

**COMMONWEALTH OF MASSACHUSETTS**

**WORKFORCE INFORMATION GRANT**

**ANNUAL REPORT  
FOR  
PROGRAM YEAR 2009**

**September 2010**

**Executive Office of Labor and Workforce Development  
Department of Workforce Development**

## **Massachusetts Workforce Information Grant Annual Report for Program Year 2009**

### **A. Statewide Workforce Information System Overview**

Massachusetts' Workforce Development system is overseen by the Executive Office of Labor and Workforce Development (EOLWD). Workforce Information products and services are developed and disseminated primarily by EOLWD's Department of Workforce Development's Division of Career Services (DCS) and Division of Unemployment Assistance (DUA), in coordination with EOLWD. Commonwealth Corporation (a quasi public agency reporting to EOLWD) through its Center for Research and Evaluation also contributes through targeted studies examining the responsiveness of policies and programs to changes in economic conditions.

EOLWD assures that products and services provided with these grant funds are consistent with the Governor's Strategic Plan and Goals and with the vision of the Massachusetts Workforce Investment Board (MWIB). Labor market and workforce information resources provide the Commonwealth with information on jobs, wages, labor force, and occupations that support economic development efforts, workforce partners' job development, performance management and business planning, and customers' needs at the state and local levels.

Our design and use of workforce information is guided by how effectively those products, tools and services support the state's identified needs for the information and by the strategic plan. The core products and services are designed to meet customers' needs and to offer the flexibility for adjustments with changes in the Commonwealth's economic climate and the strategic plan.

Additionally, by providing real time information on those unemployed and seeking work, projected job vacancies, demand occupations, occupational supply and wage information at the state and local Workforce Investment Area levels, the data and information products produced with the Workforce Information funding provide the Governor and other state and local policy makers with the tools they have identified as needed to assist them in planning and meeting the state's strategic workforce and economic development goals. The data, information, products and reports are readily available to policy makers, job seekers and citizens in real time access through the web site <http://mass.gov/lmi>.

EOLWD has the responsibility of ensuring the appropriate development and dissemination of workforce information and labor information, including economic, career, and job vacancy data to all state and local workforce development partners. Its key focus is identifying and serving the needs of local workforce boards, One-Stop Career Centers and their partnering organizations, as well as educators and job seekers, employers, students and parents served by local workforce providers.

The strategies employed to ensure wide dissemination of labor market and workforce information include assuring availability via the Internet, developing

specific targeted products and staff training (such as our LMI training component directed to counselors and employer service staff of the One-Stop Career Centers), providing technical assistance in the use and availability of information, responding to requests for customized information and new products and making presentations to inform and educate. Staff are available to provide direct assistance to all individuals who contact them in person, by phone, or through email.

All labor market (LMI) and workforce information (WI) are available online at the Commonwealth's web site at <http://mass.gov/lmi>.

The Massachusetts Workforce Board Association, representing the sixteen Workforce Investment Boards (WIBs), provides guidance for the development of state and local labor market information, workforce profiles, and related research efforts to ensure that we address the needs and concerns of local boards.

## **B. Core Products and Services**

The Executive Office of Labor and Workforce Development's Division of Career Services, Economic Analysis Office, and Division of Unemployment Assistance, Economic Research Department developed and provided workforce information products and services in the following core areas as defined in the Workforce Information grant.

### **1. Populate the Workforce Information Database With State and Local Data**

The Workforce Information Database (WID), which contains the LMI and WI data, is current with all releases, version 2.4, required of the grant. All data and information products developed through this grant, and those requested by customers, are made available at the time of release through the Commonwealth's web site at <http://mass.gov/lmi>. The WID supports all of the electronic applications. The core LMI, WI and required workforce information database tables are populated for public use on date of release.

In addition to the core WI requirements, customized additions have been made to support Massachusetts developed data series and levels of aggregation requested by customers. Responses to customized data queries were provided through special web links in standardized formats.

### **2. Produce and Disseminate Industry and Occupational Employment Projections**

Using the methodology, software tools and guidelines developed by the Projections Consortium and the Projections Managing Partnership DWD began developing its statewide 2008-2018 long-term industry and occupational projections. The severity of the recession required staff to make extensive revisions. As a result, the projections were submitted to the Long-term Projections Consortium in August 2010.

