

New York State Annual Performance Report for the
PY 2008 Workforce Information Grant

I. Deliverables

The discussions below address the six ETA deliverables outlined in the statement of work.

1. Continue to populate the workforce information database with state and local data.

Core data tables were updated. New Occupational Employment Survey (OES) and staffing patterns data were loaded into the workforce information database and made available via the website as the data were produced by the OES unit. We also updated the quarterly and annual average data from the Quarterly Census of Employment and Wages (QCEW) program. Short-term (two-year) occupational projections for New York State and its 10 regions were loaded into the database and made available for public access on the Internet. The InfoUSA employer database was loaded as updates were received, and served as the underpinning of the Business Directory tool on our website. Current Employment Statistics (CES) and Local Area Unemployment Statistics (LAUS) program data were updated monthly and after the benchmarking of the series. State-produced estimates of jobs by industry for non-CES areas were also loaded monthly and after benchmarking. Information on Occupations Licensed and Certified was entered in the database. Version 2.4 of the database became available. Modifications to the database 2.4 structure are performed on a table-by-table basis as new data become available.

2. Produce and disseminate industry and occupational employment projections.

Long-term industry and occupational projections were completed for the 10 labor market regions according to the Projections Workgroup's guidelines using the Micro-Matrix and Long-Term Industry Projections software. Occupational Employment Statistics program staffing patterns were developed using the Estimates Delivery System. Long-term occupational projections for the state and regions and related products were made available on the department's web site.

Short-term occupational projections were completed for the state. Industry forecasts were developed using the Projections Workgroup's Short-Term Industry Projection software. Results were benchmarked to the New York State Division of Budget forecasted growth rates for the state and selected industries. Occupational Employment Statistics staffing patterns, developed using the Estimates Delivery System, were used in the Micro-Matrix system. Projections were developed following Projections Workgroup guidelines.

3. Publish an Annual Economic Analysis Report for the Governor and state WIB.

We published two reports for the workforce system this year.

After consultation with the staff of the Division of Employment and Workforce Solutions (DEWS) which serves as staff to the State Board, we prepared a report entitled "2008 in Review: New York State's Labor Markets, An Economic Report to the Workforce System."

The report summarized the developments in state's 10 regional labor markets as well as the statewide labor market. We looked at industry trends during 2008 and the economic outlook for 2009.

The report summarized the state's labor market developments as follows: For the 12-month period ending in December 2008, the total nonfarm job count (private plus public sectors) in New York State decreased by 103,400 or 1.2 percent (not seasonally adjusted). This marked the first year in which jobs have decreased in New York since 2003. The U.S. economy entered 2009 in crisis, mired in a recession that began in December 2007, according to the National Bureau of Economic Research, and is steadily deepening. Most analysts believe the economy's near-term outlook remains bleak. The economic outlook for New York State is closely linked to what occurs nationally. However, recessions in New York end to be significantly longer than their national counterparts, a trend that has become more pronounced over the past 20 years.

The second report was "Turmoil on Wall Street: The Impact of the Financial Sector Meltdown on New York's Labor Market, An Economic Report to the Workforce System." The report required the assistance of a wide-ranging research group. The group included representatives of the Empire State Development Corporation; the Connecticut Department of Labor's Office of Research; the Connecticut Department of Economic and Community Development; the New Jersey Department of Labor's Office of Labor Market and Demographic Research; and the Federal Reserve Bank of New York.

The conclusions were that the cumulative direct employment losses in the tri-state region's financial sector would total 125,000 in 2011 and the projected cumulative peak total employment losses (direct plus ripple effects) would number 300,000 by 2011.

Copies of both reports are posted on our website at www.labor.state.ny.us.

4. Post products, Information, and reports on the Internet.

The New York State Department of Labor's website was regularly updated and enhanced. This includes the Labor Statistics section, Career Services section, and part of the Business Services section of the site, www.labor.state.ny.us.

