

STATE OF IOWA ANNUAL REPORT
2011 Workforce Information Core Products and Services Grant
July 2011 – June 2012

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.

IWD launched a virtual technology solution to bring workforce services to Iowans in every county. LMI is a critical component within the technology to assist Iowans with career-related decisions.

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 2011, 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 a teleconference regarding the Workforce Information Database on October 27, 2011.
- Two labor analysts attended the Analyst Resource Center Consortium meeting in Nashville, Tennessee from June 19-21, 2012.
- During PY 2011, the Workforce Information Database was populated with the most current editions of the Infogroup Employer Database. The database was updated with the First Edition 2012 in October 2011, and with the Second Edition 2012 in April 2012. 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 the table on the following page.)
- A staff person has been designated as a backup to the Iowa Workforce Information Network and the Workforce Information Database. He has successfully posted updated data and information to the IWIN and Iowa Trends websites, and continues to work with the lead person.
- IWD continues to pursue options for enhancing IWIN.

Core Table Updates:

Table	Type	Version	Update Schedule
CES	Data	2.4	Updated monthly with state and MSA estimates
CPI	Data	2.4	Updated monthly with previous month's data
EEOPOP	Data	2.4	Used for affirmative action; last updated in August 2011
EEO LABFOR	Data	2.4	Used for affirmative action; last updated in April 2012
EMPDB	Data	2.4	Updated with Infogroup First Edition 2012 in Oct. 2011; updated with Infogroup Second Edition 2012 in April 2012. Employer records for Iowa and all surrounding states were uploaded.
EMPDBINF	Data	2.4	Updated in April 2012
ESAPPLIC 1	Data	2.4	Updated quarterly
ESAPPLIC 2	Data	2.4	Updated quarterly
INCOME	Data	2.4	Updated with median household income from the Census and 2010 per capita income for counties from the Bureau of Economic Analysis
INDUSTRY	Data	2.4	Updated quarterly; last updated with 4 th quarter QCEW data
LABFORCE	Data	2.4	Updated monthly with state and U.S. data for the reference month
LABFORCE_unrounded	Data	2.4	Updated monthly with state and U.S. data for the reference month
OESWAGE	Data	2.4	Updated with wage data from the OES Survey (May 2010 panel)
POPULATN	Data	2.4	Updated with population data for the State and counties from the annual population estimates; last updated with July 1, 2011

Expenditures for PY 11: \$87,000

- 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 2011 will be the production of statewide long-term industry and occupational projections for the 2010-2020 projection period. Sub-state long-term industry projections will also be developed during the program year. Short-term industry and occupational projections will be prepared for the state for the 2011-2013 period.

Iowa Workforce Development transitioned to a new, technology-driven delivery system in 2011 as a more efficient way to assist unemployed and underemployed Iowans and provide workforce services to all Iowans. "Virtual Access Points" (VAPs) have been set up in every county, with more than 800 access points throughout the state. The VAPs have been very useful in providing another means of access to IWIN and specific LMI information, such as industry and occupational projections, wages, and labor force data.

Accomplishments:

Industry Projections:

- Prior to beginning work on the long-term industry projections for 2010-2020, projections staff consulted with the Iowa Workforce Development regional managers and WIA directors regarding the purpose for developing projections, the method used, and the importance of obtaining accurate local input on business closings, new businesses and business expansions. Regional management staff were asked to submit their local input on a spreadsheet, and when necessary, follow-up phone calls were made for clarification. The information that was obtained proved to be very useful in developing the long-term industry projections for the 15 IWD regions.
- The statewide long-term industry projections for 2010-2020 were completed in March 2012. Sub-state, long-term industry projections were completed for the 15 IWD regions in May 2012.

- The statewide short-term industry projections for 2011Q2 to 2013Q2 were completed in December 2011. The sub-state, short-term industry projections for 2011Q2 to 2013Q2 were completed for the 15 IWD regions in February 2012.

Occupational Projections:

- The statewide long-term occupational projections for 2010-2020 were completed in June 2012.
- The statewide short-term occupational projections for 2010-2012 were completed in August 2011.
- The statewide short-term occupational projections for 2011-2013 were completed in April 2012.

