

ARKANSAS: WORKFORCE INFORMATION PY' 11 ANNUAL REPORT

In accordance with the U.S. Department of Labor/Employment and Training Administrations' Training and Employment Guidance Letter (TEGL) 4-11, dated July 22, 2011; 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, 2012. 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. Version 2.5 of the WIDb has been populated.

All required licensing data are currently up to date with the last submission to the National Crosswalk Service Center on June 24, 2011. PY' 12 will be our next year for updating the licensing data.

PRODUCE AND DISSEMINATE INDUSTRY AND OCCUPATIONAL EMPLOYMENT PROJECTIONS

Long-Term

Due to the economical effects of the different occupational layoffs that have occurred in different parts of the State, Arkansas continues looking at the State's state-wide Industry and Occupational Employment Projections to see if future adjustments need to be tabulated for the 2010-2020 projection period. These projections were finalized on June 26, 2012. Due to the "Discover Arkansas" re-write, current database files are not being updated for the Database Analysis Tool, but were submitted to the Workforce Information Database Administrator on September 10, 2012, for inclusion when the re-write is complete. The long-term projection's state-wide hard-copy publication will be released on September 30, 2012. State-wide long-term projections can be viewed and downloaded from our Workforce Information database Web site when the re-write is completed at:

http://www.discoverarkansas.net/admin/uploadedPublications/1959_LT_WIA_08_18.pdf

Short-Term

The statewide Industry and Occupational Projections for the 2011-2013 period, utilizing a base period of 1st quarter 2011 and projected out to 1st quarter 2013, were completed on May 15, 2012 for Demand Occupation purposes. The necessary statewide projection files were sent to the Projections Management Partnership Consortium on June 22, 2012. Database files were submitted to the Workforce Information Database Administrator on June 11, 2012, but due to the "Discover Arkansas" re-write these projections will not be updated until the "Discover Arkansas" revision takes place. The printed version of the 2011-2013 statewide short-term projections was released on July 31, 2012.

Arkansas completed the 2011-2013 sub-state Industry and Occupational Projections on May 25, 2012, and they were submitted to the Workforce Information Database Administrator on June 27, 2012, for inclusion when the re-write is finished. Printed versions of the 2011-2013 sub-state short-term projections will be released by September 30, 2012.

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'11, 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 Economic Development Commission, 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 sixth edition of the *Arkansas Labor Market and Economic Report* on "Discover Arkansas" prior to September 30, 2012. 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 9, 2012. 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 or 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. Since the system is becoming dated, Arkansas has entered a consortium with three other states (Montana, Nevada, and Michigan) to begin the updating of the system into a .NET environment which will allow us to utilize the most modern and advanced Internet and web design technology.

2011-2012 Career Watch (www.careerwatch.org): Arkansas distributed approximately 106,000 copies of this very popular tabloid-type career magazine in PY'11. *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 2011-2012 *Career Watch* magazine is also available for viewing and downloading at: www.careerwatch.org or http://www.discoverarkansas.net/admin/uploadedPublications/1968_CW11-12.pdf, until approximately October 15, 2012, when the 2012-2013 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 2012, 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 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 LMI 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 still lagging behind. On August 24, 2012, the newest files were submitted to our programmer and we anticipate that all changes will be implemented with a new program look and feel by December 31 2012. 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. 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 January 2012, we again made a

small redesign of the “Pocket Resume” utilizing its more compact occupational tool design 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

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. On January 19, 2012, we contracted with the Arkansas Department of Information Services to re-write the ACRS into a .NET environment and make a few program changes to enhance the customer’s ability in finding information faster and easier. This re-write is scheduled to be completed by December 31, 2012.

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, 2012, it can be viewed and downloaded at:

<http://www.discoverarkansas.net/article.asp?ARTICLEID=407> or through the Arkansas Consumer Reports System (ACRS) at:

<https://www.employment.arkansas.gov/ACRS/ASP/Public/Home.asp>

Workforce Area Statistics and 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 12, 2012. 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 or www.discoverarkansas.net) as a left column heading of “Local Workforce Investment Area Statistics”.

Other Printed Publications with Web Access: During PY' 2011, 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 or 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) and the Temporary Assistance for Needy Families (TANF) staff. This arrangement allows for almost constant contact, association, and consultation with both Boards' 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 area 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'11. 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 in 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'12, 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.

