

**STATE OF IOWA ANNUAL REPORT**  
**2009 Workforce Information Core Products and Services Grant**  
**July 2009 – June 2010**

**A. PRODUCTS AND SERVICES**

The Labor Force and Occupational Analysis Bureau of Iowa Workforce Development continues to recognize the need to provide quality, reliable and timely labor market information that is responsive to customer needs. This requires more effective integration and collaboration with workforce and economic development initiatives at the local, regional, and statewide levels. This also requires the building of a stronger network of partner organizations to ensure continuous development, enhancements and dissemination of labor market information products and services to customers.

- 1. Workforce Information Database.** The Workforce Information Database provides states with a common structure for storing labor market information. The database is intended to serve as the cornerstone for information delivery, workforce research, and product development for information that is standard and comparable across all states. The Workforce Information Database is the backbone for the Iowa Workforce Information Network (IWIN). During PY 2009, the crosswalk, look-up and core tables of the Workforce Information Database version 2.4 were populated and updated as required. Funds were used for staff time, travel, equipment, programming and database development and related costs.

**Accomplishments:**

- One staff member participated in the Analyst Resource Center (ARC) Meeting held in Raleigh, North Carolina, July 14-16, 2009. The supervisor of the Labor Force and Occupational Analysis Bureau and one member of the staff attended the ARC Meeting in Charleston, South Carolina on December 1-3, 2009. The Bureau supervisor and two staff members attended the ARC Meeting in San Diego on April 27-29, 2010.
- One staff member participated in teleconferences with the Workforce Information Database Structure Committee on February 2, 2011, and on March 18, 2010.
- One staff member participated in the Applied Database Management and Information Delivery Training held in Boise, Idaho on May 11-14, 2010.
- Version 2.4 of the database was used during the program year.
- During PY 2009, the Workforce Information Database was populated with the most current editions of the Infogroup Employer Database. The database was updated with the First Edition 2010 in October 2009, and with the Second Edition 2010 in March 2010. Job seekers and the general public can access the Employer Database through the Iowa Workforce Information Network (IWIN).

Core tables were updated regularly throughout the year. (Refer to table on the following page.)

Core Table Updates:

Table	Type	Version	Update Schedule
CES	Data	2.4	Updated monthly with state and U.S. data
CPI	Data	2.4	Updated monthly with previous month's data
EEOPOP	Data	2.4	Used for affirmative action; last updated July 2009
EEO LABFOR	Data	2.4	Used for affirmative action; last updated May 2010
EMPDB	Data	2.4	Updated with Infogroup First Edition 2010 in Oct. 2009; updated with Infogroup Second Edition 2010 in March 2010. Employer records for Iowa and all surrounding states were uploaded.
ESAPPLIC 1	Data	2.4	Used for affirmative action; last updated April 2010
ESAPPLIC 2	Data	2.4	Used for affirmative action; last updated April 2010
INCOME	Data	2.4	Updated with median household income from the Census and 2008 per capita income for counties from the Bureau of Economic Analysis
INDUSTRY	Data	2.4	Updated quarterly; last quarterly update was for fourth quarter 2009
LABFORCE	Data	2.4	Updated monthly with state and U.S. data for the reference month
LICAUTH	Data	2.4	Updated biennially ; licensed occupations; updated May 2010 and July 2010
LICENSE	Data	2.4	Updated biennially; licensed occupations; updated May 2010 and July 2010
LICXOCC	Lookup	2.4	Updated to include new licensed occupations; last updated May 2010
MLSEVENT	Data	2.4	Updated periodically with Mass Layoff Statistics
NCEP	Data	2.4	Quarterly QCEW updates
OESWAGE	Data	2.4	Updated with wage data from the OES Survey (May 2008 panel)
POPULATN	Data	2.4	Updated with current population estimates for the State and counties; last updated April 2010

**Expenditures for PY 09: \$75,000**

**2. Produce and disseminate industry and occupational projections.** Iowa Workforce Development will prepare and disseminate long and short-term industry and occupational employment projections. The projections will be prepared using the methodology, software tools, and guidelines developed by the Projections Workgroup and the Projections Managing Partnership. The primary activity for PY 2009 will be the production of statewide and sub-state long-term industry and occupational employment projections for the 2008-2018 projection period. Statewide short-term industry and occupational employment projections will be produced for the 2009-2011 time period.

