

**Workforce Information Grant Plan
Annual Performance Report
Program Year 2009
Georgia Department of Labor
Workforce Information & Analysis**

Summary of Accomplishments

Continue to populate the Workforce Information Database with state and local data:

Product: Georgia Labor Market Explorer

Planned customer outcomes

- Implement and maintain the most current version of the Workforce Information Database to ensure a common structure for storing information and provide for interstate access to workforce information.
- Populate all tables designated as core tables in accordance with guidelines issued by the Analyst resource center (ARC).
- Update database content timely in order to be as current as the state's most recent publications and data releases.
- Populate the database with the following licensing files: license.dbf and licauth.dbf. Licensing data must be updated every two years.
- Submit licensing data through the National Crosswalk Service Center (NCSC) for inclusion on America's Career InfoNet (ACINet) site.

Achieved customer outcomes

- The most current version of the Workforce Information database resource, version 2.4, continues to be utilized to meet national, state and local customer information needs.
- Populated designated core tables in accordance with the Analyst Resource Center (ARC) guidelines.
- Database content updated timely in order to keep current with the state's most recent publications and data releases.

Database includes; Labor Market analysis -Industry data includes Quarterly Census Employment & Wages, Current Employment Statistics, staffing patterns and long/short term industry employment and projections. Labor Force data includes commuting patterns, One-Stop job openings and applicants, labor force employment/unemployment and unemployment insurance claims. Employer data provides an employer search engine. Economic indicators data includes consumer price index, building permits, property values and taxes. Occupational data includes occupational employment by industry, licensed occupations, long/short

term occupational employment and projections and occupational wages. Income and wages data provides income. Education data includes educational program completers, training and educational programs and training provider and schools. Demographics data provides population. Job seeker services -Provides career, educational, job seeker and labor market services. Employer services -Provides recruitment, educational and labor market services.

Other analysis tools within the Workforce Information Database includes Geographic Information System (GIS) Maps for Industry Sector –provides statewide annual industry averages for covered employment, number of establishments and average weekly wages. This data is produced at statewide, WIA and county levels and is produced by NAICS industry sector, including an all-industry total, goods producing and service producing levels.

Georgia's Industry Analysis Tool is a dash-board style web interface that provides data for total employment, number of establishments, average weekly wages, growth rates, industry employment share and location quotient. This data is produced at statewide, WIA and county levels and is produced down to the four-digit NAICS industry level.

- Occupational licensing data has been updated as license.dbf and licauth.dbf database files are populated as required every two years.
- Submitted licensing data through the National Crosswalk Service Center (NCSC) for inclusion on America's Career InfoNet (ACINet) site.

Produce and disseminate Industry and Occupational Employment Projections:

Product: Statewide industry and occupational employment projections.

Planned customer outcomes

- Continue to produce and disseminate state and sub-state industry and occupational employment projections, using methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Managing Partnership.
- Produce statewide short-term and long-term occupational projections. Statewide long-term projections are to be developed for the 2008 to 2018 period and statewide short-term projections for the 2009 to 2011 period.
- Populate the Workforce Information Database with the statewide 2008-2018 long-term projections data and statewide 2009-2011 short-term projections and submit the data for public dissemination following procedures established by the Projections Workgroup and the Projections Managing Partnership.

Achieved customer outcomes

- Produced and disseminated state and sub-state industry and occupational employment projections using methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Management Partnership.
- Produced statewide long-term occupational projections for the 2008 to 2018 period.
- Produced statewide short-term occupational projections for the 2009 to 2011 period.
- Populated the Workforce Information Database with the statewide 2008-2018 long-term projections data and statewide 2009-2011 short-term projections data.

Publish an annual economic analysis report for the governor and the SWIB:

Product: *Georgia's Workforce: An Annual Report*

Planned customer outcomes Develop and publish an annual, detailed state economic analysis report to inform workforce development policy and investment determinations by the governor, the SWIB, LWIB's, WIRED regions and other partner including community colleges, economic development organizations and other stakeholders.

Georgia's Workforce: An Annual Report consists of a combination of maps and graphs with narrative analysis that highlight labor market trends and events that occurred during 2009, with comparison data for 2000 and 2007 included as well. Economic and demographic information about the population, labor force, industries and occupations provide a snapshot of state and local labor market activity.

Achieved customer outcomes

Georgia's Workforce: An Annual Report is a publication of charts, graphs and maps with accompanying narrative that provide a visual analysis of Georgia's most current labor market information for 2009, with comparison data for 2000 and 2007 included as well.

Data includes;

Population Demographics and Civilian Labor Force

- Southeastern Region Population Estimates 2009
- Southeastern Region Population Growth Rate 2000-2009
- Georgia's Population Estimates 2000-2009
- Georgia's Growth Rate 2000-2009
- Georgia's Population by County 2009
- Georgia's Population Estimates 2009

- Georgia's Population Growth Percent Change from 2000-2009
- Georgia's Population Educational Attainment by Total Population 18+ Years Old
- Georgia's Labor Force Demographics from the Current Population Survey (CPS) 2009
- Georgia's Civilian Labor Force 2000-2009
- Georgia's Civilian Labor Force Monthly 2007-2009
- Unemployment Rate Georgia, U.S. and Southeastern Region 2000-2009
- Georgia's Alternate Measures of Unemployment 2007-2009
- Unemployment Rates by Workforce Investment Act (WIA) Areas 2007-2009
- Georgia's Unemployment Rate by County Annual Average 2009
- Civilian Unemployment Rate by Gender and Race 2009
- Georgia's Insured Unemployed Characteristics 2007-2009