Dissemination of industry and occupational employment projections:

- Updates to Iowa's STEM occupations have been made in conjunction with the launch of Iowa's STEM initiative. Core leaders from across the state are partnering to promote and grow the STEM occupations.
- On July 14, 2011, a staff member presented at the annual Local Labor Market Workshop at the University of Northern Iowa (UNI) in Cedar Falls, IA. The presentation focused on the prospects for employment for high school graduates, the characteristics and qualifications which potential employers seek in their hiring practices and local wage information.
- A new publication entitled, *Iowa Career, Industry & Population Report* was completed in September 2011.
- Several of the career-related publications were updated in September 2011. These publications included *Iowa's STEM Occupations*, *Iowa's Green Jobs*, *Iowa's Career & Education Outlook*, *Iowa's Hot 50 Jobs*, *IWIN Guide*, *Career Connection Guide* and *Business Connection Guide*.
- The *Labor Market Information Employers and Professionals Reference Guide* and the *Labor Market Information Career Planners and Job Seekers Reference Guide* were updated in October 2011.
- On October 2, 2011, a staff member participated in the Golden Circle College Fair held at the Hy-Vee Convention Center in Des Moines.
- On November 8, 2011, a staff member participated in the Hiring Our Heroes Veterans Job Fair held at the Hy-Vee Convention Center in Des Moines.
- On January 5, 2012, a staff member participated in the 2012 Iowa Career Expo held at the Hy-Vee Convention Center in Des Moines.
- On February 28, 2012, a staff member provided a presentation on career development/workforce trends for a middle school class at Martensdale-St. Mary's CSD in Martensdale, IA.
- In May 2012, the long-term industry projections for 2010-2020 were used to write up industry summaries by two-digit NAICS code for the state and 15 IWD regions.
- On June 14, 2012, a staff member participated in the annual Local Labor Market Workshop at the University of Northern Iowa (UNI) in Cedar Falls, IA. The purpose of the workshop is to familiarize local teachers with the labor market conditions in the state and in Black Hawk County.
- The Bureau Chief presented LMI and Careers to students at Saydel High School, grades 9-12. Three sessions were provided on *Jobs for the 21st Century and Why Education Pays* to approximately 75 students. There was also an LMI booth from which career-related materials were distributed to 450 students.

- During the program year, the Bureau Chief provided four presentations to 37 students on labor market information and careers. The students were enrolled in a Work Readiness program with Iowa Comprehensive Human Services that assists them with completing their high school education and determining future career goals.
- A joint presentation with the Department of Education was provided at the Career Conference for educators in Ankeny, Iowa. The presentation highlighted certain economic events and facts from each decade and provided an overview of LMI products and services. There was also a booth with LMI publications for distribution. About 60-65 attended the presentation.

Expenditures for PY11: \$160,000

3. 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).

Accomplishments:

- The sixth edition of *Iowa's Workforce and the Economy* was completed in June 2012. Prior to beginning work on this project, IWD's Director and Deputy Director were consulted to determine which topics would be of most interest to the governor, the State Workforce Investment Board and partner agencies in the workforce development system. Input received by the Director indicated an interest in including articles on advanced manufacturing and the Governor's recent STEM initiatives. The publication will be distributed to the Governor's office, the State Workforce Investment Board, the local RWIBs, and to state agency directors. The publication can be accessed through the Iowa Workforce Information Network (IWIN) at: <http://iwin.iwd.state.ia.us/pubs/pubs/iowaworkforceandtheeconomy.pdf>
- *Middle-Skilled Jobs in Iowa*, May 2012. The information contained in this publication was researched at the request of the Des Moines Area Community College and the Iowa Association of Business and Industry. Both expressed an interest in the demand for middle-skill workers in Iowa and future population trends. <http://iwin.iwd.state.ia.us/pubs/careers/middleskilljobs.pdf>
- *Status of the Iowa Workforce and Economy* is prepared monthly to provide the governor, the state and local workforce investment boards (WIBs) state legislators, the Employer's Council of Iowa and other government planners with a one-page snapshot of the Iowa economy. The publication includes information on unemployment trends, nonfarm employment trends, unemployment insurance (UI) benefits, and other relevant economic issues: <http://iwin.iwd.state.ia.us/pubs/statewide/statusofeconomy.pdf>
- *Iowa Wage Survey 2011* has been developed to offer customers the most timely occupational wage information available. 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, Balance of State areas, and industries. The publication can be accessed at: <http://iwin.iwd.state.ia.us/iowa/ArticleReader?itemid=00004080>

Expenditures for PY 11: \$78,000

4. **Post products, information, and reports on the Internet.** During PY 2011, staff continued to post grant-produced products and reports, economic time series, and other workforce information on the Web. Most information can be accessed through the Iowa Workforce Information Network (IWIN).

