



North Carolina Department of Commerce

Beverly Eaves Perdue, Governor

J. Keith Crisco, Secretary

October 10, 2012

Dr. Helen N. Parker
Regional Administrator
U.S. Department of Labor
Employment and Training Administration
Sam Nunn Atlanta Federal Center
Room 6M12 – 61 Forsyth Street, SW
Atlanta, Georgia 30303

Dear Dr. Parker:

As instructed in Training and Employment Guidance Letter No. 27-11 dated May 2, 2012, attached is the Workforce Information Grant Annual Performance Report for PY 2011 for North Carolina.

Should you have questions or need additional information, please contact Stephanie McGarrah, Assistant Secretary for Labor and Economic Analysis, at 919-707-1574, or by email at smegarrah@nccommerce.com.

Sincerely,

A handwritten signature in black ink that reads "Roger Shackleford".

Roger Shackleford
Assistant Secretary for Workforce Solutions

T H R I V E
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Workforce Information Core Products and Services Grant

Annual Performance Report

Program Year 2011

Labor and Economic Analysis Division

North Carolina Department of Commerce

Accomplishments by Deliverable

The Labor and Economic Analysis Division (LEAD) of the North Carolina Department of Commerce met planned PY 2011 milestones as specified in the Workforce Information Core Products and Services Grant. During PY 2011, LEAD was created by merging the Labor Market Information Division from the NC Employment Security Commission and the Policy, Research and Strategic Planning Division from the NC Department of Commerce. Merger activities are on-going.

1. Continue to Populate the Workforce Information Database with State and Local data

Outcome

LEAD populated the Workforce Information Database (WID) version 2.4 with state and local data in accordance with guidelines and set schedules. The database provided the latest labor force, industry, occupation and wage information for use with the LEAD's Internet-based delivery systems, including the primary website delivery application D4 – Demand Driven Data Delivery. The North Carolina WID was also used to facilitate responses for special requests for information from state, regional and local workforce development boards, economic development entities, partner agencies, and other governmental officials. The occupational licensing data was completed.

2. Produce and Disseminate Industry and Occupational Employment Projections

Outcome

Statewide and sub-state area, industry and occupational projections were completed using the methodology, software tools and guidance developed by the Projections Managing Partnership (PMP). In PY 2011, North Carolina completed the statewide short term and long term industry and occupational projections as outlined by ETA. Short term occupational projections were developed for years 2011-2013; Long term occupational projections were developed for the period 2010-2020. Statewide area

long term projections for the period 2008-2018 were submitted for public dissemination following the procedures established by the PMP. Statewide and sub state area long term projections were published on the Department of Commerce website at <http://www.ncesc1.com/lmi/occupational/occupationMain-new.asp>. In addition to publication on the department's website, PY 2011 long term projection estimates were utilized in brochures for public use. The brochures provide highlights on total projected employment, total openings, and most employed occupations, fastest growing occupations, occupations with the most total openings and occupations with the highest median annual wage.

Industry and occupational projections are widely used by North Carolina's workforce, educational and economic development partners. Professionals statewide have made it an essential part of their planning for workforce development, programs and budgets, public policy, and career exploration activities. In order to facilitate the accurate interpretation of these data, projections staff members assisted customers in responding to projections inquiries and through presentations to and consultation with workforce development professionals, economic developers, curriculum planners, career counselors, local and state government officials, researchers, policy makers, Chambers of Commerce, educators, businesses, and the general public. In PY 2011, projections staff responded to several individuals who were interested in projections materials, including inquiries from private sector research institutions using the projections for internal publications. NC's projections staff has received many thanks for the high caliber professional assistance.