Unemployment Insurance Statistics

- Georgia's Initial Claims 2000-2009
- Georgia's Initial Claims 2007-2009
- Georgia's Initial Claims by WIA Areas 2007-2009
- Georgia's Initial Claims by County 2009
- Georgia's Initial Claims by County Net Change 2007-2009
- Georgia's Initial Claims by County Percent Change 2007-2009
- Georgia's Continued Claims 2000-2009
- Georgia's Continued Claims Monthly 2007-2009
- Georgia's Benefit Exhaustions 2000-2009
- Georgia's Benefit Exhaustions 2007-2009
- Georgia and U.S. Average Duration 2000-2009
- Georgia's Average Duration Monthly 2007-2009
- Georgia's Average Duration by County 2009
- Georgia's Mass Layoff Statistics (MLS) Confirmed Initial Claimants 2007-2009
- Georgia's Mass Layoff Statistics by Industry 2009
- Georgia's Mass Layoff Statistics by Manufacturing Industry 2009
- Georgia's Mass Layoff Statistics Confirmed Initial Claimants by WIA Areas 2007-2009

Industry Analysis

- Over-the-Year Percent Change in Jobs Georgia and U.S. 2000-2009
- Georgia's Non-Ag Employment 2000-2009
- Georgia's Establishments by Employment Size Class 2000, 2007 and 2009
- Georgia's Employment by Employment Size Class 2000, 2007 and 2009
- Georgia's Industry Employment 2000-2009
- Georgia's Industry Employment Net Change 2000-2009 and 2007-2009
- Construction Employment

- Manufacturing Employment
- Trade, Transportation and Utilities Employment
- Information Employment
- Financial Services Employment
- Professional and Business Services Employment
- Education and Health Services Employment
- Leisure and Hospitality Employment
- Other Services Employment
- Government Employment
- Georgia's Employment by Industry 2007 and 2009
- Georgia's Establishment Change by WIA Area 2007-2009
- Georgia's Employment by WIA Area 2007 and 2009
- Georgia's Establishments 2009
- Georgia's Establishments Net Change 2007-2009
- Georgia's Establishments Percent Change 2007-2009
- Georgia's Average Monthly Employment 2009
- Georgia's Employment Net Change 2007-2009
- Georgia's Employment Percent Change 2007-2009

Wage Analysis

- Average Weekly Wage Georgia, U.S. and the Southeastern Region 2000-2009
- Per Capita Income Georgia and U.S. 2000-2009
- Georgia's Industry Wages 2007 and 2009
- Georgia's Average Weekly Wages Government and Private Sector 2000-2009
- Georgia's Educational Attainment by Gender
- Georgia's Educational Attainment by Annual Wage
- Average Weekly Wage by WIA Area 2007 and 2009
- Change in Average Weekly Wage by WIA Area 2000-2009 and 2007-2009
- Georgia's Average Weekly Wage 2009
- Georgia's Average Weekly Wage Net Change 2007-2009
- Georgia's Average Weekly Wage Percent Change 2007-2009

Post products, information and reports on the Internet:

Product: Georgia Labor Market Explorer

Planned customer outcomes

Post grant produced products, reports and other workforce information on the Web or disseminate the information through other electronic media to facilitate use by the economic development system, other stakeholders and the general public.

The Workforce Information & Analysis division collects, analyzes, and publishes a wide array of information about the state's labor market. This information provides a snapshot of Georgia's economy, job market, businesses, and its workforce. Data on jobs and workers, including labor force, employment and unemployment, industrial growth, occupational trends, and wage rates, are increasingly important to remaining competitive in the global marketplace.

Achieved customer outcomes

- Information on electronic delivery updates are provided to data users through e-mail notification.
- Produce employment estimates for each of Georgia's 20 workforce investment areas.
- Internet version of *Georgia Labor Market Explorer* is updated on a monthly basis.
- *Georgia Area Labor Profiles* -A comprehensive collection of various data published for each of Georgia's 159 counties and includes data for each county's labor draw area. Labor draw areas consist of the primary county and each of its contiguous counties. Data series included are: Labor Force, Population, Industry Mix, Top Employers, Commuting Patterns, Education Levels, Annual High School Graduates, Technical Colleges and completers, Employment Profile and Active Applicants registered at the local area career center. The reference period of the data varies from series to series, but most are for the latest calendar year available. It is best used as a tool for assessing the overall economic and labor market climate for a local area.
- *Georgia's Workforce: An Annual Report*- An overview of the economic conditions in Georgia. This publication is designed for policy makers, business leaders, workforce professionals and students seeking insight into the overall economic health of the State of Georgia. These insights include analyses of the strengths and weaknesses faced by Georgia's population. The analyses are divided into four sections, Population and Civilian Labor Force, Unemployment Insurance Statistics, Industry Analysis and Wages. These areas are highlighted to provide detailed analyses on the health and progress of Georgia's labor market during the decade.
- *Georgia Employment and Wages* - Includes the average number of establishments, average employment, and average weekly wage during the calendar year. Data by month are available upon request. Employment for membership organizations, private households, and agriculture, forestry and fishing is not all-inclusive. Many employers in these three categories are not covered by the Employment Security Law and thus do not report data to the Georgia Department of Labor.
- *Georgia Jobs* -A brochure-style publication listing the jobs expected to be in the highest demand over the most current two-year period from a statewide perspective. The data takes into account new job openings and

job replacement openings. Wages from the most current *Georgia Wage Survey* are also provided for each occupation.

