

**STATE OF ALABAMA
DEPARTMENT OF INDUSTRIAL RELATIONS
LABOR MARKET INFORMATION DIVISION**

WORKFORCE INFORMATION GRANT REPORT PY 2009-2010

The Alabama Department of Industrial Relations, Labor Market Information (LMI) Division makes every effort to make use of the established methodologies provided by the U.S. Department of Labor, Bureau of Labor Statistics and Employment and Training Administration in a cost-effective, yet superior manner to collaboratively fulfill responsibilities as the State of Alabama's official Statistical data collection and analysis manager for the Alabama Workforce Investment System. Customers of Labor Market Information have had access to quality information, data and resources to help with better informed decision making at local, regional and state levels.

In 2009 President Obama announced the American Recovery and Reinvestment Act (ARRA), which offered funding for research and job training in areas of renewable energy, alternative fuels, and environmental protection. In August of 2009, the Alabama Department of Industrial Relations, Labor Market Information submitted a proposal to apply for the ARRA LMI Improvement Grant, to do an analysis of the presence of a green economy in the state and provide an outlook for the future in this area. Prior to the time in which this grant was announced, the Alabama Labor Market Information Division had the foresight to do a survey of employers in the state to find out how many green jobs presently existed. This survey was conducted between September and November of 2009, using One Stop Grant funds. In December of 2009, the Alabama Labor Market Information Division was awarded the ARRA LMI Improvement Grant.

In addition during PY 2009, Alabama LMI has worked closely with economic development factions and regional workforce development boards in the state to provide them with information that will enhance their goals of bringing new industry into the state and creating sustainable jobs for the people of Alabama. LMI has attended several meetings throughout the year with local and state economic development partners and also regional workforce development planning boards to present to them the vast amount of data available from LMI. As a result, the LMI division has had the opportunity to assist in several potential industry projects by providing data and specialized reports that can assist industries in their decisions to locate in the area. The Department of Industrial Relations, LMI Division wishes to continue to broaden this partnership with economic development through the new Program Year to build additional partnerships throughout the state.

Federal grant funds have been used for the delivery of products and services as part of the state's workforce information system. Enhancement of products and services above and beyond those discussed in this report has incorporated other partner funds.

ACCOMPLISHMENTS

1) Populated the Workforce Information Database with state and local data.

A) Outcomes for this objective

The Workforce Information Database (WID) version 2.4 was used, Core ALMIS tables were populated according to Consortium guidelines and database content have been maintained and updated to reflect the most current AL publications and data releases. Also, crosswalks to associated database have been maintained as updates have been available in addition to participation in WID training opportunities.

B) Extent to which activities conformed to schedule

The WID was maintained and populated as planned with no variance from anticipated milestones.

C) Aggregated expenditures and variance

There was no significant variance from the original estimated aggregate expenditures.

2) Produced and disseminated industry and occupational projections.

A) Outcomes for this objective

Short-term industry and occupational statewide projections for 2009-2011 were completed by June 30, 2010. These were delivered to Projections Managing Partnership on June 30, 2010 for national publication, and were made available in the LMI division in July 2010.

Long-term industry and occupational projections for the State of Alabama were developed for 2008-2018 in June of 2009, and made available through the WID on the Labor Market Information website, and also in hard copy publications to libraries, schools, and anyone else who requested them. Statewide projections are used extensively in education and career development. Furthermore, the LMI division will work during PY 2010-2011 to develop and analyze regional projections for the state's ten workforce development regions.

Due to costs of postage, the staff has moved toward making information available through pdf files instead of mailing hard copy publications. Additionally, staff recognized that mailing out these publications to all schools and libraries in the state may not be necessary. When new publications are available, staff sends an announcement to all schools, colleges, libraries, and others on our mailing list through email, and asks that anyone who wishes to receive copies of these publications notify us by phone or email. The division prints hard copies of publications to provide to customers with specific requests, take to various meetings across the state to provide new customers with examples of the data we produce, and present at conferences where the division has the opportunity to display its materials in an exhibit atmosphere.

This data has also been submitted for the WID for publication via internet. Staff has participated in all Long-Term Projections training opportunities offered by the Projections Workgroup and Managing Partnership.