- Our analysts consulted with LWIBs on occupational demand lists. We continued to provide an online tool for adding and deleting occupations.
- Regional lists of occupations in which we expect heavy hiring in the coming month were posted on our website each month.
- Monthly estimates of nonfarm jobs by industry for areas not funded by BLS were prepared and published online.
- Daily job opening lists for labor exchange were prepared and published through our WDSuite tool.
- Published monthly summaries of recent job expansions and contractions by region culled from various media sources.
- Published monthly summaries of labor market conditions on the regional web pages.
- Published our monthly newsletter, "Employment in New York State", which presents labor research issues and economic trends for New York State and its regions.
- Updated a nationwide MSA wage comparison tool on our website so that job seekers and employers can estimate wage differentials between major metropolitan areas across the country.
- Updated the labor supply section of our website to help deal with labor shortages. This section included data on registered job seekers, wage comparisons, New York State college graduates, and population projections.
- Published industry projections, including supersector analysis and 3-digit NAICS industries. The interactive application allows workforce and economic development planners to target industry sectors based on growth, wages, and size and location quotients.
- Published a new round of occupational wage data for local WIA areas.
- InfoUSA's employer database continued to be provided to the public on our website in the form of our Business Directory tool. The latest version

of the database was loaded and InfoUSA was properly cited as the source.

- Our Central office staff continues to transmit and review the required datasets for participation in the Local Employment Dynamics (LED) Program. Data are available online at <http://lehd.did.census.gov/led/index.html>. We are now participating in the OntheMap application.
- Our Capital Region analyst published monthly online chart books for the Albany-Schenectady-Troy and Glens Falls MSAs.
- Our Central New York analyst:
 - published a series of newsletters on “Central New York Labor Supply.”
 - ran a list serve with roughly 1,100 users to dispense monthly reports on labor market trends
 - published brochures on Science, Technology, Engineering and Math (STEM) occupations
 - published regional size of firm data for Central NY
- Our Finger Lakes analyst:
 - posted a commutation map which depicts cross-county flows in the region
 - posted a number of slideshows on a variety of topics including: Science, Technology, Engineering and Math career trends, Regional Priority Clusters (Advanced Manufacturing, Alternative Energy, Health Care, Optics and Imaging and Biomedical), and Regional Career Trends
 - published cluster analysis reports
 - published data priority industries
- Our Long Island analyst published monthly spreadsheets with local employment and unemployment data

5. Partner and consult on a continuing basis with workforce investment boards and key talent development partners and stakeholders.

Our 10 field offices served local One-Stop partners, LWIBs, and stakeholders extensively.

- Our analysts served on State WIB and LWIB sub-committees. Analysts attended 107 LWIB meetings across the state. Central office staff assisted the staff of the Division of Workforce and Employment Solutions (DEWS) as requested. DEWS staff serve as staff to the State WIB.

- We updated information on labor market conditions by providing labor market information (LMI) and data of all types. For example:
 - Labor supply
 - Regional economic analysis
 - Significant industry analysis
 - Industry cluster analysis
 - Recession resistant jobs
 - Lists of local demand occupations
 - Commutation data

- We assisted the Division of Employment and Workforce Solutions (DEWS) by writing parts of reports, grant applications, strategic plans, and requests for proposals (RFP).

- We worked with DEWS Rapid Response and Layoff Aversion teams on 41 Rapid Response events.

- We evaluated and scored numerous RFP proposals for WIA statewide grant monies at the request of DEWS which serves as staff to the State WIB.

- Our analysts assisted in the preparation of various LWIB grant proposals to USDOL and NYSDOL.

- Our analysts made 92 presentations on various LMI topics to LWIBs or subcommittees, and community partners, explaining the sources and use of various datasets.

- We presented workshops at the New York Association of Training and Employment Professionals statewide conferences.

- We geocoded QCEW data for the purpose of mapping this information for customers.

- We partnered with various agencies to support school-to-work transition efforts:
 - Served on advisory boards
 - Conducted CareerZone training sessions
 - Participated in Career Days
 - Prepared Science, Technology, Engineering, and Technology (STEM) career bookmarks
 - Contributed to STW newsletters

- Our Capital District analyst:
 - Worked with The NYS Association of Counties and Cornell University to identify industries and company's to be studied as part of a "Workforce Intelligence" project. The goal was to better understand the skill and labor needs of priority industries within the regions of New York State.
 - Demonstrated to workforce and business professionals various uses of the Local Employment Dynamics data to answer heretofore unanswered workforce related questions.
 - Provided LMI training to members of the NYS Association for Persons in Supported Employment, a group formed to improve employment opportunities for persons with disabilities.
 - Provided LMI training to elected officials and key staff at the NYS Association of Counties annual conference.

