

# **ARKANSAS: WORKFORCE INFORMATION PY' 10 ANNUAL REPORT**

In accordance with the U.S. Department of Labor/Employment and Training Administration's Training and Employment Guidance Letter (TEGL) 3-10, dated July 16, 2010; this is Arkansas's annual report of accomplishments on the five core products and services contained within this grant.

## **POPULATE THE WORKFORCE INFORMATION DATABASE WITH STATE AND LOCAL DATA**

All mandatory core tables of the Workforce Information database were updated by June 30, 2011. This is a continual project, as we update the information in the Workforce Information database as it is made available. Arkansas also populates many of the Workforce Information database's non-required demographic and economic tables and has built tables that will power local WIB Area profile reports in the "Discover Arkansas" system. We maintain the Uniform Resource Locators (URL) of <http://www.discoverarkansas.net> and <http://www.discover.arkansas.gov>, both being official Web site addresses for our Internet delivery of Workforce Information database information.

All required licensing data was updated and submitted to the National Crosswalk Service Center on June 24, 2011. The on-line version of the 2011 *Directory of Licensed, Certified, and Registered Occupations in Arkansas* was released on June 21, 2011. This publication can be viewed and downloaded at:  
[http://www.discoverarkansas.net/admin/uploadedPublications/742\\_DirLicOcc2011Pub.pdf](http://www.discoverarkansas.net/admin/uploadedPublications/742_DirLicOcc2011Pub.pdf)

The hard copy printed version of this publication was released on July 29, 2011.

## **PRODUCE AND DISSEMINATE INDUSTRY AND OCCUPATIONAL EMPLOYMENT PROJECTIONS**

### Long-Term

Due to the continued uncertainty in the economy and the effects of the different occupational layoffs occurring in different parts of the State, Arkansas is continuously looking at the State's sub-state Industry and Occupational Employment Projections for 2008-2018, due to these being performed on a biennial basis. These projections were finalized on June 28, 2011, but due to complications with matching projections utilizing 2000 SOC codes with Wage information using 2010 SOC codes, we weren't able to place the projections on the "Discover Arkansas" Web site until August 3, 2011. The long-term projection's sub-state hard-copy publication was released on September 6, 2011. Sub-state long-term projections can be viewed and downloaded from our Workforce Information database Web site at:

[http://www.discoverarkansas.net/admin/uploadedPublications/1959\\_LT\\_WIA\\_08\\_18.pdf](http://www.discoverarkansas.net/admin/uploadedPublications/1959_LT_WIA_08_18.pdf)

### Short-Term

The statewide Industry and Occupational Projections for the 2010-2012 period, utilizing a base period of 1st quarter 2010 and projected out to 1st quarter 2012, were completed on May 13, 2011 for Demand Occupation purposes. The necessary statewide projection files were sent to the Projections Management Partnership Consortium on June 20, 2011. Database files weren't added to "Discover Arkansas" until August 3, 2011, due to changes with occupational wages utilizing the 2010 SOC codes. The printed version of the 2010-2012 statewide short-term projections was released on July 25, 2011.

Arkansas completed the 2010-2012 sub-state Industry and Occupational Projections on June 2, 2011, and they were released thru the Workforce Information database on August 3, 2011, due to changes with occupational wages utilizing the 2010 SOC codes. Printed versions of the 2010-2012 sub-state short-term projections were released on August 31, 2011.

State and sub-state level Short-Term Projections can be found through our Workforce Information Database Web site at <http://www.discoverarkansas.net> or <http://www.discover.arkansas.gov>

## **CONDUCT AND PUBLISH RELEVANT ECONOMIC ANALYSES, SPECIAL WORKFORCE INFORMATION, AND/OR ECONOMIC STUDIES DETERMINED TO BE OF BENEFIT TO THE GOVERNOR AND STATE AND LOCAL WIBs**

Throughout PY'10, the LMI section of the Department of Workforce Services has made itself available for research and providing all types of economic and labor market information, as well as, conducting numerous special studies for our various customers, including the Arkansas Legislature, Governor's Office Staff, and Local Workforce Investment Boards. To provide these studies we have utilized BLS data, the Local Employment Dynamics (LED) system, "Discover Arkansas", the Estimates Delivery System (EDS) and our EMSI Strategic Advantage system to answer questions and concerns that different customers have had about the State or Local Area labor markets, economic conditions, and special initiatives.