Accomplishments:

IWIN monthly statistics for PY 11:

Month	Visitors	Total Hits	Visitor Hits	Spider Hits	Year-to-Year Change in Visitor Hits
July - 2011	27,465	1,656,724	966,523	690,201	-25.8%
Aug	32,575	1,825,744	1,175,206	650,538	-5.7%
Sept	26,719	1,196,331	913,180	283,131	-17.3%
Oct	25,858	1,558,031	837,717	720,314	-25.3%
Nov	29,654	1,966,206	810,248	1,155,958	-25.2%
Dec	34,183	2,715,241	833,287	1,881,954	-21.5%
Jan - 2012	44,541	2,784,136	1,026,808	1,757,328	-24.6%
Feb	42,786	3,016,818	1,003,897	2,012,921	-10.8%
Mar	45,603	2,664,504	1,003,556	1,660,948	-25.1%
Apr	45,711	2,569,777	1,053,791	1,515,986	-11.9%
May	44,988	2,137,397	1,008,321	1,129,076	-13.6%
June	39,637	2,258,489	915,850	1,342,639	-19.2%
Total	439,720	26,349,398	11,548,384	14,800,994	-18.9%

The following information, products and reports were made available in IWIN during PY 11:

- Affirmative Action Data 2011 (State, MSA and counties)
- Business Connection Guide
- Career Connection Guide
- Career & Education Outlook
- Career, Industry & Population Report (new publication)
- Career Planners & Job Seekers Website Reference Guide
- Consumer Price Index (monthly)
- County Unemployment Rate Map (monthly)
- Current Employment Statistics (monthly for State and MSAs)
- Employers & Professionals Website Reference Guide
- Industry Projections for Iowa and 15 IWD regions 2010-2020
- Iowa Current Employment Situation (monthly news release)
- Iowa Occupational Projections 2008-2018 (State and 15 IWD regions)
- Iowa Regional and County Profiles for 2011
- Iowa Short-Term Industry Projections 2011-2013
- Iowa Short-Term Occupational Projections 2010-2012
- Iowa's Hot Jobs
- Iowa's STEM Occupations
- Iowa's Workforce and the Economy 2012
- Labor Force Data (monthly)
- Laborshed Studies
- Middle-Skill Jobs in Iowa

Quarterly Census of Employment and Wages (annually and quarterly)
Quarterly Industry Review
Occupational Employment Statistics (OES) Wage Survey (May 2010)
Status of the Iowa Workforce and Economy (monthly)

***Iowa Trends is a separate website that is also incorporated in IWIN. The site is composed of a variety of statewide and local economic indicators that are updated as they become available. The following indicators can be accessed from the site:**

Data:

Average Pay
E-Commerce
Federal Reserve Bank of Chicago Survey of Farmland Values
Federal Spending
Gross State Product
Health Insurance-Share of the Population Not Covered
Income, household
Income, per capita
Iowa Consolidated Federal Funds Report
Iowa County Poverty Estimates
Iowa Gross Domestic Product
Iowa Initial Claims Associated with Mass Layoffs
Iowa New Residential Housing Permits
Iowa New Vehicle Registrations
Iowa Nonfarm Employment Summary
Iowa Number of establishments by employment-size class
Iowa Per Capita Personal Income
Iowa Production Worker Hours and Earnings
Iowa Sales of Existing Single-Family Homes
Iowa Population
Iowa Unemployment Insurance Claims
Iowa Value of Farm Exports, by Commodity
Iowa Value-Added Components of Net Farm Income
Median Household Income
Median Sales Price of Existing Single Family Homes
Net Farm Income by State
Patents issued
Per Capita Personal Income by State
Personal Income for Metropolitan Areas
Poverty Rates

Expenditures for PY 11: (\$76,000)

- 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. In addition, IWD will continue to collaborate with education to develop LMI products beneficial to students at all levels and assist them in making career-related decisions, with special emphasis on Science Technology, Engineering and Math (STEM) jobs and the benefits associated with using VAPs.

The VAPs are available at several locations in every county and provide six modules to meet the specific needs of employers, job seekers, students, unemployed, veterans or individuals exploring skills. Daily VAPs sites are added which has led to IWD having many new host partners such as: libraries, K-12 schools, regent universities, private and community colleges, armories, corrections, community, faith-based and social service organizations, local governments, and vocational rehabilitation services.