- *Georgia Wage Survey* –An annual publication providing the average, median and middle hourly wage ranges for occupations in all industrial classifications, except agriculture, private households, and self-employed and unpaid family workers. Data are produced for Metropolitan Statistical Areas and Georgia's 20 workforce investment areas. The publication includes appendices, which give a brief description of each occupational title, along with a conversion table for wages paid on other than an hourly basis.
- *Georgia Career Planner* - –A guide for career exploration providing information on overall job prospects and annual job openings in 21 broad occupational areas of interest. High demand jobs for each area of interest are spotlighted and classified by personal skills and abilities required, work characteristics and level of education and training required. Annual job openings and average wages for each of the high demand occupations are also included. The guide is most useful when making career decisions prior to selecting a course of study or considering retraining.
- *Georgia Area Workforce Trends* -A condensed view of industry and occupational trends published biennially for each of Georgia's 20 workforce investment areas. Each booklet lists regional economic highlights with charts and graphs of the fastest growing industries, the top-growth industries, fastest-growing occupations, occupations with the most job growth, and occupations with the most projected annual job openings. The booklets can be used as starting points for generating lists of demand occupations, which can then be compared to job openings and data on active job applicants to identify local trends for customized workforce development plans.
- *Georgia Workforce Trends to 2016* -A booklet-style report published biennially providing an overview of long-term employment trends for various industries and occupations. Lists the fastest growing, top-growth, and most declining industries. Also lists the fastest growing, top-growth, and most declining occupations as well as the occupations expected to have the most job openings in Georgia. It also features the jobs with the most growth, broken out by level of education or training required. The publication is commonly used in conjunction with the Georgia Career Planner to assist in career decision-making.
- *Georgia Hot Careers* – Information on occupations by education and training requirement, personal skills and abilities, work characteristics and occupational characteristics. Provides listing of careers with the fastest job growth, careers with above-average wages and careers with at least 100 annual job openings.
- *Licensed and Certified Occupations in Georgia* – Updated information about the occupations that require licensing or certification in Georgia as well as occupations that offer certification as an option. Seven kinds of information are provided for each occupation. A general job description is

given along with the applicant requirements, licensing or certifying agency, fees, examination information, professional associations, and related occupational titles and codes.

- *Georgia Skills-based Employment Projections* - A biennial report that examines the knowledge, skills, and work activities currently possessed by Georgia's workforce, as well as those that will be most in demand in the future. Also included are the ten jobs most severely impacted by recent job cuts in the state as well as the skills and abilities used in them that can be transferred to other existing jobs.
- *Georgia Regional Skills-based Employment Projections* - The regional supplement to the statewide report, which lists information about the jobs requiring similar knowledge, skills, and work activities as those most adversely affected by recent job cuts in the region.
- *Career Guide for Educators and Education Support Workers* - A statewide report that lists information about the jobs requiring similar knowledge, skills, and work activities as those most affected by recent job cuts in the k-12 education sector.
- *Occupational Staffing Patterns/Unpublished* - Unpublished staffing pattern data can be requested to estimate the distribution of employees by occupation for selected industries in the state and workforce investment areas. Data are beneficial for determining the types of jobs required by employers in specific industries and can be used to enhance target industry analyses for business retention and recruitment as well as for preparing re-employment strategies for employees of firms announcing closures or staff reductions.

Partner and consult on a continuing basis with workforce investment boards:

Products: WI&A staff make every effort to be available to meet the data needs of Georgia's WIA local boards. Staff work with boards on a variety of requests for assistance regarding their data needs, including data location, creation of special reports, preparation of graphics, charts, and handouts, interpretation of data and data education concerning how to use it, how to apply it and the strengths and limitations of it.

Achieved customer outcomes

The Georgia Department of Labor's Workforce Information & Analysis (WI&A) division works conscientiously to maintain its reputation for outstanding customer service as an expert organization providing comprehensive labor market information and services. WI&A prides itself as a service organization that delivers prompt and customized information to its data users regarding their statistical and analytic needs. During PY 2009, the number of presentations given and customers served remains high as WI&A strives to maintain excellent customer service and outreach. WI&A staff have delivered presentations to Workforce Investment Boards and their partners across the state regarding the

state of the economy, data research and available labor market information resources. Staff respond to numerous requests for assistance each month from data users, including WIA local boards and/or their partners.

During PY 2009, WIA boards were required to update their WIA plans. To assist with this endeavor, WI&A staff developed materials for a 2009 WIA planning data CD: Data Tools 3 (DT3). For all years in which WIA local boards and staff are required to update their plans, WI&A provides a comprehensive data CD for WIBs to use for these purposes. Complete data series are provided in a variety of manners to accommodate the data needs of the WIBs. Data are collected and compiled from a wide variety of sources and include data from all of the BLS cooperative data programs, the Census, the Bureau of Economic Analysis and others. Multiple copies of the planning CDs are provided to each local WIB along with follow-up data and assistance throughout their planning periods.

Requests for assistance come from a variety of sources including local boards and staff ranging from development and/or delivery of training sessions to researching data in detail for their own presentations, trainings and reports. WI&A staff evaluates each request and works to customize materials to meet individual needs of the customer and/or project. Staff assist with the design and/or development presentation materials; including PowerPoint presentations, charts and/or graphs, scripts and/or delivery notes, and reference/handout materials for members of the WIA community.

