

# ARKANSAS: WORKFORCE INFORMATION PY'14 ANNUAL REPORT

In accordance with the U.S. Department of Labor/Employment and Training Administrations' Training and Employment Guidance Letter (TEGL) 23-13, dated April 28, 2014; this is Arkansas's annual report of accomplishments of the core deliverables and activities contained within this grant.

## WORKFORCE INFORMATION DATABASE (WIDb)

All mandatory core tables of the Workforce Information database were updated by June 30, 2015. 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 Workforce Development Board (LWDB) 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 website addresses for our Internet delivery of Workforce Information database information. The current website runs the 2.4 Version; however the new "Discover Arkansas" website when completed will run the Version 2.6 of the WIDb which is currently being populated in Version 2.5.

All required licensing data are currently up to date with the last submission to the National Crosswalk Service Center on June 15, 2015. PY'16 will be our next year for updating the licensing data.

## INDUSTRY AND OCCUPATIONAL EMPLOYMENT PROJECTIONS

### Long-Term

Due to good occupational and industry growth in most sectors of the State, the Labor Market Information (LMI) Section of the Arkansas Department of Workforce Services (ADWS) constantly looks at the sub-state Industry and Occupational Employment Projections to make sure any adjustments that need to be tabulated for the 2012-2022 projection period were made. With these adjustments, the projections were finalized on and submitted to the Workforce Information Database Administrator on June 2, 2015. Due to the "Discover Arkansas" database re-write continuing by the State of Montana, some current database files have not and could not be updated within "Discover Arkansas".

Sub-state long-term projections can be viewed and downloaded from our Workforce Information Database website at:  
[http://www.discoverarkansas.net/admin/uploadedPublications/2556\\_LT\\_WIA\\_12-22.pdf](http://www.discoverarkansas.net/admin/uploadedPublications/2556_LT_WIA_12-22.pdf)

The Long-Term projection's sub-state hard-copy publication was released on August 27, 2015.

#### Short-Term

The Statewide Industry and Occupational Projections for the 2014-2016 period, utilizing a base period of 1st quarter 2014 and projected out to 1st quarter 2016, were completed on February 23, 2015, for Demand Occupation purposes and sent to the Projections Management Partnership Consortium. Database files were submitted to the Workforce Information Database Administrator on February 26, 2015, and the printed version of the 2014-2016 statewide short-term projections was released on July 9, 2015.

Arkansas completed the 2014-2016 sub-state Industry and Occupational Projections on May 26, 2015, and they were submitted to the Workforce Information Database Administrator on June 5, 2015. The printed version of the 2014-2016 sub-state short-term projections was released on August 27, 2015.

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

### **ANNUAL ECONOMIC ANALYSIS AND OTHER REPORTS AND PRODUCTS**

The Labor Market Information Section of the ADWS will release the ninth edition of the *Arkansas Labor Market and Economic Report* on "Discover Arkansas" prior to September 30, 2015. Printed versions of the report will be submitted to Arkansas' Governor and the State Workforce Development Board at their next full board meeting on October 12, 2015. The Annual Economic Analysis Report can be found on our Workforce Information Database website at: <http://www.discoverarkansas.net> or <http://www.discover.arkansas.gov>

Completely throughout PY'14, the LMI Section, within the ADWS, has made itself available for research and provided all types of economic and labor market information, as well as, conducting numerous special studies/informational releases for our various partners and customers, including the Arkansas Economic Development Commission, Governor's Office Staff, Area Chambers of Commerce, Departments of Education and Higher Education, and Local Workforce Investment Boards. To provide these studies/informational releases we have utilized BLS data, the Local Employment Dynamics (LED) system, "Discover Arkansas", the Local Employment and Wage Information System (LEWIS) and our EMSI Strategic Advantage system to relay information and answer questions and concerns that different customers have had about the State or Local Area labor markets, economic conditions, and special initiatives.

Arkansas' major products/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 LWDBs, business, education, other agencies, and the public, utilizing information in Arkansas’s Workforce Information database. This fully ADA compliant system is continually updated with new information, reports, and consumer products. However, since the system is becoming dated, Arkansas entered a consortium with three other states (Montana, Nevada, and Michigan) to update the system into a .NET environment which will allow us to utilize the most modern and advanced Internet and web design technology. We anticipate the “new” Discover Arkansas to be released by the end of the year 2015.