- Our Central New York analyst:
 - Provided local WIBs with a list of potential employers to be used at a job fair for laid off manufacturing workers; occupational wages to be used for dislocated manufacturing workers considering retraining options; and extensive industry cluster information, employment and wage trends, and demographic data.
 - Provided local WIBs and partners with a list of growing IT occupations in Central NY.
 - Provided community partners with statistics on veterans and data on green jobs for a state grant. Provided industry employment data to be used in an upstate New York grant for a high-speed rail transportation system.
 - Hosted and updated the website of the Cayuga-Cortland WIB.

- Our Finger Lakes analyst:
 - Assisted local WIBs by providing data regarding the advanced manufacturing and health care clusters, and evaluating the availability of various labor pools, including welders and other workers for advanced manufacturing.
 - Partnered with Finger Lakes WIRED to research and promote regional skills alliances in health care and advanced manufacturing.
 - Is a member of the Rochester area Business Trends Committee, a group which routinely meets to evaluate the current condition of the regional economy.
 - Mapped data using GIS software for the local WIB. The maps highlighted the availability of labor, regional wages, employment, and commutation trends.
 - Partnered with the Finger Lakes Advanced Manufacturing Enterprise (FAME), to research and promote careers in advanced manufacturing and with the Health Care Regional Skills Alliance to research and promote careers in health care.

- Our Hudson Valley analyst generated county-specific significant industry lists and corresponding staffing pattern data to identify occupations in demand.
- Our Long Island analysts:
 - Worked closely with three WIBS in the region, the Business Team, and the Long Island Forum for Technology (LIFT) to develop and implement a Regional Transformation Project and also a Regional Innovation Grant targeting services for workers laid off from the financial services sector.
 - Worked closely with LIWorks, an arm of the Long Island Association, in building and supporting school-business advisory boards and in identifying target industry sectors for the formation of School-Industry Academies.
 - Served as members of region-wide Capacity Building Team that meets monthly to plan training events and workshops designed to broaden horizons of regional NYSDOL and WIA partner staff.
 - Attended meetings and shared data with the Workforce Development Institute (an affiliate of the NYS AFL-CIO) to improve collection, dissemination and timeliness of LMI and to discuss strategic labor market developments. One example was the identification of closings and layoffs at local auto dealerships.
- Our New York City analyst supplied the NYC Labor Market Information Service, a NYC WIB-funded research organization, with several large QCEW data sets: 4 digit NAICS employment by zip code for NYC; annual average wages by 4-digit NAICS for 12 downstate counties; and 3-digit NAICS by zip code for NYC.

Training is an important aspect of our work

- In cooperation with our agency's Career Resource Office staff, we continued to provide professional development sessions on our online career exploration and planning tools for youth and adults. These include CareerZone, a career exploration and planning system for New York youth, and JobZone, an online career management tool for adults. 164,121 new portfolios were created in the CareerZone and JobZone systems between July 2008 and June 2009.
- Face-to-face CareerZone training sessions were provided to local workforce development staff, career counselors, school counselors, teachers, and administrators. Twenty-five in-depth training sessions were presented to over 1,500 professionals. Fifteen conference booth presentations reached over 2,500 students and professionals. Over

100,000 CareerZone brochures were sent out from July 2008 through June 2009.

