	-0.9
<b>May</b>	1,504,499	41,574	-18.9
<b>June</b>	1,669,606	47,089	5.5
<b>Total</b>	<b>20,259,269</b>	<b>514,547</b>	

- The following information, products and reports were made available in IWIN during PY 08:

- Affirmative Action Data 2009
- Apprenticeship Builds Skills (article)
- Current Employment Statistics (CES) Data (industry data for state and MSAs posted monthly)
- IWIN Guide
- Iowa County Wage Surveys
- Iowa Hot Jobs 2006-2016 (posted for the state and 15 IWD regions)
- Iowa Quarterly Industry Review
- Iowa Short-Term Industry Projections 2007-2009
- Iowa Short-Term Occupational Projections 2007-2009
- Iowa Trends (updated as economic indicators become available)
- Iowa WorkNet (Third Quarter 2008)
- Iowa's Career & Education Outlook 2006-2016
- Iowa's STEM Occupations
- Iowa's Workforce and the Economy
- Job Search Plan and Resource Guide
- Labor Force Summaries (monthly and annual tables for all years subject to benchmark revisions)
- Map of County Unemployment Rates (monthly)
- Monthly Labor Force Data
- Occupational Employment Statistics Survey (May 2007)
- Occupations of Iowa Workforce Development Center Applicants (updated quarterly for the state and 15 IWD regions)

**Post products, information, and reports on the Internet (continued):**

Older Workers Profile 2009 (update)  
Quarterly Census of Employment and Wages (QCEW)  
Website Directory for Career Planners and Job Seekers  
Website Directory for Employers and Professionals  
Young Workers Profile 2008

**Expenditures for PY 08: (\$70,000)**

- 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:**

- Members of the state workforce investment board and local workforce investment boards received a copy of the 2008 *Iowa's Workforce and the Economy*.
- A presentation was made to the Region 7 local workforce investment board (LWIB) on March 26, 2009. The presentation included economic and career information for the region.
- A presentation was made to the Region 10 local workforce investment board (LWIB) on June 25, 2009 regarding current economic conditions in the state and region, and the job outlook for the region.
- Information on high-demand occupations, declining occupations, and technology-related occupations was provided to IWD administrators for use in determining training opportunities for unemployed individuals who were receiving unemployment benefits.

**Expenditures for PY 08: (\$45,000)**

- 6. Conduct special studies and economic analyses.** Iowa Workforce Development will prepare special state, regional and local 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:**

- Staff continues to prepare customized labor market information to assist community colleges and other entities with information for grant proposals.
- *Quarterly Updates for the Governor's Council of Economic Advisors.* One member of the staff continues to serve on the Council, and prepares a quarterly update on the Iowa economy, which is presented to the Council. The information typically includes a summary of current labor force trends, nonfarm employment trends, the employment outlook, and Unemployment Insurance (UI) trends.

## **6. Conduct special studies and economic analyses (continued):**

- *Status of the Iowa Workforce and Economy*. This is a one-page summary of current economic conditions in the state that was introduced during PY 08. The state legislators and IWD administrators are the target audience for the publication.
- *Iowa Wage Survey 2007*. This product was designed to respond to LMI customer demand for more timely wage data. The wage estimates are prepared by applying the Employment Cost Index to the Occupational Employment Statistics (OES) data. The wage estimates are generated for the State, the MSAs, 15 IWD regions, counties, Balance of State areas, and industries.

### **Expenditures for PY 08: (\$45,000)**

## **B. Customer Consultations**

Most of the Bureau's customer feedback is obtained through conferences and meetings attended by staff. The Labor Force and Occupational Analysis Bureau has been closely connected to the state's educational community for some time, and has tailored many of its career-related products to meet the needs of the state's educators and students. The *Career Resource Guide*, which is currently being updated, is an example of a career-related publication that resulted from the Bureau's collaboration with the Iowa Department of Education.

The Labor Market and Workforce Information Division of Iowa Workforce Development maintains an Activity Log on the agency's intranet site to record individual customer requests and sources used to respond to the requests. The Log also captures the customer's name and contact information, making it possible to use the Log for future customer satisfaction surveys.

In response to the numerous questions received from customers attempting to navigate through the Iowa Workforce Information Network (IWIN), an IWIN guide was developed that lists the various types of information that can be found on each page of the display system. The IWIN statistics indicate that the site has gained in popularity over the past couple of years, and is being accessed by a wide range of customers.

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

- The due date for the Short-Term Industry and Occupational Projections needs to be adjusted to August or September since fourth quarter QCEW data are needed to produce the projections, and the data are usually not available until mid-May.
- Iowa would like ETA to designate or design a universal customer satisfaction tool.
- Iowa would like a clarification on the definition of "green" industries and occupations. The interest in this subject has intensified during the past program year, and guidance is particularly needed for the production and dissemination of information on the subject.

- It would help to have a universal mechanism for the LMI information display system so all states would have a similar appearance. This would enable customers to locate information easier when comparing information for the states, and would also facilitate populating the information.
- It would be helpful to have an initiative that would work with the Occupational Employment Statistics (OES) Survey to develop a system to produce local wage information.
- An adequate budget is needed to fully support all the required core products and services, and allow for the training of staff.
- Develop a best practices guide for the development of core products and services.
- Iowa would like to receive timely feedback from ETA on the products and services that have been developed during the program year that would offer recommendations for improvement.