**Accomplishments:**

**Industry Projections:**

- The statewide long-term industry projections for 2008-2018 were completed in February 2010.
- The long-term industry projections for the 15 Iowa Workforce Development Regions were completed in April 2010.
- The statewide short-term industry projections for 2009-2011 were completed in June 2010.

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

### Occupational Projections:

- The statewide and substate long-term occupational projections for the 2008-2018 period were completed in June 2010. Long-term occupational projections were prepared for the 15 IWD regions.
- The statewide short-term occupational projections were completed in August 2010. Iowa's date reflects the preparation of the short-term occupational projections using the most current data available, the fourth quarter QCEW data for the short-term industry projections.

### Dissemination of industry and occupational employment projections:

- The supervisor of the Labor Force and Occupational Analysis Bureau participated in the 21<sup>st</sup> Century Workplace Skills Experience for educators. On June 25, 2009 she spoke to the group about labor market information, and handed out resources.
- A presentation on job skills was provided to at-risk high school students at Orchard Place in Des Moines on July 2, 2009.
- A staff member participated in the Golden Circle College Job Fair at the Polk County Convention Complex in Des Moines on October 4, 2009. Career information was distributed at the fair.
- A staff member participated in the Career Expo held at the Polk County Convention Complex in Des Moines on July 7, 2010, where career information was made available.
- A staff member participated in the Iowa Workforce Development Job Fair held at the Polk County Convention Complex in Des Moines in April 2010. Career information was distributed to job seekers attending this event.
- Updates to the regional *Hot Jobs* was completed in February 2010, and to *Iowa's Stem Occupations* publication in December 2009. The publications can be accessed from IWIN, the LMI display site for Iowa Workforce Development.
- The statewide publication, *Career & Education Outlook 2006-2016* was completed in December 2009. It provides a listing of Iowa's fast-growing occupations by educational achievement level.
- Industry Projections Summaries were completed in June 2010 for the State and each of the 15 IWD regions. The summaries provide listings of the industries with the most growth and those with the most decline for the 2008-2018 projection period.
- A member of the staff spoke on the local economy and various career topics at the annual Teachers' Workshop at the University of Northern Iowa on July 10, 2009. Also a presentation On the economy was provided to Economics students on October 22, 2009.

- Labor market information was presented to educators at Iowa State University's Hunziker Center in Ames, Iowa on September 11, 2009. After the meeting, participants were provided with occupational projections for three targeted industry clusters (Information Technology, Life Sciences, and Advanced Manufacturing.)
- Staff provided labor market information at a family function at East High School for students and parents on October 23, 2009 in Des Moines, Iowa.
- Two on-line presentations were given to librarians that could be viewed around the state. The participants were provided with a guided tour of the labor market information site, IWIN, on December 11, 2009 and December 15, 2009.
- The supervisor of the Labor Force and Occupational Analysis Bureau provided a labor market information overview to staff located at the local Iowa Workforce Development Center on February 19, 2010.
- Staff provided labor market information to students and guardians who attended a career and education expo at Roosevelt High School on April 6, 2010 in Des Moines, Iowa.

**Expenditures for PY 09: \$147,000**

3. **Publish an annual economic analysis report for the governor and the SWIB.** Iowa Workforce Development will publish an annual, detailed state economic analysis report to assist with workforce development policy and investment decisions made by the governor, the State Workforce Development Board, the Local Workforce Investment Boards, and other stakeholders in the workforce development system.

**Accomplishments:**

- The fourth annual edition of *Iowa's Workforce and the Economy* was completed in June 2010, and is available to users in hard copy and via the Web. The publication can be accessed through the Iowa Workforce Information Network (IWIN) at:

<http://iwin.iwd.state.ia.us/pubs/pubs/iowaworkforceandtheeconomy.pdf>

- The 2010 edition of *Iowa's Workforce and the Economy* will be distributed to the Governor's Office, the State Workforce Investment Board, local Workforce Investment Boards, WIA directors, members of the Governor's Council of Economic Advisors, state agency directors and other interested stakeholders.