Staff also participated in the Projections Managing Partners meetings, as well as the subsequent projections training offered. As a member of the Projections Management Partnership group, North Carolina's projection team also served as the clearinghouse for the PY 2010 statewide short-term and sub-state long-term industry and occupational projections. States were asked to submit their statewide projections to NC and our projections team reviewed the submissions to ensure consistency with BLS occupational projections publication taxonomy. North Carolina provided PY 2010 projections to the BLS and the short-term occupational projections to Illinois. North Carolina continues to participate as the clearing house for the PY 2011 projection estimates. Technical support regarding the creation of the MicroMatrix extracts was provided to state analysts across the country. The division continues to explore new methods of disseminating projections to the public and stakeholders across the state as a new web interface is created. In addition to the WIG funding used in completing the projections, North Carolina was able to leverage additional workforce funds for the production of State projections.

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

Outcome

North Carolina's labor market conditions and workforce trends were analyzed and published in LEAD's publication, *NC Today*. This monthly economic analysis report contains graphs, charts and summary analysis for quick, easy reference. Topics in *NC Today* include employment and unemployment statistics, industry employment and wage measures, business closings and permanent layoffs, unemployment insurance benefits paid, and quarterly updates on employer cost for employee compensation. Following each month's unemployment rate news release, a softcopy of *NC Today* was emailed to the 24 WDB directors, as well as posted to the LEAD web portal at the following link: <http://www.ncesc.com/lmi/publications/publicationMain.asp>.

Each month, with the release of the state's unemployment rate and jobs estimates, LEAD published and disseminated *North Carolina Labor Market Conditions*, a report that provides an overview of the current labor force, industry and claims information.

Each month with the release of the sub state unemployment rates, *North Carolina County Labor Market Conditions* was published and disseminated. This publication provided an overview of the labor force statistics and claims information for each of North Carolina's 100 counties and 14 Metropolitan Statistical Areas. Following each monthly release, PDF files were emailed to the 24 WDB directors in order to provide them with a readily available reference.

4. Post Products, Information and Reports on the Internet

Outcome

North Carolina's LEAD continuously strived to provide and improve the extensive labor market information products and services available via the LEAD website in PY 2011. The website was updated with informational products and publications including: *NC Today*, *North Carolina Labor Market Conditions*, *North Carolina County Labor Market Conditions*, *Employment Service and Unemployment Insurance Operations*, *LMI Quick Facts*, *Workforce Development Board Newsletters*, *Green Jobs Report*, *Workforce Development Board Newsletters*, *Green Jobs Report*, and *ESC Monthly Activity Reports*. (See attached examples)

A large variety of maps depicting North Carolina's population density, industry employment concentrations, unemployment insurance benefits paid by county — both over the month and over the year — regular initial claims filed monthly by county, and monthly and yearly percentage-point change in unemployment rates by county were produced and made available in the *Maps* section on the website.

Functionality was improved to make locating and downloading desired information more user friendly through LEAD's Demand Driven Data Delivery System, or D4.

Components were added to support the dissemination of Green Jobs Study related information with tabular and graphical reporting. An in-depth user's guide was developed to better assist customers with accessing data through D4, in addition to updates to the glossary. URL: <http://esesc23.esc.state.nc.us/d4/>

Updates and maintenance continued to be made to LEAD's Workforce In-Depth application, which enables customers to download various data reports by county, Workforce Development Board, or Economic Development Region. These reports include employment data, population estimates, commuting patterns, UI initial claims filed and benefits paid, and announced business closings and layoffs. Census data was updated to reflect the most recent decennial census. URL: <http://esesc23.esc.state.nc.us/WorkForceInDepth/>

During PY 2012 LEAD plans to consolidate on-line applications to more efficiently and effectively serve customers.

North Carolina participates in the Local Employment Dynamics (LED) program. During PY 2011, quarterly data files were submitted to the Census for processing and loading into the LED site. LEAD analysts direct LED data inquiries to the Census On-the-Map tool and Quarterly Workforce Indicators.