- The JobZone System was supported through face-to-face training and technical assistance provided online and over the phone. Ten training sessions on JobZone were provided to over 250 workforce development professionals.
- Five hands-on computer lab training around the career development implications of Web 2.0 technology were provided at several large conferences. Over 350 participants took part in the three hour sessions.
- Four Real Game training sessions were held for 100 career development professionals. The Real Game is a hands-on curriculum in which students adopt an adult role and explore the world of work.
- Four customer assessment training sessions were held for front line One-Stop staff at the request NYSDOL's Division of Employment and Workforce Solutions.
- One two-day session of Career Development Facilitator (CDF) Assessment training was held.
- Four regional functional alignment sessions for 125 One-Stop and veterans services staff were held.
- One six-day Educator Academy session was held with the Allen Center Educator Academy at the request of the NYS Office for Children and Family Services (OCFS).
- We held two training sessions for our field analysts. The sessions provided updates on WIA-related activities and priorities, as well as training on BLS programs; research for Wagner-Peyser staff; the use of Census data and American Community survey data; the LED program; career information; and a brainstorming session on enhancing our LMI website.
- At the request of the NYSDOL Executive Youth Group, our staff planned and developed a new professional development program for educators. The Educator Academy (nine sessions over a six-week period) involved the sharing of labor market and career information and gathering feedback on how these tools might be adjusted for youth. Two Academics were planned, each with 20 participants. They will be held in late summer 2009.

6. Conduct special studies and economic analyses.

Our staff engaged in a number of special studies or analyses at the request of department administrators and the Division of Employment and Workforce Solutions (DEWS) which acts as staff to the State WIB. They are described below.

- At the request of DEWS, our staff provided ongoing technical support and oversight to the Executive Board of the National Work Readiness Credential. Specifically, expertise was provided in the design, development, and evaluation of a national assessment test and credential.
- At the request of staff at the New York State Education Department, our staff developed data definitions for the Occupational Supply and Demand System (high wage, high skill, high-growth jobs). This was to support a mandate outlined in the Carl D. Perkins legislation to use labor market information to support the development of new Career and Technical Education programs.
- At the request of staff in DEWS our staff began a career ladder project to replicate the Alaska methodology with data available for New York. A small workgroup reviewed the methodology, which involved taking customer UI data and tracking them as they changed jobs in order to develop an aggregate view of typical career paths. Because New York State does not gather similarly detailed work histories and due to our inability to identify suitable proxy variables work was halted. Other priorities and an active USDOL initiative to develop a career ladder tool contributed to the decision to suspend the project.
- At the request of the DEWS, staff worked on an Automotive-to-Green transferrable skills analysis. We attempted to match potentially displaced auto worker titles with green industry titles. A methodological structure was designed, incorporating O*NET Knowledge, Tools and Technology, and Work Activities. Staff also refined the design and built the Access tables to implement it.
- At the request of DEWS staff, R&S staff worked to develop a revised One-Stop Initial Assessment and Customer Flow procedure and outlined the new procedure in a state Training and Employment Guidance Letter (TEGL). Staff provided professional development on the corresponding assessment and guidance documents for staff to implement the suggested procedures.
- At the request of executive staff, R&S staff worked to assess the efficacy of One Stop services to UI claimants in order to target appropriate services to jobseekers in a timely manner.

- At the request of executive staff, R&S staff continued the process of assessing the distribution of Limited English Proficiency (LEP) populations to determine in which offices NYSDOL bi-lingual staff should be located.
- At the request of executive staff, R&S staff compiled detailed statistics on "Disconnected Youth" for a report authored by an advocacy group collaborating with the Department of Labor.
- At the request of executive staff, R&S staff collected data to determine youth populations in Empowerment Zones and Renewal Communities.
- At the request of department administrators, our staff continued economic analysis on the following topics:
 - Offshoring. A briefing was updated in October 2008.
 - Broadband. At the request of the governor's Council for Universal Broadband, we assessed whether there was adequate labor supply to roll out broadband service to underserved areas of the state.
 - Green Industries and occupations. Staff wrote a report entitled "New York State's Clean Energy Industry: Labor Market and Workforce Intelligence" in May 2009 in response to the First Report of the Renewable Energy Task Force. The report addressed three key aspects of clean energy jobs: labor market characterization, workforce development and training and state level collaboration. The renewable energy industries considered were solar, wind turbines, renewable fuels and energy efficiency/weatherization.

II. Consultation and Customer Satisfaction Assessment

A. Description of methods

Step 1: Maintain the Customer Requests Database. We maintain a database of all customers contacting the LMI system, both in the Central Office and in our 10 field offices. Requests for information, consultation, or data by phone, letter, personal visit, or e-mail are recorded in this database. From the database we choose a sample of customers to be queried concerning their satisfaction with our products and services.