The 2008-2018 projections will be incorporated into a host of LMI products, including a fully searchable web-based matrix available in PY2010. Displaying the unique mix of occupations and industries in Massachusetts, the matrix will help policy makers and job seekers anticipate long-term changes in labor-demand—especially in the rapidly growing knowledge-based industries and in industries subject to global competition. Above all, it will show which industries and occupations are projected to remain vital to the state's economy recovery.

Given the severity of the recession and its wide-ranging impact on industries, short-term projections were not developed in PY 2009. Instead Massachusetts conducted two job vacancy surveys that each covered 10,000 employers. With response rates averaging 80 percent across the state, the job vacancy survey provides a reliable picture of labor demand. The surveys for the second and fourth quarters of 2009 were published in PY2009.

The job vacancy survey shows which industries are hiring, which skills and qualifications are preferred, and how much the different jobs pay. It is, in addition, a tool provides for tracking labor/skills mismatches and it enables policy makers and workforce partners to design effective training programs. The jobs vacancy survey can be found at <http://lmi2.detma.org/Lmi/LMIjobvacancy.asp>.

### **3. Publish an Annual State Economic Analysis Report for the Governor and the State Workforce Investment Board**

The Economic Analysis Report is being submitted along with this progress report. The Department of Workforce Development has undergone some reorganizations during the past year. One reorganization that impacts the Commonwealth's LMI and WI work is that as of August 2010, the Workforce Information Grant is back under the Division of Unemployment Assistance. This report which meets the requirements of the grant will in the future be developed based guidance from an LMI Advisory Group. The 2010 report will be published in the spring of 2011 in order for it to be a product that provides meaningful input for the decision-making processes of the State and Local Workforce Investment Boards.

### **4. Post Products, Information, and Reports on the Internet**

All LMI and Workforce Information data, products and reports are released and publicly accessible through the web as required by the WI Grant. The economic data pages and data tools on the web have been updated to meet Electronic and Information Technology Accessibility Standards (section 508) defined by the Federal government and pass HTML validation.

The consolidation of information delivery through the improved site provides for immediate access at time of release for all workforce information and LMI data and products. Providing a direct link to LMI and WI allows customers to see at a glance the latest information on jobs, the labor force, the unemployment rate, and wages by occupation, and get access to all information in downloadable formats.

Additional query tools have been developed to provide optional formats requested by customers. We continue to work with the workforce agencies, and other customers to improve and expand Internet access to data.

Customers accessing the LMI and WI electronic tools continue to increase. Website usage of the query tools, which grow more popular every year. Additionally, the city/town data search also is linked directly from the mass.gov home page through the *Find resources in your community* search option.

The state also disseminates customer-focused occupational and career information through the Massachusetts Career Information System (MassCIS), which is managed by EOLWD. Massachusetts contracts annually with intoCareers out of the University of Oregon to use the national CIS program, and to host the MassCIS web site at: <http://masscis.intocareers.org/>. There are now twenty-one states that contract with intoCareers to have a state-specific CIS.

MassCIS includes occupational skill requirements, user-friendly descriptions, wages, and current and forecast employment by occupation, plus links to web-based job sites and to educational and training venues. These include colleges and universities nationwide, as well as proprietary training schools in Massachusetts. DCS develops the information on proprietary schools through an ongoing survey of the state's schools.

The Massachusetts Career Information System (MassCIS) continues to be available free online to all Massachusetts residents. During the year, there were more than fifty training sessions for over 400 career center and workforce partner personnel, where the training included or was exclusively about using MassCIS. Over 144,500 MassCIS visitor sessions were recorded in PY2009. Visitor sessions, or hits, could be identified as coming from each of the state's One-Stop Career Centers. Users are identified if they login using a recognizable user name and password. Despite this, we know that a minimum of 35,000 of our users during PY09 were Career Center staff and clients. We were also able to identify thousands of our users as being associated with the state's Community Colleges. Among the new information provided in the system were updated occupational employment and outlook data, wage data, and occupational licensing information.

Last year we mentioned that many Career Centers brought up MassCIS as part of their Career Center Seminars. Over the course of PY2009, at least 10 of the Career Centers began offering their clients specific workshops on the use of MassCIS. More of the Career Centers will offer their clients MassCIS training during PY2010 due to the new re-employment programs for UI claimants.