2015-2016 Career Watch Arkansas (www.careerwatch.org): Arkansas distributed approximately 62,000 copies of this very popular career magazine in PY'14. *Career Watch Arkansas* provides students (and their parents) with 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 2015-2016 *Career Watch Arkansas* magazine is also available for viewing and downloading at: [www.careerwatch.org](http://www.careerwatch.org) or [http://www.discoverarkansas.net/admin/uploadedPublications/2596\\_cw\\_15-16.pdf](http://www.discoverarkansas.net/admin/uploadedPublications/2596_cw_15-16.pdf)

*Career Watch Arkansas* can also be followed through media accounts of Facebook, Twitter, and Pintrest at the following sites:

<https://www.facebook.com/CareerWatchAR>

<http://pinterest.com/careerwatchar>

<https://twitter.com/careerwatchar>

A Teacher’s Guide has been developed and is available for teachers and students that allows them to explore the magazine while engaging in activities on paper and on-line.

Arkansas’ High Demand Targeted Industries : This tool is loaded with the most up-to-date data possible and will continue to be incorporated into the “Discover Arkansas” LMI portal. Working with the Arkansas Economic Development Commission (AEDC) it links Arkansas’s growth and targeted industries developed by the AEDC. The tool provides a download to each growth industry and provides information on the workforce, education, the industries unique attributes, Arkansas’ competitive advantages, and the recent movement within the industry. The LMI section worked with AEDC staff during the process of defining the newest list of Arkansas’ Targeted Industries. Those are listed within the High Demand Targeted Industry 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, the Arkansas LMI section developed this system to simplify the alignment of the Career Cluster/Cluster Pathway organizational system. Included are long-term and

short-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 SWDB and LWDBs, business, education, economic development, other agencies, and the general public, the "Discover Arkansas" website contains an entire Affirmative Action section with statewide, MSA, and county tables that can be downloaded onto the user's PC.

*The Future Awaits:* Arkansas continues the distribution and updating of this publication, which focuses on teaching young adults pre-employment and basic skills, 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 March 2015, we updated and made other small design changes to 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](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>

*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 Development Areas. This product is distributed to help the workforce system and its users make better training decisions. Last updated on July 1, 2015, it can be viewed and downloaded at:

<http://www.discoverarkansas.net/article.asp?ARTICLEID=407&PAGEID=67&SUBID=120>

or through the Arkansas Consumer Report System (ACRS) at:

<https://www.employment.arkansas.gov/ACRS/>

*Workforce Development Area Statistics and Profiles:* Arkansas has created localized labor market profiles for each of its Local Workforce Development Areas. 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" at:

[www.discover.arkansas.gov](http://www.discover.arkansas.gov)

or [www.discoverarkansas.net](http://www.discoverarkansas.net) as a left column heading of "Local Workforce Investment Area Statistics".

*Other Printed Publications with Web Access:* During PY' 2014, the Arkansas 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 website at: [www.discoverarkansas.net](http://www.discoverarkansas.net) or [www.discover.arkansas.gov](http://www.discover.arkansas.gov).

*Local Employment and Wage Information System (LEWIS):* Though LEWIS, is not a web accessed tool for the public, it does provide extensive information that our LMI analyst's use to provide specialized reports to the Arkansas Governor's Office, Arkansas' Economic Development Commission, area economic developers and in our "Discover Arkansas" Workforce Information Database and in our other web products.

*EMSI (Economic Modeling System, Inc.):* Arkansas' LMI section continues its relationship with EMSI, so that we are able to provide our customers with economic information even when the in-house labor market information is un-releasable, due to confidentiality issues.

## **CONSULTATION AND ACTIVITIES TO MEET CUSTOMER NEEDS**

The Labor Market Information section is housed within the Arkansas Department of Workforce Services (ADWS) and is part of the Office of Employment Assistance. We are co-located with the staff of the State Workforce Development Board (SWDB), the State Dislocated Worker Unit, Temporary Assistance for Needy Families (TANF) and Unemployment Insurance (UI) staff. This arrangement allows for almost constant contact, association, and consultation with the different staff to identify and produce needed information in an ever changing economic arena. The LMI section also has a representative who attends all State and most Local Workforce Development Area Board meetings which allow 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 LWDA 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 WIOA training requirement to labor supply information for a new industry that is considering locating in one of the LWDB Areas. Along with supplying labor information to the LWDBs, we constantly produce and provide various information to area economic development boards, educational partners, Chambers of Commerce, as well as, the Arkansas Economic Development Commission. This action helps facilitate industry growth within Arkansas and its economic regions. Also in PY'14, the LMI Section held two Focus Groups. One was designed to set the State's Demand Occupations and included 2-yr and 4-yr colleges, the Arkansas Economic Development Commission, Arkansas Department of Career Education, Economists from the Arkansas Department of Finance and Administration and the Institute of Economic Advancement from the University of Arkansas at Little Rock, and the Dislocated Worker and TANF Units of

ADWS. The second focus group was brought together for the purpose of setting the performance standards for “Initial” and “Continuing” Eligible Training Providers under the new WIOA Law. This group included those that were mentioned for the State’s Demand Occupations focus group, but also included representatives from the 10 LWDB Areas, Arkansas Department of Rehabilitation, Apprenticeship Training, independent colleges and training institutions, as well as, business representatives.