The Labor Market Information section of the Department of Workforce Services will release the fifth edition of the *Arkansas Labor Market and Economic Report* on "Discover Arkansas" prior to September 30, 2011. Printed versions of the report will be submitted to Arkansas's Governor and the State Workforce Investment Board at their next full board meeting on October 11, 2011. The Annual Economic Analysis Report can be found on our Workforce Information Database Web site at <http://www.discoverarkansas.net> or <http://www.discover.arkansas.gov>

## **POST PRODUCTS, INFORMATION, AND REPORTS ON THE INTERNET**

Arkansas's major deliverables, as well as Projections and the Directory of Licensed Occupations, can be viewed through the Internet at:

*Discover Arkansas* ([www.discoverarkansas.net](http://www.discoverarkansas.net) or [www.discover.arkansas.gov](http://www.discover.arkansas.gov)):

"Discover Arkansas" is the state's Web-based LMI delivery system supporting the WIBs, business, education, other agencies, and the public, utilizing information in Arkansas's Workforce Information database. This fully ADA compliant system was officially released on January 31, 2005, and is continually updated with new information, reports, and consumer products.

*ArkOSCAR* ([www.arkoscar.org](http://www.arkoscar.org))\*: The Arkansas LMI continues to support an Arkansas-specific Web version of the popular **Occupation and Skill Computer-Automated Researcher (OSCAR)**. ArkOSCAR continues to be a useful and powerful O\*NET-based application that allows Arkansas Workforce Centers and schools to assist dislocated workers, youth, and other job/career seekers in their career exploration by leveraging O\*NET data with state LMI (Wages, Occupational Growth Projections, Job Openings, Demographic data, and more). The system contains seven different ways to help users explore job and career possibilities, including automation of the first two O\*NET Assessment tools. ArkOSCAR displays an engaging window into the powerful O\*NET database and is an excellent way for users unfamiliar with O\*NET to learn about occupational possibilities. The system will again be updated when the system is moved to the "Discover Arkansas" Web site.

\*To visit ArkOSCAR, from the sign-in page ([www.arkoscar.org](http://www.arkoscar.org)), select "Out-of-State" from the "LWIA or EDS" drop down menu, and then type in "54321" in the "Password (Zip Code)" window.

*2010-2011 Career Watch* ([www.careerwatch.org](http://www.careerwatch.org)): Arkansas distributed approximately 105,000 copies of this very popular tabloid-type career magazine in PY'10. *Career Watch* provides students (and their parents) over 20 areas of interest in exploring the world of work. Topics covered included career planning, resumes, apprenticeships, work ethic, military opportunities, top occupations, occupational profiles with wage information, scholarship information, financial aid programs, higher education in Arkansas, and more. The 2010-2011 *Career Watch* magazine is also available for viewing and downloading at [www.careerwatch.org](http://www.careerwatch.org) or [http://www.discoverarkansas.net/admin/uploadedPublications/1792\\_CW10-11.pdf](http://www.discoverarkansas.net/admin/uploadedPublications/1792_CW10-11.pdf), until approximately October 15, 2011, when the 2011-2012 issue will be loaded into the "Discover Arkansas" system.

*High Demand Targeted Jobs – National Governor's Association (NGA) Skills Matching System*: To provide information on the skill needs of jobs/occupations in Arkansas, we created a skills matching prototype system, through the support of the NGA "Pathways to Advancement Policy Academy". This tool was updated with the newest information in

June 2011, and will continue to be incorporated into the “Discover Arkansas” LMI portal. It links Arkansas’s growth industries to the nationally recognized Educational Career Clusters. It also identifies if a growth industry is a targeted industry by the Arkansas Economic Development Commission (AEDC) or an industry that has been identified by the Department of Labor’s High Growth Job Training Initiative. The tool identifies occupations related to each growth industry and career pathway and provides information on skills, projections, wages, training programs, licensing requirements, and notes if it is a high demand occupation in Arkansas. The LMI section worked with AEDC and its consultant in helping during the process of defining the newest list of Arkansas’s Targeted Jobs. Those are now listed within the High Demand Targeted Jobs system found at: <http://www.discoverarkansas.net/?PAGEID=67&SUBID=152>.