The Bureau Chief worked with agency staff assigned to the new technology to ensure the links were beneficial for the various user groups such as the unemployed, veterans, job seekers, students, skill explorers and employers.

Accomplishments:

LMI Training and RWIB presentations have been on-going within IWD since the summer of 2011. The purpose for conducting these sessions is to provide staff and partners with an understanding of the data and how it can be used in their daily work activities. Presentations included customized research products, industry data and occupational information on such topics as STEM jobs, wages, labor force data and more. In addition, discussions were held on IWD's new initiatives—Skilled Iowa and the VAPs. Skilled Iowa provides unemployed workers an opportunity to participate in employer-provided training while receiving their unemployment benefits. Participants will also receive a National Career Readiness Certificate (NCRC), which measures their skills in applied mathematics, reading for information and locating Information at no cost to them. Skilled Iowa benefits individuals by providing training and a nationally recognized certification, employers may have a potential new employee with the skill set they need, and communities have a valuable recruiting tool to attract new businesses to a pool of skilled workers.

The RWIB and ECI presentations provide information on the VAPs, Skilled Iowa Initiative and an overview of the state and local labor market data which participants can use to assist them in the development of their local assessments and WIA plans. Twenty-six sessions were completed with 426 participants:

- Region 1
 - Completed three LMI trainings with 50 participants
 - Completed two ECI presentations with 40 participants
 - Completed one RWIB presentation with 20 participants
- Region 2
 - Completed one LMI training with 23 participants
 - Completed one RWIB presentation with 19 participants
- Region 3/4
 - Completed one RWIB presentation with Local Elected Officials and had 25 participants
- Region 5
 - Completed two LMI trainings with 23 participants
 - Completed one RWIB presentation with 13 participants
- Region 6
 - Completed one LMI training with 8 participants
 - Completed one RWIB presentation with 11 participants
- Region 9
 - Completed two LMI trainings with 16 participants
 - Completed one RWIB presentation with 22 participants
- Region 10
 - Completed two LMI trainings with 56 participants
 - Completed one RWIB presentation with 23 participants
- Region 12
 - Completed two LMI trainings with 37 participants
 - Completed one RWIB presentation with 16 participants
- Region 14
 - Completed one LMI training with 23 participants

- Region 15
 - Completed one LMI training with 21 participants
 - Completed one RWIB presentation with 25 participants

Our goal is to provide both the LMI training sessions and RWIB presentations in each of the 15 IWD regions. We expect to accomplish this goal prior to the end of calendar year 2012. LMI also plans to provide labor market information to the individual RWIBs for their upcoming needs assessments. In addition, information will continue to be provided on IWD's virtual technology and Skills Initiative.

B. CUSTOMER CONSULTATIONS

Each month, a Customer Satisfaction Survey is sent to customers who have requested labor market information from the bureau within the past month. The brief survey asks for a response to seven items which can be ranked very satisfied, satisfied, neutral, dissatisfied, and very dissatisfied. During the past year, there were no ratings provided below the ranking of satisfied. The survey also allows for customers to provide additional comments: The results are shown below:

1. How satisfied were you with the information or product that you received in response to your request?
 72 percent very satisfied 28 percent satisfied

2. How satisfied were you with the time it took to respond to your request?
 72 percent very satisfied 28 percent satisfied

- Knowledge and competence
 72 percent very satisfied 28 percent satisfied

- Managing your request
 78 percent satisfied 22 percent satisfied

- Professionalism
 89 percent very satisfied 11 percent satisfied

- Willingness to help
 82 percent satisfied 18 percent satisfied

- Overall performance
 72 percent very satisfied 28 percent satisfied

Comments:

My information was provided in a timely manner, and the analyst went above and beyond to get me the data I needed. I appreciated her willingness to help and her follow-up answers. Very quick and just what I needed.

My data needs were attended to without reservation. Our data request was fulfilled within 2 hours. I even received a personal phone call to let me know I would be receiving the requested data information via e-mail. Very professional staff.

I was shocked to get a response at all and the one I got was very helpful.

I appreciate the assistance from the staff...thank you.

I really appreciated their response time.

I didn't realize that I could request IWD data until recently. As a grant writer, this is a wonderful resource to have. Thank you.

Historical data prior to 1999 (for counties and cities) would be helpful on the site. However, my request was filled super fast.

Both were great to work with and helpful.

She helped me out and she did a great job.

I greatly appreciated the information that was provided. It was exactly what we needed and the customer service was awesome. Thanks for doing such a great job.