The WI&A division assists other divisions, agencies and boards in Georgia with economic development initiatives for state and local areas, including assistance with writing grants, preparing data for reports and applications, and preparing information for economic development projects. Customers use WI&A's data in the preparation of marketing tools and economic development documents to entice new employers to their areas. Georgia Area Labor Profiles are available online for metropolitan statistical areas (MSA), local Workforce Investment Board (LWIB) areas and for each of Georgia's 159 counties. They are one of the division's most popular web products among local organizations when they require an up-to-date and comprehensive marketing tool that contains local and area information from a variety of sources. Customized detailed reports for targeted data sets are often needed for larger projects and are provided for specific areas and/or industry sectors as requested.

WI&A staff provide assistance local workforce development partners by offering detailed and in depth support with data projects, including research, data retrieval, data compilation, report generation, creation of visual representations of data including graphs, charts and maps, interpretation and/or analysis of data uses, findings, creating maps and other presentation materials for all types of data, not just data produced by WI&A. WI&A staff strive to understand the data needs and project purpose and function in order to best serve the customers when pulling

data for projections. This understanding allowed staff to more thoroughly address the situation and to provide the best data possible. Additionally, staff often work one-on-one with users to help them understand the data they need to use, including how it is created, where to find it and how best to apply it to their circumstances. Data research projects may include utilizing data series developed exclusively by the WI&A division as well as other data sources including but not limited to the U.S. Census Bureau, U.S. Bureau of Labor Statistics, the U.S. Department of Labor, the Georgia Department of Labor administrative data, and other national and state agencies.

In PY 2009, WI&A offered 17 formal presentations to groups all across Georgia. There were over 400 participants in these sessions. WI&A has built an outstanding reputation as a leader in training and/or presenting statistical and analytical data and information in an engaging and user friendly manner. In addition to customized presentations for targeted audiences, WI&A offers a number of standardized training opportunities that are easily adapted for local groups. These standardized training presentations serve as a starting place for general presentations concerning basic LMI topics, tools, and functions. Once scheduled, the standardized presentation will be adapted to meet the specialized requests of the customer group arranging training, to consider localized data, current statistics and each customer group's individualized needs.

Standardized training presentations include the following topics:

- *Economic Trends* – These presentations are highly customized to meet the geographic area that the group is from and addresses the workforce, economy and resources of an area. This presentation always includes an overview of the state as a whole, which offers a comparison for the local area being studied.
- *Education Rocks!, Train-the-Trainer* – The train-the-trainer session is the heart of success for the Education Rocks! Program. This sessions includes a full demonstration of the scripted PowerPoint presentation detailing the many different career planning resources available to WIA boards, their staff, education partners and career guidance specialists. The session also includes a detailed look at all the resources that are available on the Education Rocks! Resource CD, discussion centering on how to customize the resources to best fit their needs and how to maximize their effect. Each participant attending the train-the-trainer session receives a full version of the Education Rocks! Resource CD and the Education Rocks! Teachers Resource Manual.
- *LMI 101* – A three hour overview of all data products and services offered through Workforce Information & Analysis. This session is in a classroom setting and includes basic exercises concerning data analysis.
- *LMI 101: Lab Version* – An expanded five hour class includes a complete overview of all data products and services offered through Workforce Information & Analysis including accessing all materials via the web. This

- session is in a computer lab setting and includes hands-on exercises for extracting, analyzing and applying the data produced by WI&A.
- Data Mining – A six hour overview centering on using on-line resources to pull data from different sources including the Georgia Department of Labor, the U.S. Department of Labor and the Census Bureau. Includes an intro into the Local Employment Dynamics (LED) products and detailed instructions on using each of the three LED products.
 - Local Employment Dynamics (LED) – A brief introduction to the three tools contained in the LED product. Introduces the user to the types of data available and how to utilize them. This session also provides user basic guidelines for pulling data from the different data applications, creating maps, etc. This session needs to be followed by a Data Mining class for detailed user instructions for the three tools.
 - Community Construction: Painting in the details using data and graphics (LED) – A 1 to 1 ½ hour session provides an introduction to the Local Employment Dynamics On-the-Map, mapping tool. This session introduces the user to the amazing mapping software that utilizes state created industry employment data as a foundation for creating commuting maps and reports detailing where workers reside and/or where the workers report for work. This session includes a detailed user guide for How to Create a Map. This abbreviated LED training class was originally requested and developed for WIA local directors for a regional conference.
 - 10 Secrets of Presenting: How to Avoid Giving Mind-numbing Presentations – A 1 to 1 ½ hour session looking at the most common training pitfalls associated with delivering training of a technical nature. This training class was originally requested and developed for WIA local directors for a regional conference.

In addition standardized presentations, WI&A staff are often asked to develop and deliver customized training. A customized training class is available for each labor market information publication, product and service or in any combination for those individuals and/or groups requesting assistance. WI&A staff work diligently to meet the customer's needs regarding LMI information and education. Often a quick need for education may result in an abbreviated one-on-one training or assistance via telephone. Training may also be in person on a one-on-one situation to a formal full day training session to meet each group's individual needs. Additionally, WI&A staff are often called upon to develop training and/or presentation materials for others to deliver, including WIA board members and other workforce development partners. Materials prepared are often scripted for the WIA staff or partner to assist them with their delivery and/or discussion of the data and/or information provided.

