

**Workforce Information Grant Plan  
Annual Performance Report  
Program Year 2011  
Georgia Department of Labor  
Workforce Statistics & Economic Research**

Workforce Information Grant funds for Program Year 2011 were used to produce deliverables covered under USDOL Training and Employment Guidance Letter --TEGL 4-11. The deliverables include the population and maintenance of the Workforce Information Database (WIDb); the production of industry and occupational employment projections; conducting and publishing relevant economic analyses and special workforce information and economic studies; posting products, information and reports on the Internet; and partnering with workforce investment boards and other key workforce and economic development partners.

**Summary of Accomplishments**

**Populate the Workforce Information Database (WIDb) with state and local data**

Product: Georgia Labor Market Explorer

Required Work Deliverables:

- Implement and maintain the most current version of the Workforce Information Database (WIDb) to ensure a common structure for storing information and providing interstate access to workforce information.
- Populate all tables designated as core tables in accordance with the Analyst Resource Center (ARC) guidelines.
- Update Workforce Information database content in a timely manner to be as current as the state's most recent publications and data releases. Information and technical support will be provided on the ARC Web site at: <http://www.workforceinfodb.org>.
- Populate the database with the license.dbf and licauth.dbf licensing files. 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 at: <http://www.CareerInfoNet.org>.

Achieved Work Deliverables:

- The Workforce Statistics and Economic Research (WS&ER) division used the most current version of the Workforce Information database resource (version 2.4) in order to meet national, state and local customer information needs during the program year 2011.
- The designated core tables were populated in accordance with the Analyst Resource Center (ARC) guidelines with content periodically updated in a timely manner as to keep current the state's most recent publications and data releases.
- Occupational licensing data was updated by populating the license.dbf and licauth.dbf database as required every two years.
- The licensing data was submitted through the National Crosswalk Service Center (NCSC) for inclusion on America's Career InfoNet (ACINet) site.

The Workforce Statistics & Economic Research database is an all encompassing data center providing user-friendly information for all types of customers. These data types include, but are not limited to, Labor Force, Economic, Industry, Occupational, Educational, and Demographic information which allow customers to conduct labor market analyses for their various needs.

Specifically, Labor Force data includes labor force employment and unemployment figures, unemployment rates and unemployment insurance claims data for Georgia's various geographical delivery regions and user-defined regions. Economic indicators data includes per capita income, consumer price index, property values and taxes. Industry data includes quarterly reports of number of establishments, employment and wages, and projected long/short term occupational employment and occupational wages for Georgia's various geographical delivery regions and user-defined regions. Occupational data includes occupational employment by industry, licensed occupations, projected long/short term occupational employment and occupational wages. Education data includes information on schools that provide educational programs and training as well as specified program completers. Demographics data includes commuting patterns, income and population.

In addition to the aforementioned, the WS&ER database provides both individuals and businesses with educational and recruitment services.

### **Produce and disseminate Industry and Occupational Employment Projections**

Product: Statewide and sub-state industry and occupational employment projections

#### Required Work Deliverables:

- Produce and disseminate statewide and sub-state industry and occupational employment projections by using appropriate methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Managing Partnership.
- Produce and populate the Workforce Information Database with the statewide and local Workforce Investment Act (WIA) area long-term (2010-2020) and short-term (2011-2013) projections data.

#### Achieved Work Deliverables:

- The WS&ER division produced and disseminated statewide and sub-state industry and occupational employment projections using the appropriate methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Management Partnership.
- The division also populated the Workforce Information Database with the statewide and local workforce area long-term (2010-2020) and short-term (2011-2013) projections data.

#### Deliverable note

- On June 22, 2012, the Projections Managing Partnership extended the deadline for the long-term deliverable to August 31, 2012, due to the two-month delay in the release of national projections by the Bureau of Labor Statistics (BLS).