Step 2: Assess customer satisfaction among businesses. We conduct a monthly survey of a sample of businesses taken from the Customer Requests Database (see Step 1 above). We determine what can be done to improve services or publications after evaluating responses.

Step 3: Assess customer satisfaction among individuals. We survey a sample of individuals (jobseekers, unemployed persons, students, etc.) from the Customer Requests Database (see Step 1 above). We determine appropriate adjustments and implement as necessary.

Step 4: Assess customer satisfaction of the Workforce Development System partners. We use evaluation forms after training sessions in which we participate. We determine improvements that are needed and implement as necessary. Due to our constant interaction with our partners, their satisfaction or dissatisfaction is apparent. If we miss the mark we make every effort to accommodate their needs.

B. Customer satisfaction results

We asked satisfaction questions via e-mail and phone. We received 439 responses, with an overall satisfaction rate of 97%.

1. Satisfaction rates by type of customer or organization

Businesses	99%
Economic Developers	94%
Educators: K-12	94%
Educators: Post Secondary	97%
LWIBs/One-Stop Centers	93%
Media	98%
Students	80%

2. Satisfaction rates by type of data requested

Jobs by Industry (CES or QCEW)	98%
Wages by Occupation	99%
Occupational Projections/Employment	97%
Career Information/Career Zone	100%
Wages by Industry (QCEW)	98%
Unemployment Rates (LAUS)	98%
Census/Population	96%
Occupational Skills	100%
Technical Assistance	100%
Business Expansions/Contractions	100%
Cost of Living	98%
Income/Poverty	94%
Applicants/Job Openings	100%
Worker Protection	95%
Wage Reporting	97%
Training	100%
UI Claims/Beneficiaries	98%
Workforce Investment Act	100%
Affirmative Action	100%
Commutation	100%
Legislative Review	100%
RFP's writing or reviewing	100%
Other	92%

3. Satisfaction rates by intended use of LMI

We asked customers how they used the LMI they requested and whether it was useful. The uses and percentage who indicated it was useful appears below.

Intended Use	% of Respondents	% Useful
Career Counseling/Planning	18%	99%
Economic Development	11%	98%
Job Recruitment/Staffing Program	4%	97%
Planning/Development	20%	97%
Research	28%	98%
Wage Comparison	9%	99%
Other	10%	96%

4. Response time

We asked customers if they were served in a timely fashion; 99% responded that they were.

5. Suggestions for improvement

Suggestions/complaints tend to fall into several categories:

- about data needs or availability
- about the website; organization and ease of use
- regular email alerts
- other

Comments about data needs almost always relate to the customer wanting more types of data, more detailed data (either by industry, demographic groups or geography), or wanting the data sooner. Unfortunately, addressing many of these issues is impossible given resource limitations and confidentiality rules. For example, certain QCEW data is confidential; CES program production worker hours and earnings data for sub-state areas are no longer collected; and Spanish language publications require more resources.

Website users appreciated that analysts and central office staff were available to assist them. Often an explanation of the organization of the website, the types of data and their uses, or the program terminology provided clarification. Other comments related to the website have been addressed as time and staff resources permit.

III. Expenditures

The New York State PY 2008 Workforce Information Grant was \$1,410,985. Carry-in from the PY 2007 grant was \$543,441. Expenditures during PY 2008 totaled \$1,798,947 -- \$543,441 from PY 2007 carry-in plus \$1,255,506 from the PY 2008 grant. Resources on order against the PY 2008 grant as of June 30, 2009 were \$15,636.

IV. Summary

Overall, PY 2008 was a successful year. We responded to customer requests with more localized data. We were able to give relevant local data, quickly and in a format the particular customer could understand. While nearly all of our goals were attained, there is room for improvement in PY 2009.

Our efforts will continue to move toward supplying more complete LMI to more customers in less time and training customers to use LMI on their own while maintaining high levels of customer satisfaction. Our field analysts will continue to play a key role in explaining the data and its uses to our many and varied customers.

A continuing effort in PY09 will be the use of LED data -- familiarizing our staff with the data, its limitations, and its proper use. Then we can offer training our customers on the availability and use of LED data.