WI&A staff strive to make themselves available to WIA partners and staff whenever needed and to assist in projects large and small. While all customers are important to WI&A staff, our WIA customers are afforded a special importance

as they in turn offer our data and resources to their customers. WI&A staff are happy to participate in local board meetings, assisting with data gathering and analysis projects, survey projects, and board retreats whenever asked. Our efforts help us to prepare our customers for success, thereby allowing WI&A to leverage time, talent and resources to impact and assist the greatest numbers of individuals across the state.

Conduct special studies and economic analyses:

Product: Workforce Information & Analysis serves many customers through a wide variety of services which include design and development of presentation materials, research assistance, conducting special research studies, project assistance and speaking services. WI&A staff assist users with all manners of data related requests including preparation of graphs and related materials that may be used in presentations, assistance with data research including how to access data from widely accepted sources such as the Census, pulling and compiling data, and understanding as well as applying data.

WI&A meets the needs of customers by offering customized presentations and training opportunities to WIA partners, clients and customers across the state. WI&A accepts all requests on an individual basis striving to best serve each customer's needs for their particular circumstance. WI&A has developed a number of standardized training courses that are easily adapted and scheduled for local groups of any size. All training presentations, both standardized and customized, are often edited to meet the specialized requests of the customer group arranging training. Changes made may be minor or they may require the creation of new presentation materials and handouts to best meet the needs of the group.

Achieved customer outcomes

Analysts with the Georgia Department of Labor (GDOL) Workforce Information & Analysis (WI&A) division provide labor market information and collaborate with many public and private organizations throughout the year. Examples include:

- Attend quarterly meetings of the Georgia College 411 work group. Review the upcoming changes to the web site redesign and upcoming events and updates. Discuss Education Rocks! and the green jobs survey project with several group members and expect to work with several of them in the future. Discussed the Georgia Apply to College Week and other projects throughout the year. LMI career planning materials, projections data, wage data, Education Rocks! Train the Trainer sessions, are always of great interest to this group and to the staff members from the Georgia Student Finance Commission (GSFC) who head up the Georgia college 411 web site and oversee the working group. GSFC staff participated in an Education Rocks! Train the Trainer course.

- Participate on the planning committee for the upcoming Summer Interns Conference working to develop the conference program, resource materials and articles for intern resource notebooks, registration duties and events including keynote speakers, workshops and a Career Expo. The Career Expo includes a large exhibit by WI&A staff highlighting green jobs, career projections and O*NET profiling tools. Other Expo highlights include a wide variety of student resources ranging from financial information and graduate studies to interviewing skills and everything in between. Exhibit WI&A materials for the Summer Interns Leadership Conference Expo. Prepared resource materials and handouts for the students relating to career planning resources with a focus on green jobs.
- WI&A exhibits of LMI materials have become a strong feature for Career Expos and Career Resource Fairs across the state. In addition to a large exhibit booth which includes a computer resource area, WI&A staff often present workshops in conjunction with these events. O*NET resource materials and user guides are utilized on the exhibit area where users may participate in O*NET testing and assessment. Exhibit materials including a tabletop display, user guides, self running PowerPoint presentations and other handouts are routinely updated for these events. Two large statewide Career Expos were held in PY 2009 with thousands of participants in attendance. In addition to these large events, multiple smaller local events were held. While WI&A staff were not present at all events, WI&A staff provided LMI data and marketing materials for each event.
 - Assist with planning and coordination for the Georgia Workforce Conference and Expo in Dalton including preparing materials and planning for the WI&A booth, securing large print handout materials for the booth, coordinating materials for transport to Dalton and coordinating the booth design and set up concerning IT needs. Two workshops were also prepared and presented at the Expo titled Career Planning for the Future. WI&A resource booth along with a computer resource area staffed throughout the entire expo.
 - Assist with planning for the Career Conference and Expo in Columbus including coordinating materials for transport, coordinating WI&A booth set-up and IT planning and setup for an O*NET resource area, traveled to Columbus for the Columbus Career Expo and assisted customers with data related career planning questions, resources and tools.
- WI&A staff continue to host Education Rocks! Train the Trainer classes all across Georgia, to work with previously trained individuals concerning program updates and to assist with customer questions and program applications. When planning and preparing for Train the Trainer sessions, staff often assist with promotional materials including advertizing flyers and Education Rocks! information sheets for hosts to use for promoting the event. Each participant in a train the trainer class receives a set of classroom ready tools to use with their own students, clients

and/or customers. The materials and data series that Education Rocks! are built on are updated every other year and links in the current PowerPoint materials automatically open the most recent set of data. The design of Education Rocks! has made it possible for participants to continue to use the materials with their students year after year. WI&A Staff make program updates to the Education Rocks! presentations and handout materials in preparation for the training classes offered. Staff work closely with the GDOL print shop to print manuals and to test printing of these materials on new printing equipment. Explored additional options for providing the manual completely electronically should budget restraints require less printing for training classes. Education Rocks! is a program that continues to change and thrive, with new options and resources being developed to enhance and update previous and current editions. Prepared all submission requirements to have a new Education Rocks! page built for the GDOL web site. Discussed requirements with web team and transmitted instructions for the development of the new links and page information.