Dissemination of various projections data are in the form of: *Georgia Jobs –Short-term Employment Projections*; *Georgia Workforce –Long-term Employment Trends*; *Georgia Career Planner*; *Georgia Area Workforce Trends* (for each of Georgia's 20 Workforce Investment Areas) ; *Georgia Hot Careers*; *Licensed and Certified Occupations in Georgia*.

**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 Workforce Investment Boards (WIBs)**

Product: Customer defined area economic studies and analysis reports; economic development prospect reports

Required Work Deliverables:

- Conduct and provide economic analyses and special studies capable of informing the workforce and economic development policy and investment determinations to be made and to support the LMI/WI and economic development needs of other system stakeholders such as state and local economic and workforce development organizations, education and training institutions, community colleges and other state-identified partners.

Achieved Work Deliverables:

- The WS&ER division conducted customer defined labor-shed analyses and special reports in support of economic development needs of a wide array of stakeholders.
- The WS&ER division, in partnership with various ETA programs and outside data sets, provided special reports for State Workforce Agencies, State and Local WIBs, economic agencies, workforce development organizations, chambers of commerce, education and training institutions, community colleges, and other state-identified strategic partners and stakeholders.

Economic development prospect reports consist of a user-defined geographical area; normally a buffer zone (radius), a Labor Draw Area (contiguous counties), a regional commission area (Georgia has 12 designated Regional Commissions), a WIA area (Georgia has 20 designated local workforce areas), or statewide data. A custom wage and employment (skilled labor) report is created for the desired area and combined with Employment Services active applicants (trained workers in the area that are ready to start work immediately) and job prep level (official education and training requirement code used by the Bureau of Labor Statistics to reflect the usual requirements for entry into an occupation). Also, *On the Map* is a web-based, interactive mapping application that shows where people work and where workers live on maps with companion reports on their age, earnings, and industry distributions, county of residence or employment, and quarterly workforce indicators for workers. The data is based on integrated data from the Local Employment Dynamics (LED) partnership. These reports are designed to provide special focus on centralized areas with regard to the supply and demand of employment, skills transferability, staffing and wages. Areas that are smaller than statewide will also have a comparison to show the difference in the area wage to the statewide wage. These reports combine the data of Employment Services (ES) and Occupational Employment Statistics (OES).

The reports can be generated for a single occupation or for an entire industry utilizing national OES staffing patterns available at the two, three, or four digit NAICS codes, utilizing six-digit Standard Occupational Codes (SOC). Special reports have been produced that provided additional information such as population, labor force demographics, local unemployment rates, commuting patterns, proximity to local transportation hubs, etc.

During program year 2011, WS&ER staff produced nearly 200 assorted economic analyses reports. Reports ranged from comprehensive studies of statewide and geographical areas; providing for a comparison of detailed active applicant, employment and wage data, to one or two occupational wage reports for a specific Labor Draw Area or county. As Georgia DOL works more closely with the Department of Economic Development regarding new business prospects, staff have been asked to develop many more customized reports than in the past. Additionally, the department's new regional

coordinators are making the business community aware of the quality workforce information that is available, and more requests are generated as a result.

### **Post products, information and reports on the Internet**

Product: Georgia Labor Market Explorer

#### Required Work Deliverables:

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

#### Achieved Work Deliverables:

- *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 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: Short-term Employment Projections* -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 local workforce 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. Individuals making career choices, deciding on an educational program of study, or considering

retraining find this guide to be especially valuable.