B) Extent to which activities conformed to schedule

Short-Term Projections for 2009-2011 were sent to the Projections Managing Partnership by the end of the program year. Long-term Industry and Occupational projections for the period of 2008-2018 were sent to the Projections Managing Partnership by June 30, 2010 also. Alabama Labor Market Information Division makes it a practice to do statewide and regional projections at the same time, to ensure that the regional data properly add up to the statewide data. As a result, some errors were found in the statewide industry and occupational projections after the program year ended. Due to the importance of this information for career planning and

also for economic development in the state, the division thought it necessary to do a careful analysis of the statewide and regional projections to ensure the most accurate data possible. This extensive analysis forced the division to resubmit a new statewide projections file to the Projections Managing Partnership, and the WID at the end of October, 2010.

C) Expenditures and variance

There was no significant variance from the original estimated aggregate expenditures.

3) Publish annual economic analysis report for Alabama Governor and SWIB.

A) Outcomes for this objective

In October, 2007 the Alabama Department of Industrial Relations, Labor Market Information Division, along with several other public and private partners, such as The Alabama Department of Economic and Community Affairs, Alabama Department of Postsecondary Education, Alabama Industrial Development Training, Alabama Power, and the Alabama Office of Workforce Development, entered into a partnership with the University of Alabama, Center for Business and Economic Research (CBER) to produce a State of the Workforce Report to include the state as a whole, the ten workforce development planning regions, and the two separate WIA regions of Jefferson and Mobile counties. This report includes an updated survey on underemployment in the state to complement the demographic, economic, and labor market information available in the report. The Labor Market Information Division provided a large amount of data to make this report possible. The report includes labor force data, commuting patterns, industry data, occupational data, wage data, skills projections information, etc., all analyzed and provided to CBER by the Labor Market Information Division. Specifically, the report includes labor force data, workforce by age group, derived from the Longitudinal Employer-Household Dynamics Program, commuting patterns, combination of decennial census data and the On The Map application of the Longitudinal Employer-Household Dynamics Program, Industry data, combination of Labor Market Information Division data and the Longitudinal Employer-Household Dynamics Program, Occupational Projections, and Skills Projections, developed by the Labor Market Information Division. The analysis of the report will be summed up in basic points and suggestions for moving the economy in a positive direction in the coming year.

The very first report prepared by CBER was published in December of 2005. At that time, DIR's LMI division did not provide funding for this report, but did provide the bulk of the data used in this report. The second report published by CBER in November, 2006, was partly funded by DIR's LMI division through the One-Stop LMI grant to meet the deliverables for an economic analysis report for the governor, even though the report did not list our agency on the cover as a partner. The report did include the LMI division on its acknowledgement page. Again, a majority of the data published in the report was provided to CBER by the Alabama LMI office. The next report was published September 2008, and another was published in October of 2009. Both of the latest reports clearly display DIR on the cover as a partner in the publications.

These reports were made available to all partner agencies for review and analysis. They were displayed on the Alabama Workforce Development website. The Alabama LMI Division also posted a link to the publications on its website under Workforce Development tab. Currently, on the LMI website there is a copy of the latest report, published in October of 2009, at www.dir.alabama.gov/lmi under the workforce development link, with the title, "2009 Alabama State of the Workforce Report." Furthermore, this report was made available to

the Governor's Office of the State of Alabama for their review and analysis. In addition, CBER and the LMI division presented this information, and additional relevant information to every workforce development regional board in the state. These meetings proved to be very successful, and members of the regional boards became more interested in the data provided through the Labor Market Information Division.

B) Extent to which activities conformed to schedule

Due to the schedule of the Center for Business and Economic Research, and the involvement of updating the Underemployment Survey for the State and regions, the delivery schedule for the State of the Workforce reports did not always align well with the program years of the One Stop Grant. CBER strove to provide the latest occupational projections and wage data, and because the industry and occupational projections require so much time to complete, the LMI division often did not complete them until the deadline for the end of the program year. As a result, when the division provided CBER with the projections information, they would in turn need another couple of months to update the report and get it published for all the areas. As soon as CBER has a new report, they immediately send the LMI division all the files, and allow the division to publish them and make them available to our customers.

Although the current One Stop Grant, PY 2010-2011, no longer requires an economic analysis report of this kind, we plan to continue to partner with CBER to produce these reports as long as funding will allow us to do so. We expect another report to be produced by the end of June 2011.

C) Expenditures and variance

The Alabama Department of Industrial Relations, Labor Market Information Division contracted to spend \$50,000 during this program year to partner in the development of this report to meet the grant guidelines for an annual economic analysis report for the governor and state workforce development board. As soon as a new report is published, the LMI division will make it available on the website, and send a copy to the Governor, all the Workforce Development Regional Boards, and also to the ETA Regional Office for review and analysis.