- Education Rocks! Train-the Trainer sessions for South Georgia Job for Georgia Grads (JGG) counselors – all school counselors from the bottom half of Georgia were included in this session. Extra supplies and handouts were also made available to this group. The evaluations and follow-up reviews from the class participants were wonderful. They were excited to present the materials to a new set of JGG students.
- The Young Adult Reemployment Project grant utilized the Education Rocks! program in the grant application as a cornerstone of the program. WI&A staff worked with the grant administrators and program lead to do a special Education Rocks! train the trainer session to train the project staff who will be working with the grant program participants in the South Metro Career Center. Planned and presented an Education Rocks! Train the Trainer for this project and invited WIA local staff and Department of Education staff to attend this session as well. Additionally, WI&A Staff provided information concerning Education Rocks! relating to the Young Adult Reemployment Project grant to the state of Massachusetts team who received the same education grant as Georgia. The Georgia Young Adult Reemployment Project staff and the Massachusetts staff have been sharing ideas and information. Massachusetts staff plan to utilize Education Rocks! for their program as well. WI&A staff worked with the Massachusetts staff in order to bring them up to speed on the program since a true train the trainer session was not possible. Copies of Education Rocks! materials were sent following the discussion of the materials and their use and application. Feedback received from the Georgia grant staff indicate that Education Rocks! has been a valuable resource and they have given it rave reviews.

- Education Rocks! training for VR staff in Region 11, their WIA local partners and education staff was held in south Georgia. Finalized all materials, made arrangements for CRC credits to be available for VR staff, prepared training handouts, CRC credit forms, printed and packed all materials for transport. Traveled to Valdosta and delivered training.
- Education Rocks! Train-the Trainer session held as a part of the GCIC Career Conference in June. They had reviewed information about Education Rocks! and a full train-the-trainer session was offered to conference attendees. The session was the most popular workshop option at the conference with 60 persons preregistering for the class.
- Education Rocks! Train-the Trainer session was held for the South Georgia WIA staff in Waycross Georgia. Attendees included local WIA staff and their youth/education partners.
- LMI 101 computer lab course training for VR staff in Region 11, including CRC credits, was finalized and delivered to all VR staff and their invited WIA local partners.
- An April Training Extravaganza was once again held in Atlanta offering open training classes to all WIA local boards and staff across Georgia. These open classes are advertised to the WIA staff and partners first. There were three classes originally offered: LMI 101 Lab Version, Data Mining and Education Rocks! Both LMI 101 and Data Mining are held in computer labs. The demand was so great that a second series of computer lab courses were offered in June. All classes were full.
- New training handouts for the LMI 101 resource manual, workbooks, Data Mining desk aids and an updated Education Rocks! manual were completed. New printing equipment required adaptations be made in the manual files for both the covers and insides. The manuals resemble high end publications and have received great reviews. In addition to the changes in classroom/training handouts, all training courses offered were announced via training flyers posted in the Central office locations and emailed notifications to frequent users including WIA local directors for the April training extravaganza. Coordinated hotel availability and group room rates were also arranged for attendees from out of town.
- WI&A staff developed materials for a 2009 WIA planning data CD: Data Tools 3 (DT3). For years in which WIA local boards and staff are required to update their plans, WI&A provides a comprehensive data CD for WIBs to use for their planning purposes. Complete data series are provided in a variety of manners to accommodate the data needs of the WIBs. Data are collected and compiled from a wide variety of sources and include data from all of the BLS cooperative data programs, the Census, the Bureau of Economic Analysis and others. CD development is discussed with state level WIA staff to discuss the data and

planning needs of the local WIBs. Multiple copies of the CDs are provided to each local WIB along with follow-up data and assistance throughout the planning periods.

- WI&A staff researched, developed data ideas, compiled data, developed graphs and narratives for the Annual Economic Analysis book. WI&A staff also included a historical perspective over the last decade and the current recession. Additionally, an in depth look at the major industry groups was included highlighting these same time periods. All research and narratives were published in the 2010 publication Georgia's Workforce: An Annual Report.
- WI&A Staff finalized plans for an economic/data resources presentation for the Thomson Rotary Club. WI&A Staff developed and finalized a new presentation and compiled local area data. Handouts were prepared to illustrate the movement of the unemployment rates in McDuffie county in comparison to the state, to show the UI rates for McDuffie county and the contiguous counties, to detail the number of jobs, average weekly wage and numbers in the labor force and date from the Census Local Employment Dynamics (LED) On-the-Map tool to illustrate where McDuffie county residents go to work and where the workforce of McDuffie county lives. Presented an economic overview of Georgia and McDuffie County to the members of the Rotary Club which included workforce development and business partners.
- WI&A staff assisted with several grant submissions collecting and compiling data for several local WIA areas for the process. Staff also assisted with numerous data gathering projects on behalf of workforce development partners, local WIA staff and GDOL staff regarding economic development information for potential employers for the state.
- WI&A Staff coordinated and planned the national NASWA LMI Directors Conference including working on the program, preparation of a conference banner and conference attendee list handouts, designed and prepared conference bookmarks, securing permission for Atlanta skyline picture, developing and updating the conference web site, preparing speaking notes for the key note addresses, finalizing interpreters for the conference, and preparations for load-in for the event. WI&A Staff assisted with the execution of the LMI Directors Conference including set-up of the event, working at all event functions, loading-out of the event following the close and various follow up activities upon return to the office. Staff obtained all presenters presentation materials for publishing on the NASWA web site.
- WI&A Staff prepared a master order list for WI&A products for use by career centers and high volume users of data. This tool should help front line staff to disseminate and display LMI data. In an effort to better serve and train frontline staff concerning WI&A resources, a chapter is being developed for the Operations Manual that includes a series of desk aids and instructions for understanding data, researching data and applying data. Additionally, information about training opportunities and other resources will be included in this chapter