- *Georgia Area Workforce Trends* -A condensed view of industry and occupational trends published biennially for each of Georgia's 20 local workforce 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 planning.
- *Georgia Workforce: Long-term Employment Trends* -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, provided 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 requirements, 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 types 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.
- *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.
- *Green Jobs in Georgia* - One of several publications produced with funds from the Labor Market Information Improvement (LMII) Grant. A survey was conducted of over 10,000 business establishments to determine current levels of green employment in the state. Statewide data is provided, as well as data for Georgia's 12 Service Delivery Regions. Other green jobs-related products created with LMII grant funds include *Career Pathways for Green Jobs in Georgia*, green jobs data enhancements to the Georgia Career Information System and the Occupational Supply Demand System at Georgia State University, and the Georgia Green Jobs Portal.
- *Career Pathways for Green Jobs in Georgia* – A brochure-style publication presenting the most common green jobs in five core economic areas. Data are arranged by Standard Occupational Classification (SOC) code within the job prep level (education/training/experience) required for employment. Each core area includes an example of a viable career pathway in the green workforce.
- *Education Rocks!* –A resource presented to educators and other career guidance professionals. The Workforce Statistics & Economic Research division prepares labor market information,

including an array of career planning resources, for the state. The statistical information contained in this publication/presentation introduces students to data on occupations that are growing, careers that will be in demand in the future, wages earned for certain occupations and the education and training required.

- *Occupational Staffing Patterns/Unpublished* -Unpublished staffing pattern data can be customized, upon request, 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.

The WS&ER 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 workforce. These publications can be found on our Internet version of *Georgia Labor Market Explorer*, which is updated on a monthly basis.

**Partner and consult on a continuing basis with workforce investment boards and other key workforce and economic development partners and stakeholders**

Products: Customer defined area economic studies and analysis reports; development and delivery of customized training presentations and reports; production and delivery of reports to fill data needs and inquiries

Required Work Deliverables:

- Consultation with state workforce agencies, state and local workforce investment boards, economic and workforce development organizations, education and training institutions, community colleges, and other appropriate state-identified strategic partners and stakeholders.
- Establishing and maintaining strategic partnerships that work to jointly identify and address job seeker needs as well as those of state and local workforce system staff users and other state-identified stakeholders.
- Collaborating with stakeholders including economic development agencies, education and training institutions, industry associations, business and labor groups and those state-identified to gather and analyze a wide variety of workforce and economic data.

Achieved Work Deliverables:

- The WS&ER division consulted with and provided an array of customer defined area economic studies and analysis reports for various state and local workforce investment boards, economic development organizations, workforce development organizations, education and training institutes, technical colleges, chambers of commerce, development authorities, economic development researchers, local governments and private companies.
- The division provided information to address job seeker needs, along with state and local workforce system staff and other stakeholders, providing information regarding the state of the economy and data research, as well as labor market information resources.
- The division collaborated with stakeholders, including economic and workforce development entities, education and training institutes, industry associations, business and labor groups and others in gathering, analyzing and producing a wide array of workforce and economic data.

Requests for assistance come from a wide variety of sources, including workforce and economic development organizations, for custom defined area economic studies and analysis reports. WS&ER staff evaluated each request and provided timely, customized materials to meet the needs of the customer and project. Reports are produced by geographical area; consisting of either a buffer zone, labor draw area, regional commission area, WIA area, or statewide data. A custom employment and wage report including active applicants and job prep level. These reports are designed to provide special focus on centralized areas with regards to the supply and demand of employment, skills transferability, staffing and wages.

The WS&ER division collaborates with stakeholders along with the department's 13 regional coordinators and regional coordinator director to publish relevant economic analyses efforts. The regional coordinators serve as community brokers to connect economic development and workforce resources throughout the state. They work closely with employers and business organizations, as well as with state and community partners, to promote Georgia and its human capital.

The WS&ER division maintains ongoing data sharing agreements with many varied entities in the state to support and facilitate economic research. These agreements are renewed annually and allow the release of confidential workforce information to requesting entities who guarantee to observe all confidentiality requirements. These data sharing partners include, but are not limited to, the Georgia Department of Economic Development, the University of Georgia, the Georgia Institute of Technology, the Georgia Tech Enterprise Innovation Institute, Georgia State University, the GSU Andrew Young School of Policy Studies, the Fort Stewart Growth Management Partnership, the Atlanta Regional Commission, and local Chambers of Commerce.