5. Partner and Consult On a Continuing Basis with Workforce Investment Boards and Key Talent Development Partners and Stakeholders

Over the program year, members of LEAD continued to provide consultative services to our customers and, in particular, the workforce development partners. The demand for information, reports, surveys and other products continued in PY 2011. Workforce Information Specialists (as well as other LEAD staff) handle various support requests from economic developers, workforce professionals and grant writers. In particular, Workforce Information Specialists provided services to the state's 23 Workforce Development Boards (WDBs), which they accomplished by attending board meetings, conducting training on Labor Market Information (LMI) products and services, responding to impromptu request for research and analysis, and serving as speakers at national, state and local conferences, meetings and other functions.

LEAD continues to customize a *LMI Quick Facts* publication, which summarizes the local economic conditions for each WDB area. *LMI Quick Facts* contains labor market information selected by each board; each publication is produced on a schedule specified by the board. The local boards also post *LMI Quick Facts* on their respective websites). Workforce Information Specialists provide assistance to the local boards in understanding and interpreting the information found in these publications.

Workforce Information Specialists also made presentations and conducted workshops at more than 10 local, state or national conferences for workforce development professionals, Workforce Information Act (WIA) partner agencies, economic developers, and the business community. Staff members also participated in more than 15 exhibit opportunities and provided printed products and demonstrated interactive tools. They exhibited LEAD products and services at four partner job fairs and provided at least 16 training sessions to further customer understanding and use of labor market information. Participants included: JobLink Career Center staff, Vocational Rehabilitation counselors, faith-based organizations providing WIA services, human resource professionals, employers, ex-offender employment re-entry groups, middle and high school students, Department of Labor (DOL)/Employment & Training Administration (ETA) representatives, regional and national forums, and the Labor Market Information Training Institute.

Specific examples of the support provided by LEAD to key stakeholders include:

- Conducting full-day O*NET training for several individual workforce development areas and through the NC Workforce Development and Training Center.
- Providing résumé, communication and job seeking skills workshops and materials to several JobLink Centers, participating in Career Fairs/Expos where labor market information materials are distributed. Participating in monthly Partner Management Team meetings to receive updates and ensure that new partners and community volunteers know how to fully access and use the labor market information website.
- Serving as member of Business Alliance of Carroll Middle School in Raleigh. The Alliance helps students learn about career fields that will have job openings when they are ready to enter the labor force, and informs parents and teachers regarding in-demand occupations so they will be able to assist their children with career planning.
- Participating in an “Offender Resources” Town Hall Meeting to share career and job search tools with Case managers, Faith Based and Community Organizations (FBCO), Community Advocates/Leaders and family members of current and former incarcerated individuals. Using “No One is Unemployable” presentation to help onsite case managers better serve inmates by helping them identify current skills and developing Broadcast Letters targeted towards employers.
- Participating in meetings and information sessions held by faith-based and community organizations interested in becoming or housing SHARE Network Access Points, where job seekers or persons seeking to improve their employment status can go in their own neighborhoods or communities to get job assistance.
- Conducting Round Table discussions at the NC Career Technical Education Conference.
- Providing Labor Market Information and data support to the NC Face to Face with Poverty Tour.

- Conducting two Veteran's specific workshop presentations.
- Relaying industry-specific information to JobLink Managers, concerning historical and current data on employment, occupations and wages. Also providing registered applicant data to suggest the area's potential labor pool.
- Pulling Help Wanted Online (HWOL) real-time job postings for the North Carolina Community College System to inform their financial allocations for program development.

Recommendation for Improvement or change to the Deliverables

LEAD will continue efforts to adapt information delivery in order to meet the needs of the state and WDBs, as well as employers and other labor market information customers. The delivery of information via electronic means, while maintaining high data quality standards and integrity will remain a focus. The policy of responding to requests for improvement to products and the production of new products will continue within funding and staffing limitations. LEAD recommends that the Employment & Training Administration continue to promote the sharing of best practices for workforce information delivery and publication.