**Expenditures for PY 09: \$50,000**

4. **Post products, information, and reports on the Internet.** During PY 2009, staff continued to post grant-produced products and reports, economic time series, and other workforce information on the Web. Most of this information can be accessed through the Iowa Workforce Information Network (IWIN).

**Accomplishments:**

IWIN monthly statistics for PY 09:

Month	Hits	Visitors	Year-to-Year Percent Change in Hits
July – 2009	1,720,322	51,994	-1.4
Aug	1,792,625	58,459	16.9
Sept	1,630,535	54,000	2.2
Oct	1,605,870	51,802	-0.4
Nov	1,563,231	47,735	1.3
Dec	1,403,078	44,031	-6.8
Jan – 2010	1,758,794	56,341	-11.3
Feb	1,587,707	50,832	-12.8
Mar	1,713,108	55,261	-14.7
Apr	1,598,221	53,274	-8.0
May	1,629,603	55,641	8.3
June	1,541,325	50,061	-7.7
<b>Total</b>	<b>19,544,419</b>	<b>629,431</b>	

The following information, products and reports were made available in IWIN during PY 09:

- Affirmative Action Data 2009 (updated labor force table with 2009 data)
- Consumer Price Index for All Urban Consumers (updated monthly)
- Current Employment Statistics (industry employment for state and MSAs posted monthly)
- IWIN Guide (updated)
- Industry Profiles 2009 (19 industries)
- Iowa Hot Jobs 2006-2016 (updated for the state and 15 IWD regions)
- Iowa Quarterly Industry Review (quarterly)
- Iowa Short-Term Industry Projections 2008-2010
- Iowa Short-Term Occupational Projections 2007-2009
- Iowa Trends Page (updated as economic indicators become available)
- Iowa Wage Survey 2009 (MSAs and 15 IWD regions)
- Iowa WorkNet (Second Quarter 2009 and Third Quarter 2009)
- Iowa's Career & Education Outlook 2006-2016
- Iowa's STEM Occupations
- Iowa's Workforce and the Economy 2010
- Labor Force Summaries (monthly and annual tables for all years subject to benchmark revisions)
- Map of County Unemployment Rates (monthly)
- Monthly Labor Force Data
- Occupational Employment Statistics Survey (May 2008)
- Occupations of Iowa Workforce Development Center Applicants (updated quarterly for the state and 15 IWD regions; part of Affirmative Action)
- Quarterly Census of Employment and Wages (updated quarterly)

Website Directory for Career Planners and Job Seekers  
Website Directory for Employers and Professionals

**Expenditures for PY 09: (\$70,000)**

- 5. Partner and consult on a continuing basis with workforce investment boards and key talent development partners and stakeholders.** Iowa Workforce Development will continue to consult and partner with stakeholders in the workforce development system in order to identify and provide labor market information that can be used to enhance economic development strategies and career guidance.

**Accomplishments:**

- The supervisor of the Labor Force and Occupational Analysis Bureau participated in the 21<sup>st</sup> Century Workplace Skills Experience for educators. This conference provided educators with the opportunity to spend time at businesses and ask employees questions in order to gain an understanding of their work skills, education, and environment. It was held June 24-25, 2009, at local businesses and the local Iowa Workforce Development Center.
- Greer Sisson, the Iowa Director for the U. S. Department of Labor's Office of Apprenticeship, spoke on June 25, 2009 at the 21<sup>st</sup> Century Workplace Skills Experience for educators. She and a program completer provided information to educators on the apprenticeship process.
- The supervisor of the Labor Force and Occupational Analysis Bureau met with partners of the Business Education Center (BEC). The BEC is made of state agencies, business and industry, educators, who want to connect educators with the work world so they can be exposed to learning opportunities that can be passed on to their students.
- The supervisor of the Labor Force and Occupational Analysis Bureau attended meetings and provided assistance with Career Expos.
- The supervisor of the Labor Force and Occupational Analysis Bureau was a member of Iowa's Race to the Top Advisory Group. The group was convened by the Iowa Department of Education to provide input into the application process to receive federal grant money from the U.S. Department of Education.
- Staff created a list of high demand occupations for Iowa's Unemployment Insurance Division. The list was used as a resource for unemployed individuals to receive training benefits for occupations that are considered high demand.
- Staff researched and provided various data to the Iowa Department of Corrections for use in their Enterprise Strategic Plan – Safe Communities.
- The LMI Director presented information from *Iowa's Workforce and the Economy* to the Iowa Workforce Development Board at the Board meeting on December 11, 2009. Copies of the publication were provided to Board members.