- WI&A staff assisted numerous LMI users with data requests including requests for Current Population Survey data, assistance with Census files, Local Employment Dynamics, QWI and On the Map, population characteristics, labor force, employment statistics, economic data, and career planning data. Assisted users with presentation and graphic production including PowerPoint slides, handouts and speaking notes. Assisted users with detailed requests for data related to grant proposals including created reports, pulling data and compiling summary information as requested. WI&A Staff prepared and finalized a data project for the WIA Division concerning industry employment and wages for all 20 WIA areas over a 3-year period. Met with staff concerning the data and presented all materials to them accordingly. Assisted with follow up needs, report creation and other items as needed. A follow-up project was done as a complement to the original research project as well to provide additional data since newer data have been published since their original request.
- WI&A Staff reviewed changes and participated in beta testing for the census mapping tool from Local Employment Dynamics. Program changes will necessitate a number of updates to existing handouts, desk aids and training programs. Also reviewed the new 2018 projections data and updates made to the ONET web site. These changes impact existing training programs and handouts as well. All program and handouts have been updated.
- WI&A Staff assisted with planning for the Georgia Jobs Summit key note presentation for the opening session. Assisted with preparation and standardization of the presentation materials for the main session. Assisted during the presentation as needed. Prepared materials and compiled the presentation for a WI&A workshop at the event. Developed and produced a single page handout for the workshop. Participated in the workshop at the event which went very well.
- WI&A Staff assisted with preparation for a presentation to the House Committee including slide and presentation development and preparation.
- WI&A Staff planned customer satisfaction/usage surveys that will be completed during the upcoming events. Following training classes, training evaluations will be done to provide critical participant feedback for CRC certification purposes and future training development.
- WI&A Staff developed and prepared the Teacher and Education Worker's Career Guide for the upcoming education workers resource fairs to address retraining needs of workers facing massive layoffs in education related fields.

Secondary Activities

Local Employment Dynamics

Product: Local Employment Dynamics

Achieved customer outcomes

Georgia is a full production partner in the LED program which includes all three LED products: Quarterly Workforce Indicators (QWI), Industry Focus and On the Map (OTM). WI&A staff attended the PY09 annual LED partners meeting in Washington D.C. and staff were asked to participate in a training development project in the late summer of 2010.

Public users can access Georgia LED data through the Census web site and Georgia Department of Labor's Labor Market Explorer web site. Staff from the Workforce Information & Analysis division provide training and assistance in the use of LED to GDOL staff, WIA area staff and other workforce development partners on an on-going basis. Basic assistance and user instructions are delivered via one-on-one interactions in person, over the phone and by email/written instruction. Formal training classes have been developed to address each of the Led tools in a variety of ways from a basic introduction to an advanced user level. Staff continue to develop and enhance desk aids for users.

Business Employment Dynamics

Product: Business Employment Dynamics

Planned customer outcomes

Business Employment Dynamics is a quarterly series of gross job gains and gross job losses statistics generated from the Quarterly Census of Employment and Wages (QCEW) program. These data track changes in employment at the establishment level, and thus provide a picture of the dynamics underlying aggregate net employment growth statistics.

Achieved customer outcomes

Business Employment Dynamics (BED) data are published on the Georgia Department of Labor website. The link to Georgia's BED is active for external users since October 2008. Quarterly updates contain written analysis for the last available quarter and a technical note about the data preparation process and comparison to other Bureau of Labor Statistics programs –QCEW & CES.

In addition to a written analysis, sets of graphs presenting current quarter data are prepared and updated quarterly. Basic definitions and answers to frequently asked questions are offered as a helpful tool for new users as well as contact information for additional questions, comments and concerns.

The historical data for Georgia (from 3rd quarter 1992 to present) is available in the form of tables with data seasonally and not seasonally adjusted. Links to external sources of data (BLS website) are provided for viewing other states' BED data sets as well as national data. External users have the opportunity to subscribe to Georgia's BED email notification list to receive quarterly reminder emails as soon as each new quarter is released by BLS and the GDOL website is updated.

Customer Satisfaction Assessment

WI&A staff refine and improve their standing as knowledgeable subject matter experts; to be valued as experienced and desired speakers. As a result of their continued efforts, they have earned an outstanding reputation and routinely report high levels of customer satisfaction result from training evaluations and reviews. WI&A staff were requested to make appearances at a wide variety of events serving as guest speakers, subject matter experts, workshop presenters and exhibit booth sponsors, at local, regional, state and national events. WI&A has become a focal point for career related exhibits at conferences where they offer event attendees exposure to the products and resources offered by the division. WI&A's standard exhibit booth generally includes a computer resources area where well-versed LMI experts conducts mini-training classes and provides participants with individual consultations on the latest LMI products including career planning assessments via O*NET products. WI&A exhibit resources have become so popular that formal workshops are often scheduled at large events. Event planners routinely report to WI&A presenters/trainers that their sessions and/or exhibits consistently rank among the highest in conference reviews. As a result, the demand for WI&A to plan, prepare and present for speaking engagements, to develop training sessions and to participate in resource fairs and exhibits continues to thrive.

In PY 2009, WI&A staff presented 17 different training sessions and/or presentations in formal settings. In addition, WI&A staff prepared and staffed four statewide exhibits/events and provided LMI data and resources for dozens of additional events. The economic recession has impacted the number of events as well as the types of events held. There has been a great need for events centered around jobs and career information. WI&A developed new materials for career transition directly related to heavily impacted groups. New resources and training classes were unveiled for multiple Career Expos and Education Resource Fairs. WI&A Staff also assisted with preparation of data and graphic tools for key note presentations and handouts at statewide events including the highly publicized Georgia Jobs Summit. Training and exhibits included several statewide conferences associated with workforce development associations, the Department of Education events, statewide Summer Intern Program events, economic development authorities, various trainings and presentations for local educators, WIA partners and associated organizations, various local WIB meetings and many others.