Workforce and economic data research projects have included utilizing data series developed exclusively by the WS&ER division as well as other data sources, such as the U.S. Census Bureau, U.S. Bureau of Labor Statistics, the U.S. Department of Labor, the Georgia Department of Labor and other national and state agencies.

Standardized training presentations include the following topics:

*Economic Trends*- Customized for a specific geographic area and addresses the workforce, economy and resources of an area. This presentation includes an overview of the state as a whole, which offers a comparison for the local area being studied.

*Education Rocks! Train-the-Trainer*- This program or session includes a full demonstration of the scripted PowerPoint presentation detailing the many different career planning resources available to local workforce areas, 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*- An overview of all data products and services offered through the Workforce Statistics & Economic Research division. This session is in a classroom setting and includes basic exercises concerning data analysis.

*LMI 101: Lab Version*- An expanded class that includes a complete overview of all data products and services offered through the Workforce Statistics & Economic Research division, 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 WS&ER.

Data Mining- An 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. The overview includes an introduction into the Local Employment Dynamics (LED) products and detailed instructions on using each of the three LED products.

Local Employment Dynamics (LED)- LED 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 works in conjunction with the Data Mining class for detailed user instructions for the three tools.

Community Construction: Painting in the details using data and graphics (LED)- An introduction to the Local Employment Dynamics On-the-Map mapping tool. This session introduces the user to 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 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 local WIA directors for a regional conference.

10 Secrets of Presenting: How to Avoid Giving Mind-numbing Presentations -Training 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 local WIA directors for a regional conference.

In addition to standardized presentations, members of the WS&ER staff 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. Training may also be in person on a one-on-one situation to a formal full day training session to meet each group's needs. Additionally, members of the WS&ER 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 information provided.

While WS&ER division staff provides quality assistance to all customers, local workforce areas and career centers receive particular attention. The resources they utilize are shared with customers, partners and stakeholders, thereby expanding the reach of data valuable for each of their communities. These efforts allow WS&ER to leverage time, talent and resources to impact and assist the greatest numbers of individuals across the state.

### **Customer Satisfaction Assessment**

Results from the customer satisfaction surveys regarding WS&ER staff members and products had a 90 percent response rate. Of those respondents, 60 percent were currently using LMI products in their jobs including utilization of the WS&ER portion of the GDOL web site, and 40 percent had contacted WS&ER directly for assistance. Of the respondents who said they used WS&ER products, 90 percent indicated that they were satisfied with their product use (25 percent indicated extremely satisfied). Sixty percent of all participants indicated that they were satisfied with their overall experience with WS&ER. 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 WS&ER staff in order to continue to assist all customers with their data knowledge and needs.

WS&ER staff assisted at a wide variety of events during the year, serving as guest speakers, subject matter experts, workshop presenters and exhibit booth sponsors, at local, regional, state and national events. WS&ER's standard exhibit booth generally includes a computer resources area where well-versed LMI experts conduct mini-training classes and provide participants with individual consultations on the latest LMI products. As a result, the demand for WS&ER to plan, prepare and present for speaking engagements, to develop training sessions and to participate in resource fairs and exhibits continues to thrive.

During program year 2011, WS&ER staff presented 17 training sessions and presentations. 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.

### **Recommendation for improvements or changes to core products**

As stated in the Workforce Information Grant Plan -Statement of Work Deliverables for program year 2011, 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, regional and local workforce investment system.

For program year 2012, emphasis will continue to be placed on providing localized and customized data and continued expansion and diversification to provide LMI products to principal customers, including employers, individuals, the business community, workforce development and economic development professionals and State and Local Workforce Investment Boards.

Internally, the WS&ER division will look to increase capacities regarding customer-defined labor shed analyses and special reports in support of economic development needs. Emphasis will be placed on streamlining the process for creating special reports in support of economic analyses by automating some of the processing methodology, thus enhancing report efficiency and overall capacity for staff to deliver finished reports. The division will also look to produce statewide industry analysis reports for specified high-demand sub-sector industries.