4) Post products, information, and reports on the Internet

A) Outcomes for this objective

An internet link to the ACINet homepage was maintained as part of Alabama's information delivery. Supplemental wage information was continuously published online as it was released. Staffing patterns for industries using Occupational Projections software have been developed. These staffing patterns are not published, but are being used to answer data requests and for internal data analysis. Career videos continue to be available online and distributed on CD as requested by customers. Informational posters, flyers and other occupational and career information products have been developed/updated with current data. In addition to internet availability, these products have been distributed in training opportunities, emailed to customers in pdf formats, and mailed in hard copies where possible. In addition, commuting pattern reports for the state and workforce development planning regions have been updated with most current data and expanded to include more information, and maps of industry clusters have been expanded to include regional maps, which align to the Presidents High Growth Job Training Initiative. Both of these products are available on the LMI website for analysis, and in a downloadable pdf format. The Supply in Alabama and the Alabama

Benefits Survey reports are still available for download on the LMI website. LED Quarterly Workforce Indicators and Mapping data continue to be updated in partnership with the US Census Bureau, and used in reports to respond to information requests. Business Employment Dynamics quarterly reports continue to be updated with relevant Alabama data and made available on the website. New to the website is The Alabama Older Worker Report, which was originally produced and published by the U.S. Census Bureau. This report was delivered to Alabama in the fall of 2008. The data included in the report was 2004 data, so the Alabama LMI Division updated the data to reflect the latest data available, 2007, and have made both reports available in a downloadable format on the LMI website.

B) Extent to which activities conformed to schedule

Activities for this deliverable were produced, delivered or maintained in a timely fashion.

C) Expenditures and variance

There was no significant variance from the original estimated aggregate expenditures.

5) Partner and consult with workforce investment boards.

A) Outcomes for this objective

The Labor Market Information Division has worked closely with Workforce Development statewide and regionally to provide data that is vital to presenting well informed comprehensive plans for enhancing training and developing industry both regionally and statewide. LMI has presented at statewide workforce development meetings, regional workforce planning meetings, and even city workforce planning meetings. LMI staff has also been involved in planning consortiums both in the Alabama Association of Retired Persons (AARP), and the Alabama Energy and Industrial Construction Consortium (AEICC) to provide labor market information and other input in planning and research. The division has begun working with the Birmingham Business Alliance, providing them with data that assists them in planning for the Birmingham Metropolitan Area. The division has also begun meeting with various chapters of the Society for Human Resource Managers (SHRM) across the state, not only to educate them about the surveys they are asked to respond to from the LMI Division, but to also find out what kinds of data the division can supply them and to help make it easier for them to respond to our surveys.

Workforce Development has been stressing supply gaps, training issues, and high wage high demand occupations and industries. To coincide with these goals, the LMI division continues to provide high demand occupations, but has also included high demand occupations for lower trained workers, providing a high demand list for occupations requiring associate degree and under. The division has also developed commuting pattern reports statewide and for workforce development regions to stress the fact that workers commute many miles for jobs with competitive wages. These commuting patterns also show that many people commute in from adjoining states to work for employers in Alabama. Statewide maps were also produced showing the locations of industry clusters across the state, one map for each of the President's High Growth Job Training Initiative industries. These assist economic developers in attracting new industry to the state. Current program data is regularly analyzed using GIS, administrative records and other data mining sources to

bring greater depth to LMI informational materials. Continuation of LED program (cooperative program with U.S. Census Bureau) and Quarterly updates to LED are ongoing. The LED Mapping application version 5.0 is due to be made available in December of 2010, and will provide additional analysis options and include data for 2009. LED reports also make information available on workers by age and stratification within industry. Industry and occupational analysis of workforce advisory areas and exploration continue as data becomes available.

Alabama LMI also provided the Workforce Development Department with a list of the broad spectrum of data that originates from the division and is analyzed in the division as opposed to private contractors soliciting the Department to provide similar data for a price.

B) Extent to which activities conformed to schedule

Activities of this nature are based on the demand of Workforce Development in the state and the workforce development regional planning councils. To this extent data was provided within the scope of the schedule in which it was requested. LED reports are being produced on a continuous basis to answer customer requests in a timely manner.

C) Expenditures and variance

There was no significant variance from the original estimated aggregate expenditures.