Results from the customer satisfaction surveys regarding WIA staff members and products had a 90% response rate. Of those respondents, 63% were currently using LMI products in their jobs including 65% who use the WI&A portion of the GDOL web site, and 41% had contacted WI&A directly for assistance. Of the respondents who said they used WI&A products, 91% indicated that they were satisfied with their product use (24% indicated extremely satisfied.) 1% of respondents indicated that they were neither satisfied nor dissatisfied with their

product use. No respondents indicated that they were dissatisfied with their product use. 35% of respondents did not respond concerning their product use. 59% of ALL participants indicated that they were satisfied with their overall experience with WI&A. 1% of respondents indicated that they were neither satisfied nor dissatisfied with their overall experience. No respondents indicated that they were dissatisfied with their overall experience. 37% of respondents did not respond concerning their overall experience. Additionally, responses from one-on-one contact, email correspondence and telephone correspondence support high levels of customer satisfaction. Education, customer service training and LMI product training continue to be high priorities for WI&A staff in order to continue to assist all customers with their data knowledge and needs.

Summaries of all training evaluations, including intensive hands-on computer training, Education Rocks! Train-the-trainer sessions and LMI classroom instruction gave very high marks to all sessions. There were two different evaluation forms used because CRC credit courses require a specific evaluation form to be used. Of respondents using the standard evaluation form, 97% of them would recommend the training class they attended to others. 91% of respondents graded their overall training session as an “A”. 100% of respondents gave the training handouts a score of “A” (84%) or “B” (16%). For all trainings utilizing the CRC credit evaluation form, 97% of the respondents agreed with the statement “all things considered, the training was excellent”. The remaining 3% of respondents answered the question neutrally. 93% of participants agreed that, “if they used it, the training content will be useful in their role and/or increase my production at work.” 7% were neutral. 93% of participants agreed that, “the style of the presentation used by the trainer(s) was appropriate for the material and the group.” Remaining 7% answered neutrally. 100% of participants agreed that, “the trainer(s) knew the subject and were comfortable sharing it with us.” The following comments came from these survey forms:

~ *“I felt the training was well laid out (progression through each section). The training was also very beneficial to my understanding of where/how to find data.”*

~ *“I loved the hands on exercises!”*

~ *“Excellent patient trainer!”*

~ *“I thought this is a great program and I hope I can use this in our trainings in the classrooms across the state.”*

~ *“I truly enjoyed the class and learned a lot. Exceptional presentation, well thought out, organized, creative and informational.”*

WI&A staff attempt to collect training evaluations from all sessions but in the case of presenting at large, regional and/or statewide events, it is not always

possible. Often times, feedback are shared at a later date with the presenter. The following comments came to WI&A staff in that manner.

Summaries of training evaluations, given post conference from GCIC staff to the trainer, indicated that they had heard nothing but excellent reports from attendees. The initial review of evaluation forms from the conference indicated the WI&A hosted workshop had the highest overall scores from the event.

Education Rocks! continues to be a popular and often requested presentation from WI&A staff. The Education Rocks! program continues to be used year after year by persons who have completed Train the Trainer presentations. Each participant in a train the trainer class receives a set of classroom ready tools to use with their own students, clients and/or customers. Each Education Rocks! resource kit includes a teacher's resource manual and Education Rocks! CD containing the series of PowerPoint presentations, O*NET profiling tools, a library of career related resources and much more. The materials and data series that Education Rocks! are built on are updated every other year and links in the current PowerPoint materials automatically open the most recent set of data. The design of Education Rocks! has made it possible for participants to continue to use the materials with their students year after year. WI&A staff continue to host Education Rocks! Train the Trainer classes all across Georgia as well as work with previously trained individuals concerning program updates and to assist with customer questions and program applications. Since inception of this strategy in 2004, more than 2,400 Teacher's Resource Kits and CDs have been distributed at train-the-trainer sessions. These materials have resulted in hundreds of thousands of students across Georgia viewing the presentation.

The following comments have come to WI&A via email from persons who have participated in Education Rocks! Train the Trainer sessions.

~ *“GREAT TRAINING! It would be greatly beneficial to Middle/High School teachers and counselors, post-secondary career placement counselors and advisors. [smile drawn on evaluation form]”*

~ *“Very good! Useful program.”*

~ *“Great Job! I know we will use the Education Rocks! presentation with a wide variety of customers.”*

Recommendation for improvements or changes to core products

As stated in the Workforce Information Grant Plan –Statement of Work Deliverables for program year 2009, the initiative of Georgia’s Labor Market Information division was to continue to develop and provide specific deliverables.

The deliverables include the population and maintenance of the Workforce Information Database, the production of industry and occupational employment projections and other economic and workforce information products and services required to support the state, local and regional workforce investment system.

Through the use of measuring instruments designed to provide a means for consulting with customers; informal and group discussions, publication and presentation surveys and voluntary feedback from data users, Georgia's Workforce Information and Analysis division can identify areas where change may be necessary to improve the overall data products, information and services provided. Localized data incorporated with service delivery and continued expansion and diversification in order to provide LMI products to principal customers, including employers, job seekers, the business community, workforce development professionals and State and Local Workforce Investment Boards, will continue to be the primary goals of the division.