## **5. Partner and Consult with Workforce Investment Boards**

EOLWD published Regional Labor Market Information Profiles for each of the sixteen (16) workforce areas in July 2010. The regional profiles are developed yearly in response to demand from local workforce boards and issued to coincide with the annual workforce planning cycle. These reports detail economic conditions

and present key economic data within the workforce areas. The Profiles are posted on the web site at:

<http://mass.gov/lmi> and <http://lmi2.detma.org/Lmi/FPLmiforms1.asp#Profiles>

EOLWD will also continue to consult with key members of the MWIB, and local boards, to ascertain which key indicators of labor market demand and supply are needed to develop the capacity of regions in this current recessionary period, so that more current labor market and economic data for planning, analysis, and policy development purposes can be developed and provided. By providing access to relevant and easy to understand labor market information, workforce development officials will be able to build the capacity of their regions to analyze, interpret, and use labor market data on an ongoing basis.

## **6. Conduct Special Studies and Economic Analyses**

### Career Moves

This publication was updated, expanded and published in early 2010 with Massachusetts 2006-2016 projections which were revised to account the impact of the recession that began in December 2007. The updated version profiles growth jobs and provides descriptions of specific jobs, education and training requirements, wages and salaries, and the industries where jobs are currently found. This publication which is widely used by counselors to help students and job seekers make more informed career decisions, is posted at:

[http://www.mass.gov/?pageID=elwdmodulechunk&L=4&L0=Home&L1=Government&L2=EOLWD+Data+and+Statistics&L3=Labor+Market+Information&sid=Elwd&b=terminalcontent&f=dua\\_economic\\_data\\_labor\\_market\\_information\\_publications&csid=Elwd](http://www.mass.gov/?pageID=elwdmodulechunk&L=4&L0=Home&L1=Government&L2=EOLWD+Data+and+Statistics&L3=Labor+Market+Information&sid=Elwd&b=terminalcontent&f=dua_economic_data_labor_market_information_publications&csid=Elwd).

### Business Hiring Expectations

Two reports on Massachusetts employers' intention to increase or decrease employment over the next 6 months were released. Business Hiring Expectations data, collected as part of the semi annual Job Vacancy Surveys, provide a comprehensive six month outlook for hiring in Massachusetts on both an industry and regional basis. This information helps Workforce Development staff gain more insight into the job market conditions over the next six months.

### Job Vacancy Survey—updated info

Two semi-annual surveys, covering 10,000 employers each, were conducted in PY 2009, and two comprehensive reports presenting the findings were published. Additional presentations and analyses have been prepared to help customers understand and address the issue of skill mismatches in Massachusetts, and much work along these lines has been done in conjunction with other workforce agencies, most notably Commonwealth Corporation. These reports are posted at <http://lmi2.detma.org/Lmi/LMIjobvacancy.asp>.

### Monthly LMI Fact Sheets

This desk top reference provides Career Center and Workforce staff with succinct information on recent economic trends in five major regions of the state. These reports are posted on the Internet at <http://lmi2.detma.org/Lmi/FPIforms1.asp>.

### Regional Profiles

This 17 volume set provides policymakers with information to assess each workforce area's economy. Each profile includes data on the labor force, employment, unemployment, industry structure, wages, population and demographic trends.

The 2010 annual reports were posted in July 2010 at [http://www.mass.gov/?pageID=elwdmodulechunk&L=4&L0=Home&L1=Government&L2=EOLWD+Data+and+Statistics&L3=Labor+Market+Information&sid=Elwd&b=terminalcontent&f=dua\\_economic\\_data\\_labor\\_market\\_information\\_publications&csid=Elwd](http://www.mass.gov/?pageID=elwdmodulechunk&L=4&L0=Home&L1=Government&L2=EOLWD+Data+and+Statistics&L3=Labor+Market+Information&sid=Elwd&b=terminalcontent&f=dua_economic_data_labor_market_information_publications&csid=Elwd).

### Seven Recessions Compared

This chart book provides Career Center staff with a series of charts and graphs on the impact of the current recession on employment within each major industry of Massachusetts economy. A one page summary sheet provides the actual job loss totals.

## **C. Expenditures**

	<u>Carry-in from PY 08</u>	<u>PY 09 Funds</u>	<u>Total Expenditures</u>
PS/PB	\$0.00	\$573,198.65	\$573,198.65
NPS	\$0.00	\$ 89,176.35	\$ 89,176.35
Total	\$0.00	\$662,375.00	\$662,375.00