6) Conduct special studies and economic analyses

A) Outcomes for this objective

LMI continued to conduct special studies and develop reports based on demand of customers and WIA boards. Furthermore, in response to events which took place over the program year that may have an impact on Alabama's economy, LMI produced several smaller reports. Maps were produced to graphically display the location of industries aligned with the President's High Growth Job Training Initiative. A statewide industry cluster map was produced for each of the training initiative categories. The division also provided a commuting pattern report for the state and all workforce development regions across the state. This report contained information regarding people commuting out of the area, those commuting into the area, and people working and living in other states that commute into or out of Alabama. These reports are useful to economic developers involved in attracting new industry to the state.

During the Spring of 2009, the LMI Division became aware through various meetings and publications that a national effort was underway to begin encouraging the growth of new industries to develop alternative clean fuels, renewable energy, and encourage recycling and environmental friendly products and use. The division realized that various areas were just beginning to do research on the presence of green jobs in the economy, and knew that wanted to attempt to be at the forefront of this research. As a result, the Alabama Department of Industrial Relations, Labor Market Information Division contracted to do a survey of employers in the State of Alabama on the presence of green jobs in the state. In partnership with our research company, the division developed a phone survey that asked employers if they conducted business in various green categories which were listed for them. The sample included around 15,000 employers across the state, evenly distributed across Alabama's ten workforce development regions, so that it could be reported by the respective regions.

(A copy of the script used to conduct this survey has been sent with the deliverables for the program year.) Shortly after this survey was conducted, the division was awarded with an ARRA LMI Improvement Grant to do further research on green jobs in the state. The division is currently working on meeting the deliverables of this grant, and analyzing the results from the green survey to display in a report for statewide use.

During the PY 2009 planning year, the LMI division continued forming a closer relationship with the Alabama Development Office and the Economic Development Partnership of Alabama to provide special data reports that would assist potential new industries in their decisions to locate in certain areas of the State of Alabama. The division also began working with the Birmingham Business Alliance providing data for planning for their region, and began a marketing effort with various Society of Human Resource Managers (SHRM) groups around the state. The LMI division did these reports based on requests from these agencies and the particular needs of the project at hand. These reports proved very successful and have increased the demand for LMI to produce these special reports by request. These reports have not been made available for public access for reasons of the confidential nature of industry recruitment. Nevertheless, some examples of these reports will be included in our submission to ETA so they can see the extent of the analysis and research we have been providing to our industry recruiters. The division sees this as a strong step forward in forming closer partnerships with important stakeholders across the state, and look forward to continuing to work with these agencies to aid in their effort to improve the economy of Alabama.

B) Extent to which activities conformed to schedule

Activities of this nature are based on the demand of Workforce Development in the state and the workforce development regional planning councils. Also these activities are dependent on funds and staffing to provide such reports beyond the scope of the other required elements of the one-stop grant. The division always strives to provide data in new ways which will benefit its customers. To this extent data was provided within the scope of the schedule in which it was requested.

Green research is still being conducted, and a report is expected to be produced by the end of May, 2011.

C) Expenditures and variance

There was no significant variance from the original estimated aggregate expenditures.

Consultation and Customer Satisfaction Assessment

Customer consultation and satisfaction in Alabama have continued to be evaluated using employer groups, workforce investment partner reviews, customer satisfaction surveys, requests for publications, training events, and anecdotal information received from customers. LMI staff in Alabama will continue during the coming program year to extend the public's knowledge of labor market information and its benefits to the workforce and economy of the state.

There was continued interest in information and training provided by the Labor Market Information Division. Customers asked for speakers and/or trainers at respective conferences and meetings. LMI staff conducted training at high schools, employer meetings, economic development meetings, career technical education training, and industry association meetings. Information requests came from a wide range of customers such as workforce development, researchers, economic developers, employers, secondary education, postsecondary education, etc.

During PY 2008, LMI staff answered over **1,500** requests for information made by phone, fax and email. Many of these phone calls involved technical assistance and customer service with online callers looking for reports, data, and asking for navigational directions of our online resources.

In PY 2009-2010, few customer satisfaction assessments were sent to customers due to reduced funding and the move from printing large quantities of hard copy publications to providing printable documents online. The subsequent decrease in the volume of traditional mail has made this means of obtaining reliable customer satisfaction erratic. While customer satisfaction is an ongoing concern and a primary tool for evaluating product/service success, not enough assessments were received to report for satisfaction. Pursuant to the instructions in the grant planning instructions, numbers of data requests, presentations customer comments and web metrics have been utilized to gauge the effectiveness of LMI materials and services. These are shown below.