- The WIA Director in IWD Region 12 made a presentation to the local workforce investment board (LWIB) on Iowa's Workforce and the Economy in January 2010. The presentation was prepared by ETA staff.

**Expenditures for PY 09: (\$48,000)**

- 6. Conduct special studies and economic analyses.** Iowa Workforce Development will prepare special state, regional and local economic analyses to provide information support for communities in economic transition, state and sub-state workforce development initiatives, and responses to major layoffs or disasters.

**Accomplishments:**

- Staff continues to prepare customized labor market information to assist community colleges, consortiums, local workforce development centers, and other entities with information for grant proposals and customized products. The Bureau's ability to respond to these requests is enhanced by the Bureau's on-going relationship with the State Data Center. Iowa Workforce Development is an official "affiliate" of the State Data Center, which is the warehouse and distribution point for the state's demographic information.
- *Quarterly Updates for the Governor's Council of Economic Advisors.* One member of the staff continues to serve on the Council, and prepares a quarterly update on the Iowa economy, which is presented to the Council. The information typically includes a summary of current labor force trends, nonfarm employment trends, the employment outlook, and Unemployment Insurance (UI) statistics.
- *Status of the Iowa Workforce and Economy.* A one-page summary of current economic conditions in the state that includes current information on unemployment conditions, nonfarm employment trends, and Unemployment Insurance activity. The publication is regularly distributed to the state legislators, and is posted on the Web for public consumption.
- *Iowa Wage Survey 2008 .* This product was designed to respond to LMI customer demand for more timely wage data. The wage estimates are prepared by applying the Employment Cost Index to the Occupational Employment Statistics (OES) data. The wage estimates are generated for the State, the MSAs, 15 IWD regions, counties, Balance of State areas, and industries.

**Expenditures for PY 09: (\$61,000)**

**B. CUSTOMER CONSULTATIONS**

Most of the Bureau's customer feedback is obtained through conferences and meetings attended by staff. The Labor Force and Occupational Analysis Bureau uses feedback received at meetings to tailor many of its publications to meet the needs of a diverse range of customers.

The Labor Market and Workforce Information Division of Iowa Workforce Development maintains an Activity Log on the agency's intranet site to record individual customer requests and sources used to

respond to the requests. The Log also captures the customer's name and contact information, making it possible to use the Log for future customer satisfaction surveys.

The LMI In-Box is a way in which customers can reach the Bureau to request labor market information. An average of 10 customers per week communicate with the Bureau via the In-Box.

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

### **C. RECOMMENDATIONS FOR IMPROVEMENTS OR CHANGES TO THE DELIVERABLES**

- The due date for the Short-Term Industry and Occupational Projections needs to be adjusted to August or September since fourth quarter QCEW data are needed to produce timely projections, and the data are usually not available until mid-May.
- Make more money available for career information and OES job seeker tools.
- Iowa would like ETA to designate or design a universal customer satisfaction tool.
- Receive the TEGL in early spring or extend the deliverable date.
- Include more career-related materials in the grant deliverables.
- Best practices of materials and resources created under the auspice of the TEGL.
- Iowa would like a clarification on the definition of "green" industries and occupations. The interest regarding this subject has intensified during the past program year, and guidance is particularly needed for the production and dissemination of information on the subject.
- It would help to have a universal mechanism for the LMI information display system so all states would have a similar appearance. This would enable customers to locate information easier when comparing information for the states, and would also facilitate populating the information.
- It would be helpful to have an initiative that would work with the Occupational Employment Statistics (OES) Survey to develop a system to produce local wage information.
- An adequate budget is needed to fully support all the required core products and services, and allow for the training of staff.
- Develop a best practices guide for the development of core products and services.
- Iowa would like to receive timely feedback from ETA on the products and services that have been developed during the program year that would offer recommendations for improvement.