Level of Demand for Labor Market Information, Products and Services, Program Year 2011

Table 3. Customer Presentations and Training Activities

Name of Customer Presentation or Training Activity	Job Seeking, Job Connections	Target Groups (Select "Yes" for all the applicable target groups)						Level of activity	Number of audience members or training participants
		Business, Business Sector Representative	Research, Economic Developers	State and Local Government Members and staff	Other ILLIA Applications, Parents, Policy Makers	Students, Teachers, School Counselors	Other target group (please identify)		
Quachita Vo-Tech - Career Pathways							1	19	
Career Guidance Conference							2	120	
University of Arkansas at Fayetteville - Retired Grad Class							1	34	
Little Rock Job Corps	Yes		Yes	Yes	Yes	Yes	1	16	
Regional Economic Committee - SAU East Main Campus							1	24	
UAAC Meritton - West Central WVA Staff - Demand/ Socio	Yes			Yes	Yes	Yes	1	22	
Quachita Job Corps - Royal AR							1	26	
Baudette High School		Yes			Yes	Yes	1	16	
Subjart Cichan Club		Yes			Yes	Yes	1	56	
Southeast Workforce Investment Board		Yes		Yes			1	16	
DeQueen/Mena Educational Cooperative							1	41	
University of Arkansas Community College at Morrion							1	90	
Lafayette County High School Career Day							2	198	
Arkansas Counselor's Association Conference	Yes	Yes		Yes	Yes	Yes	1	30	
West Central Workforce Investment Board	Yes	Yes		Yes	Yes	Yes	1	175	
Arkansas State Workforce Investment Board	Yes	Yes		Yes	Yes	Yes	1	36	
Association of Government Accountants - Central Arkansas		Yes					1	96	
Little Rock School District Career Fair - Retail Life				Yes	Yes	Parents	1	31	
Southeast Workforce Investment Board				Yes	Yes		1	39	
Quachita Tech - Talk on careers and employability skills						Evening Development	1	28	
Career Ready Communities - General LMI			Yes				1	29	
Cassidat Community College U of A						Parents	1	79	
Hamilton Learning Center - Little Rock						Parents	1	26	
Great Rivers Educational Cooperative						Parents	1	75	
North Little Rock High School Transition Fair - General LMI				Yes	Yes	Parents	1	86	
LMI Presentation to TANF and WVA						Parents	1	28	
South Arkansas Educational Cooperative						Parents	1	300	
Shelburn Middle School - Retail Life						College Administrators	1	23	
State Demand Meeting - Demand Occupations	Yes	Yes	Yes	Yes	Yes		1	188	
LWVA Demand Occupations Meetings	Yes	Yes	Yes	Yes	Yes		10	326	
Arkansas School Counselors Conference							1	50	
Arkansas Career Development Association							1	43	

Your comments:

"Customer training" includes activities that are primarily for the purpose of presenting information to an audience, and may include question and answer sessions.

"Customer training" includes activities that are primarily for the purpose of developing the capacity of the participants to access and use information, and is conducted in a structured format such as a workshop.

Instructions: Complete this page for presentations made and customer training activities conducted. Do not include training for LMI staff. Mark responses for Target Groups by entering a "Yes."
 (NOTE: We are *not* requesting breakdowns of the number of audience members or training participants for each target group. If you do not have exact information readily available, please provide your best estimate.)

Level of Demand for Labor Market Information Products and Services, Program Year 2011

Table 4. Other Activities

Instructions: Complete this page for products or services not included on Tables 1-3. For Level of Activity responses, enter your count related to the activity (numeric only). If you do not have exact information readily available, please provide your best estimate.

Name of Activity	Level of activity	Number of Recipients
Requests received, e-mail alerts	Number of requests or alerts	280
LMI Requests received by phone, e-mail, fax, in-person		280
E-mail alerts issued		
Events	Number of events	Number of Participants
Job/Career Fairs	5	640
Conference exhibits	5	1,871
Rapid Response events		
Other events and activities (please list below): Judge Phi Beta Lambda State Leadership Conference - Business Presentation	1	32
Press and Media Events	Number of press releases and events	Size of Audience
Press releases issued	12	2,230
Specific media events: e.g., radio interviews, TV appearances (please list below): All are unemployment rate related to TV/Radio Stations/Newspaper	38	???
Your comments:		