*Career Interests, Training, and Job Outlook System*

Working with the Department of Career Education and the Arkansas Association of Two-Year Colleges, Arkansas developed this system to simplify the alignment of the Career Cluster/Cluster Pathway organizational system. Included are long-term projected job openings and average annual wages for the state of Arkansas. This information is extremely valuable to schools that are planning curriculum additions or changes, as well as to individuals seeking career changes and can be viewed on “Discover Arkansas” at: <http://www.discoverarkansas.net/?PAGEID=67&SUBID=161>.

*Affirmative Action (www.discoverarkansas.net or www.discover.arkansas.gov):* In support of the SWIB and LWIBs, business, education, economic development, other agencies, and the general public, the “Discover Arkansas” Web site contains an entire Affirmative Action section with statewide, MSA, and county tables that can be downloaded onto the user’s PC.

*Real-Life Arkansas:* In our continuing support of our partners in Education and Employment, Arkansas’s Labor Market Information section developed and released Real-Life Arkansas in 2007. Real-Life Arkansas continues to be updated with the latest LMI and a few cosmetic looks, but due to the change to the new 2010 SOC codes the wage information is lagging behind. We anticipate that all changes will be implemented on or before September 30, 2011. Real-Life Arkansas is an interactive “lifestyle budget calculator” for students and job seekers and can be found at the Web address of [www.real-life.arkansas.gov](http://www.real-life.arkansas.gov). The site helps users discover how education impacts earnings and to learn about different occupations. The site’s objective is to inspire students, through a “real world” exercise, to take education seriously and pursue higher education/training after high school.

Users of the site have three options to determine the costs and careers associated with their desired lifestyle. By identifying monthly living expenses in “Get a Real Life Check,” the user finds out what careers provide the salary needed to cover those expenses. With “Future Salary,” the user enters a salary and chooses a desired education and occupational category. The occupations with that salary are then displayed. “Occupation Direct” is similar to “Get a Real Life Check” but allows the user to choose

an occupation first. The living expenses for a desired lifestyle are then subtracted from the occupation's salary to check whether the occupation's wages will cover those chosen expenses.

*The Future Awaits:* Arkansas continued its distribution and updating of this publication, which focuses on teaching young adults pre-employment basics, including resume preparation, how to apply for jobs, appropriate dress, interview tips, and even basic guidance on how to complete federal tax forms. Due to many requests, we have reproduced the "Pocket Resume" out of *The Future Awaits* into a stand-alone workforce tool for citizens to use in their everyday work search. In April 2011, we again made a small redesign of the "Pocket Resume" into a more compact tool for our customers to use. *The Future Awaits* can be viewed and downloaded from "Discover Arkansas" at: [http://www.discoverarkansas.net/admin/uploadedPublications/347\\_Future\\_Awaits.pdf](http://www.discoverarkansas.net/admin/uploadedPublications/347_Future_Awaits.pdf) The Pocket Resume can be viewed and downloaded from "Discover Arkansas" at: <http://www.discoverarkansas.net/?PageID=166>

*Arkansas Consumer Reporting System (ACRS) (www.arkansascrs.org):* Arkansas unveiled the first nationally recognized WIA certification system during December of 2001, which we actively maintain and provide customer service for on a daily basis. ACRS streamlined a paper system, which averaged 90 days for WIA provider certification, into a 24-hour automated approval process. ACRS provides an interactive, customer driven, search engine to review all educational entities within state boundaries.