LMI Training/Presentation Evaluation Results:

The Labor Market and Workforce Information Division of IWD has been providing training on labor market information products and services to staff, boards, and partners. The training provides an avenue for users to become familiar with labor market information products and how they can be used to enhance their business, career and economic development decisions in their daily work.

Training is provided free of charge and has been held at the IowaWORKS local and satellite offices; the sessions generally run 90 minutes. The location determines whether they will require one or two training sessions to accommodate attendees.

Each of the three bureaus located within the division—Employment Statistics, Labor Force and Occupational Analysis, and Regional Research and Analysis provides a comprehensive overview of the data including methodology, use and locating the information.

In addition to the LMI Training, customized presentations have also been provided to the local regional Workforce Investment Boards and Employers' Councils of Iowa on economic conditions and the job outlook. Some sessions have also been used by ECI to obtain one hour of continuing education credit.

Each participant receives a packet of information and is asked to complete an evaluation of the presentation. Attendees have found the customized products for their area to be particularly helpful, such as the Laborshed Studies and Workforce Needs Assessment. They have also found the electronic tools to be helpful, such as On the Map and Local Employment Dynamics, and the tour of the Iowa Workforce Information Network (IWIN) which can be found at: <http://iwin.iowaworkforce.org> The Iowa Trends site is a separate page in the IWIN system that displays a wide array of economic indicators, and can be accessed at: <http://www.iowawokforce.org/trends/>

As of June 30, 2012, staff have conducted 14 LMI trainings, provided LMI to nine RWIBs and two ECI groups for approximately 400 participants. The ECI presentation has been used to obtain one hour of continuing education credit.

At most of the LMI trainings, participants were provided with an evaluation form. The participants were asked to rate seven aspects of the presentation with 1 being poor and 5 being excellent. The overwhelming majority rated each item 4 or above, the results of which are shown below:

- 92 percent of the participants thought the presenters spoke clearly
- 98 percent of the participants thought the presenters were knowledgeable
- 82 percent of the participants thought the topics covered were relevant to their work
- 92 percent of the participants thought the time allocated for the training was adequate
- 89 percent of the participants thought the training was well organized
- 88 percent of the participants thought the handouts were adequate and helpful
- 87 percent of the participants rated the overall quality of the training 4 or above

In addition, many participants found the overview of the website most useful. Several also indicated all the topics were useful. Attendees indicated they would enjoy a hands-on setting in a computer lab or classroom setting, and some expressed a concern for more time.

The manager and staff participated in an ETA conference call with Tony Dais, Marium Baker and Jean Grochowski. They had read a press release on the LMI trainings being provided, and were interested in participants' perception of the training and how well it was being received. They provided suggestions on our evaluation form, which we readily incorporated. Tony Dais requested a list of the top questions asked by employers, which were provided. The LMI presentation was sent to Tony Dais for display on the Win-Win Network site.

C. PARTNERSHIPS AND COLLABORATIONS

- The publication, *Middle-Skill Jobs in Iowa*, was created after discussion with the Iowa Association of Business and Industry and the Des Moines Area Community College. Their interest in the subject of middle-skill jobs was sparked after reading a publication entitled, "Driving Innovation from the Middle," which provided an overview of the skills gap found in the southern United States. These organizations inquired about developing a similar study for Iowa. The Labor Force and Occupational Analysis Bureau was able to replicate much of the information found in the publication, and used it to create *Middle-Skill Jobs in Iowa*. Since its release, the publication has been referred to in the Des Moines Register, and has been used by the National Skills Coalition and for various presentations.
- Provided the Iowa Department of the Blind with assistance in conducting a statewide needs assessment for their Vocational Rehabilitation program. The information provided included current and historical data on full-time and part-time workers, wages and demographics of workers.
- The Bureau Chief and staff attended the Regional IowaWORKS Leadership Meeting and explained the process for creating the long-term industry and occupational projections, and the importance of the data. Local input on companies was requested from IWD Managers, WIA Directors, partners and economic developers to enhance the development of the regional projections. Individuals attending the meeting were provided with a packet of LMI materials that included statewide industry and occupational projections and the Career, Industry and Population publication. Approximately 50 people were in attendance. After the meeting, IWD Managers and WIA Directors received a form to be used in submitting local company information. Staff conducted follow-up on the forms with e-mails and phone calls.
- Labor market information was provided to the RWIBs to assist them with evaluating training programs in their respective areas. The LMI products included: labor force data, Affirmative Action data, Hot Jobs, Occupational Summaries, Regional Profiles, Workforce Needs Assessments, industry-occupational matrices, and occupational wages.
- Regional occupational projections for specific industries were provided to the RWIBs and the Iowa Department of Economic Development. The data will be used to review industry and occupational growth patterns and to determine the need for training programs for both industries and occupations.
- The Iowa Workforce Development attorney was provided with labor force information for six counties that were declared disaster areas due to flooding. The information was included with the application for individual assistance (DUA) made to the U.S. Department of Homeland Security, Federal Emergency Management Agency.
- The Bureau Chief and staff created current and historical labor force data and long-term industry projections charts for the *Iowa Workforce and Economic Development Status Reports* publications. The reports were created for the state and economic development regions and outline some of the opportunities and challenges of the Governor's 2011 goals.
- The IWD manager provided current career-related information and other labor market information on 23 historical African American inventors for Iowa and the U.S. The information was used on an educational tour in Iowa and Arizona to expose 150 students to various careers and to gain an understanding of the required skills, education, tools, technology and knowledge needed for specific occupations.