Arkansas’ LMI section continues to be aggressive in our pursuit to accomplish all of our certified deliverables and as of this writing we have obtained 100 percent of our timed goals for PY’14. Working with our many varied customers throughout the year, which includes the State and Local Workforce Development Boards, and all our educational partners, 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 that as more information becomes available we will be relied on more and more, as time passes, to provide this diversified information. To help in providing non-confidential information to our customers, 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.

### **NEW TOOLS/RESOURCES**

To help all of the Arkansas LMI Section’s customers we try to look at current products prior to developing new items with our very limited funding. Due to this, we have updated our Real-Life Arkansas Life Style Budget Calculator and the Arkansas Eligible Training Provider system housed in the Arkansas Consumer Report System.

*Real-Life Arkansas:* In our continuing support of our partners in Education and Employment, Arkansas’ Labor Market Information section developed and re-released the new “Real-Life Arkansas” Life Style Budget Calculator on August 11, 2015. Real-Life Arkansas can be viewed at: <https://www.workforce.arkansas.gov/real-life/>

*Arkansas Consumer Report System (ACRS)*  
*(https://www.employment.arkansas.gov/acrs):* Arkansas continues to actively maintain and provide customer service for ACRS on a daily basis. ACRS provides an interactive, customer driven, search engine to review all educational entities within state boundaries and all WOIA Eligible Training Providers of Demand Occupations in Arkansas. On June 23, 2015, we contracted with the Arkansas Department of Information Services to re-write the ACRS with new WIOA standard requirements. This re-write was completed and deployed on July 17, 2015.

## **PARTNERSHIPS AND COLLABORATION**

Another area that the LMI Section has put effort into, but will continue to provide better service in the upcoming PY'15, is with our personal contact and communication with the Local and State Workforce Development Boards. To adjust for this, we have again asked each LWDB 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.

## **LEVERAGING LMI/WI FUNDING AND RECOMMENDATIONS TO ETA**

In Arkansas, as a small State, funding has been one of the largest problems that LMI has faced and to a large extent will continue to be until Federal and State government leaders realize the value of sound statistical information and quit requiring unfunded mandates to fulfill their individual interests. However, Arkansas' LMI Section does work with WIOA leaders and receives some funding to carry out projects such as developing, instituting, and maintaining the Eligible Training Provider system in Arkansas. With a new Agency Director, there is a better understanding of the value of the information that LMI develops and distributes, which we are hopeful that it will result in an increase of partner Agency funding for the work and information provided. However, we must realize that in most cases those Agency funds have also been reduced.

For ETA, it mainly comes down to funding and realizing the deliverables, products and information the smaller States are able to provide with their limited amount of funding in comparison to all the enhanced products the larger States can produce with their funding base are completely dissimilar. With that said we either need enhanced funding for our product mix or at least for ETA to understand we can't produce products, especially "Special Studies" that the larger funded States can produce and usually at a higher refined level with the funding levels they receive.



**Level of Demand for Labor Market Information Products and Services, Program Year 2014**

**Table 2. Publications and Products**

**Instructions:** Please complete this page for specific publications and other products such as posters, brochures, data sets, etc. Report information for overall web sites on Table 1. For Product Format and Volume responses, enter your count (numeric only). If you do not have exact information readily available, please provide your best estimate. Please add lines to the worksheet if you need more space.

**State:** Arkansas

Publication or Product Name	Product Format and Volume		Total
	Print Number of printed copies distributed	Electronic Number of downloads	
Career Watch Arkansas	60,000	188,994	248,994
Arkansas Wage Survey	76	69,008	69,084
Directory of Licensed, Certified and Registered Occupations	4	11,458	11,462
Arkansas' Hot 45	6,000	6,989	12,989
Projected Employment Opportunities List	78	35,594	35,672
Future Awaits	76	28,695	28,771
Short-term Industry and Occupational Projections - Statewide	4	15,773	15,777
Short-term Industry and Occupational Projections - LWIAs	81	12,577	12,658
Long-term Industry and Occupational Projections - Statewide	75	24,647	24,722
Long-term Industry and Occupational Projections - LWIAs	-	4,796	4,796
Pocket Resume	3,000	740	3,740
Career Videos	-	4	4
Career Watch Arkansas Teacher's Guide	400	16,079	16,479
Arkansas Labor Market and Economic Report	75	7,921	7,996
Education Pays Poster	2,000	624	2,624
Pro Athlete Poster	2,000	222	2,222
Careers Are Everywhere	-	4,495	4,495
Career Watch Facebook Flier	2,000	-	2,000
<b>Total =</b>	<b>75,869</b>	<b>428,616</b>	<b>504,485</b>