*Projected Employment Opportunities List (formerly the "Demand Occupations List"):* Arkansas continues to produce this publication that identifies future job opportunities and links them to training programs within the state. The publication presents information in two columns, with the first providing the occupation's code, title, and a Statewide estimated average annual wage. The second column lists the corresponding Classification of Instructional Program training code and title for the occupation. A list is included for the State and each of the 10 Local Workforce Investment Areas. This product is distributed to help the workforce system and its users make better training decisions. Last updated on July 1, 2011, it can be viewed and downloaded at: <http://www.discoverarkansas.net/article.asp?ARTICLEID=407>

*Workforce Area Profiles:* Arkansas has created localized labor market profiles for each of its Local Workforce Investment Areas, which we update constantly with new information, with the last update being performed on September 8, 2011. The profiles contain the local demand occupations with local wages and key important economic information for each local area. These can be found on "Discover Arkansas" ([www.discover.arkansas.gov](http://www.discover.arkansas.gov) or [www.discoverarkansas.net](http://www.discoverarkansas.net)) as a left column heading of "Local Workforce Investment Area Statistics".

*Other Printed Publications with Web Access:* During PY' 2010, the Department of Workforce Services' Labor Market Information section has updated and produced

various other LMI-based publications, such as the popular *Arkansas Wage Survey*, *Arkansas Labor Market*, *Arkansas's Hot 45*, *Career Watch Teacher's Guide*, and other reports, publications and information. Most of our publications are accessible on-line from the LMI Publications page of "Discover Arkansas," while information and reports are scattered throughout the Web site at [www.discoverarkansas.net](http://www.discoverarkansas.net) or [www.discover.arkansas.gov](http://www.discover.arkansas.gov).

*Estimates Delivery System (EDS)*: Though EDS is not a Web accessed tool for the public, it does provide extensive information that we use on "Discover Arkansas" and other Web products.

### **PARTNER AND CONSULT ON A CONTINUING BASIS WITH WORKFORCE INVESTMENT BOARDS AND OTHER KEY ECONOMIC DEVELOPMENT PARTNERS AND STAKEHOLDERS**

The Labor Market Information section is housed within the Department of Workforce Services and is part of the Office of Employment Assistance, which also houses the staff of the State Workforce Investment Board (SWIB). This arrangement allows for almost constant contact, association, and consultation with the Board's staff to identify and produce needed information in an ever changing economic arena. The LMI section also has a representative attend each State and most local Board meetings which allows us to keep in touch with informational needs of the Boards. Also, almost daily, LMI staff is in contact with staff from one of the 10 Local Workforce Investment Boards and their one stop centers and/or one of the 32 full time DWS local offices. We provide information on a multitude of subjects from demand occupations that designate a WIA training requirement to labor supply information for a new industry that's considering locating in one of the Local Workforce Investment Board Areas (LWIB). Along with supplying labor information to the LWIBs, we constantly produce and provide various information to local economic development boards, Chambers of Commerce, as well as, the Arkansas Economic Development Commission to facilitate industry growth within Arkansas and its economic regions.

### **CUSTOMER CONSULTATION SUMMARY**

Arkansas's LMI section continues to be relentless in their pursuit to accomplish all of its certified deliverables and as of this writing we have obtained 100 percent of our timed goals for PY'10. Working with our many varied customers throughout the year, which includes the Local Workforce Investment Boards (LWIB) and the State Workforce Investment Board, we realize that each entity we serve requires a different set of information to meet their ever changing needs. In trying to meet those needs we are constantly trying to make the information simpler to understand, but yet providing the

technical information that the customer desires or prefers. We are continually addressing this issue realizing we still have further to go. To help correct a portion of this problem, we acquired the EMSI Analyst tool which includes very good graphing and charting characteristics that we utilize to incorporate eye catching graphs and ideas into our publications, whether they be hard copy or Internet related. Another area that we have put effort into, but could continue to do a better job in the upcoming PY'11 year, is our personal contact and communication with the Local and State Workforce Investment Boards. To adjust for this, we have again asked each LWIB area to submit their meeting dates for us to ascertain the possibility of having a LMI staff person present as often as possible. We continue to strive for excellence in developing our product mix, but our main goal will be furnishing the citizens of Arkansas with good, reliable, and accurate labor market information regardless of whether they are individuals, employers, agency partners, or local and state workforce entities.