- The United Way of Central Iowa is regularly provided with updates on unemployment rates by census tract, the consumer price index, population data, and nonfarm employment data for their *DigiIowa* website. *DigiIowa* is a tool to assist central Iowa leaders and funders to use data for their strategic plans and as a guide in the investment of their resources.
- One person on staff provides current occupational wage information to Iowa Prison Industries for eight companies seeking to hire laborers from the prison population.
- The Bureau Chief provided Girl Scouts of Greater Iowa with Iowa-specific information on the STEM occupations (Science, Technology, Engineering and Math) to be used in their STEM Fact Sheet.
- The Bureau Chief presented occupational information for the state and regions to Central Iowa Works (CIW). The information included occupations by education/training levels, high wage, high-demand occupations and middle-skill occupations. CIW is a public/private partnership designed to strengthen and expand industry specific sector workforce development efforts aimed at both employers and workers.
- Occupational information was provided to several community colleges that included current openings, estimated openings, occupational wages and family income. The information was used to assist them in determining the need for occupational training programs in their respective areas.
- The Bureau collaborated with Master Builders of Iowa, the Department of Education, and businesses to develop a career cluster brochure on Architecture and Construction. Sixty brochures were printed.
- The Bureau collaborated with the Department of Education and a group of employers to create a career cluster brochure on Manufacturing. Thirty-five brochures were printed.
- The Bureau Chief served as a member of the State of Iowa STEM Equity Team, and attended a national meeting on the subject in Arlington, VA. Two hundred copies of the Iowa STEM Occupations brochures were distributed at various events including the Capitol STEM Day.
- The Bureau Chief was invited by the Iowa Department of Education to participate in discussions and provide a presentation on issues related to Competency-based Education. The forum was entitled, *Framing the Conversation* and held December 8, 2011 in Des Moines. Approximately 325 people attended the event.
- A stronger collaboration has been formed between Iowa Workforce Development and the Iowa Economic Development Authority. Quarterly meetings are held to exchange updates on programs and activities being performed by each Department.
- The Bureau Chief provides in-kind services to the GEAR UP (Gaining Early Awareness and Readiness for Undergraduate Programs) Iowa by attending meetings and providing, when requested, presentations to the partnership and students on the job outlook and the economy. The program is funded by a federal grant, which is charged with significantly increasing the number of students who are prepared to enter and succeed in postsecondary education. The partnership includes state agencies, local school districts, postsecondary educational institutions, community organizations, businesses and industries.

D. RECOMMENDATIONS FOR IMPROVEMENT

- ETA should increase the state's allocation of funds. Budgets have not seen a noticeable increase for several years, and the costs to conduct business have risen. Additional funding is needed to cover the costs of travel, training, information technology and printing materials.

- ETA should maintain the flexibility of allowing states a maximum expenditure period of up to three years.
- Iowa would like to see more information shared on the products and services developed by other states.
- ETA should assist with funding additional endeavors for the state such as a comprehensive skills assessment program, occupational supply-demand system, and just-in-time analysis tools.
- ETA should recognize that some states may have a unique structure in place. Programs and services performed by staff in other states, such as vacancy surveys and Local Employment Dynamics (LED) may be conducted in areas that do not receive funding from the Workforce Information Grant.
- Due to funding limitations and the continuous need to provide information a growing number of users, ETA should provide states with low cost or no cost labor means to provide outreach services.