Table 1. Level of Demand for Online Labor Market Information Products and Services, PY 2009-2010

Web Site Name and URL	Target Groups					Web Metrics		
	Job Seekers, Job Counselors	Businesses, Business Service Representatives	Researchers, Economists, Economic Developers	WIA Administrators, Planners, Policy Makers	Students, Teachers, Counselors	Number of visitor sessions	Number of unique visitors	Number of unique visitors, monthly average
AL Virtual LMI (www.dir.alabama.gov/lmi/vlmi)	X	X	X	X	X	519,344	21,357	1,780
AL LMI Homepage (www.dir.alabama.gov/lmi)	X	X	X	X	X	2,057,244	4,686	391
Consumer Report (www.dir.alabama.gov/lmi/crs)	X	X	X	X	X	2,067,902	109,948	9,162

Table 2. Presentations, Training, and Career Exploration for PY 2009-2010

Presentation	Number of Attendees
Career Exploration Tools for Counselors & Educators (Career Technical Education)	50
Assessing & Understanding Your Labor Market & Future Trends (Vocational Rehab)	55
Adult Education Conference on Career Exploration Tools	40
Online & Free: Career Exploration Tools (Career Technical Education)	30
FCI Talladega Training Career Exploration Tools (Parole Officers)	60
Alabama Workforce Development Conference Exhibit Booth	Over 250
Shared Youth Taskforce Meeting	15
FCLA Conference on Soft Skills in the Workplace (Carver High School)	30
Meeting with Human Resource Representatives from various Employers in Workforce Development Region 9	25
SHRM Chapter Meeting Opelika, AL	50
Birmingham Business Alliance Planning Meeting	10
Alabama Energy and Industrial Construction Consortium	20
Total	635

CUSTOMER QUOTES

You guys are awesome. I have nothing but praise for your work and your immediate support to our needs! The EADS decision will result in renewed commitment to bring additional industries to Alabama!!!

Leida Javier-Ferrill, Ph.D., Director Center for Workforce Development, Mobile Area Chamber of Commerce

You and your department have been extremely helpful with data collection for this project. It's much appreciated. Thank you again for your timely assistance for the previous quarterly reports for the Russell County data.

Walker Jackson, researcher, Auburn Technical Assistance Center

Thanks again for meeting with us on Friday. It was quite valuable and very much appreciated. I hope we get a chance to work together in the future. So much great info out there. **Sam Eskildsen, Managing Director, McKinney Capital, Birmingham, AL**

Recommendations for Improvements or Changes to the Deliverables

The Alabama Labor Market Information Division will continue to place emphasis on making all products and reports available on the website, allowing customers easy access and printing capability.

Plans are underway to conduct specialized training for various types of stakeholders, such as career centers, economic developers who can benefit from training so that they can pull data from Alabama's LMI Website to present to potential industry representatives, other economic developers and local chamber employees who need to know all of the information that LMI has to offer, especially new data that wasn't offered the last time massive training was conducted, and employers to education them on the importance of responding to the Occupational Employment Statistics Employment and Wage Survey and providing them with possible alternatives to handwriting out their responses on the surveys that are mailed to them. Additionally, the division will continue to meet with regional workforce development planners to provide them with necessary labor market data to aid them in their planning efforts.

The Division will continue to focus its efforts on getting a handle on the employment and specific skills required for green jobs in Alabama, in order to help encourage present industries to learn new methods to produce goods and services in this growing area of the economy.

Electronic means of capturing customer satisfaction have to be developed for use in measuring customer satisfaction. There are plans to use the electronic and traditional hardcopy format as we continue to alter presentations of data, develop data, and training based on this customer feedback. There are also plans underway to develop a better measure of compiling the customer satisfaction data in a valid statistical manner, so that the division can respond better to customer feedback.

Business Employment Dynamics continues to be analyzed further to look at industry job flow by establishment. The division continues to look for ways to use GIS with established data sources to illustrate various aspects of the labor market economy beyond current implementation.

The LMI Division is currently analyzing resources allocated in the division, and how they are being used, to meet the deliverables of the current One Stop Grant to ensure that the division has enough staff to meet these deliverables in an efficient and effective manner. Currently, staff is limited, due to various retirements and the shift of staff to other sections. An analysis will be conducted during the next program year to closely outline the deliverables of the One Stop grant, allocating time expected to meet those deliverables, so that the division can make sure to have enough professional staff to get this information out to its customers.