

**State of California**  
Program Year 2014-15  
Workforce Information Grant - Annual Report

**Introduction**

The Department of Labor, Employment and Training Administration (ETA), funds annual grants to the states to develop and disseminate essential state and local labor market information (LMI) and workforce information for job seekers, employers, educators, economic developers, and others.

The Workforce Information Grant (WIG) is a critical fund source as it supports many value-added LMI products and services not supported by the Bureau of Labor Statistics (BLS). The following are examples of the major activities supported by the WIG:

- Population of the Workforce Information Database (WIDb) with state and local data.
- Production and dissemination of industry and occupational employment projections.
- Collection and dissemination of occupational licensing data.
- Collection of visual and spatial analysis of data using geographic information systems (GIS) technology.
- Dissemination of information packaged to respond to the differing needs and capacities of primary customer groups.
- Delivery of easily accessed and interpreted information through the Internet.
- Collection and delivery of fundamental data from which to base analyses of the economy, including agricultural and small-county data collection and analyses not funded by BLS.
- Production and dissemination of industry cluster and occupation analyses for economic regions in California.
- Identification of customer needs through the Labor Market Information Division's (LMID) customer response network.
- Ongoing communications with, and support of, a wide range of customers to include workforce development partners, employers, educators, economic developers, planners, career seekers, and more.

What follows is a summary of our WIG-funded activities organized by the major categories required by the grant.

## 1. Continue to populate the Workforce Information Database (WIDb) with state and local data (including updates to occupational licensing data)

- a. **Activity:** Update WIDb on a regular basis. This database provides the information that drives our Internet website and is essential to our service delivery.

**Summary of accomplishments:**

- Data updates occurred as frequently as daily or monthly.
- Information technology staff used an in-house application to load the data. In addition, back-end changes to the online application occur as necessary.
- LMID integrated the *2014/2015 infogroup Employer Database* to our Internet site to complement WIDb elements and distributed the *Infogroup DVD* to 21 eligible sub-licensees and 22 LMID local Labor Market Consultants (LMC), who assist local customers in mining these data when needed.

- b. **Activity:** Conduct a biennial survey of occupational licensing agencies to update information on LMID's website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)) and the national delivery system, America's Career InfoNet (ACINet).

**Summary of accomplishments:**

- The licensing survey file was last sent to the National Crosswalk Service Center on September 30, 2014.
- The file is scheduled for update on September 30, 2016.
- In the interim, LMID integrated updated licensing information into the Web-based *California Occupational Guide* applications.

### Item 1. Customer Reaction:

- LMID received positive comments on the inclusion of updated licensing information on the *California Occupational Guide* application, including this comment from a customer in Redding, CA: "The *California Occupational Guide* for Home Health Aides contained updated licensing information including links to the various licensing agencies. This was very helpful in my search for a career in the health care industry."
- Perla Lara, HR Manager for the Teknor Apex Company, requested a variety of labor market information. In response to receiving the information, she said, "Thank you very much for the information. This was very helpful and it assisted me in conducting salary bench analysis for our upcoming contract negotiations."

## 2. Produce and disseminate industry and occupational employment projections

- a. **Activity:** Produce and disseminate short-term industry and occupational employment projections for California.

**Summary of accomplishments:**

- Produced California short-term 2014-2016 industry and occupational employment projections and fulfilled the February 28, 2015 ETA deliverable to upload occupational employment projections files directly to the Utah server.
- b. **Activity:** Produce and disseminate long-term sub-state employment projections.

**Summary of accomplishments:**

- As of June 30, 2015, LMID has published 2012-2022 industry and occupational employment projections for 33 sub-state areas. An integral part of projections is the data that are compiled using the Local Employment Wage Information System (LEWIS).

These data are used to help estimate occupational projections and identify confidentiality issues.

- c. **Activity:** Attend required Workforce Information System-sponsored projections training.

**Summary of accomplishments:**

- Attended Projections Managing Partnership-sponsored webinars through the LMI Training Institute.
- Attended the Projections Managing Partnership Summit and training provided by the LMI Training Institute in June 2015.

**Item 2. Customer Reaction:**

- Lorrie Berry, Program Coordinator for Community Education at Shasta College, said in response to receiving projections data for turning three allied healthcare programs into unit-based instruction, "This is perfect. My dean will be very pleased with this information. Thank you very much for all your time putting this data together for us! It will help greatly!"
- Suzanne Simpson, local filmmaker and one of the founders of Locally Delicious, said in response to looking at industry and occupational projections for her upcoming film, "First of all thank you so much for all your expert information! I'm including our list of research needed for the film. You are amazing, and we appreciate your interest and commitment. Thanks so much for all your help."
- "I believe the information (especially the industry projections) you shared was useful, interesting and eye-opening to the group. I will definitely send this out to those in attendance. It will also be used as a foundation for continuing with our Hospitality sector study." – Marjean Clements, Career Center Manager for the Southeast Los Angeles County Workforce Development Board.

**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 Development Boards (WDB)**

- a. **Activity:** Conduct labor market research and produce periodic online labor market reports providing analyses of statewide and regional labor market trends.

**Summary of accomplishments:**

- LMID continues to publish the monthly "[California Labor Market Review](#)." It is one of LMID's most popular publications and provides a current analysis of the California economy as it relates to the employment situation.
- "[California Labor Market Trends](#)" reports are periodic publications of major economic interest. This year's trends reports concentrated on topics ranging from where California ranks among the world's economies to the state's union membership. The report, "[California Has the World's Eighth Largest Economy](#)," examined California's Gross Domestic Product and that it would rank eighth in the world if California were an independent country. The economic trends related to manufacturing in California and a look at manufacturing sector employment since 2000 highlighted the report, "[California Labor Market Trends: Manufacturing](#)." The makeup of the state's union membership was discussed in "[California Union Membership](#)." This report provided insight into various demographics, including gender, age, and educational attainment of California's union members.

- Completed the annual "[Labor Day Briefing](#)" that provides data on California's labor markets as the nation commemorates Labor Day. This report presents significant labor market trends and topical statistics relating to the California economy.
- LMID produced monthly reports reflecting online job advertisements for California and the sub-state areas. The "[Online Job Advertisements Data for California](#)" and the "[Help Wanted Online \(HWOL\) Local Area Data](#)" reports fill a critical gap in the current U.S. economic indicators by providing real-time, monthly measures of labor demand (advertised vacancies) at the national, regional, state, and metropolitan area levels. The data originate with The Conference Board, Help Wanted Online Data Series™.
- The LMID has created a new webpage, the "[California Veterans Career Resource.](#)" This webpage has an interactive map that displays the veteran employment status and labor force data for select California counties, and the veteran population of all 58 California counties. It also provides a hyperlink to [My Next Move](#), which is designed to assist veterans to find civilian careers with military skills. Hyperlinks are also available to access the following:
  - [California and sub-state in-demand occupations](#)
  - [Occupational Profile Tool](#), which provides a variety of useful information (e.g., wages, employment projections by occupation/area, licensing, employer lists, training providers)

**Customer Reaction:**

**"[Help Wanted Online \(HWOL\) Local Area Data](#)":**

- "Thank you, this helped!" – Kim Drew, Work Transforms Lives
- "Awesome! This is great. Thank you! I look forward to the data every month. I share the information with each of the three Local Workforce Development Boards and all my managers." – Rob Claudio, Deputy Division Chief for the Workforce Services Division.

- b. Activity:** Collect and deliver agricultural employment data (not funded by the BLS or USDA).

**Summary of accomplishments:**

- LMID continues to publish the "[California Agricultural Bulletin](#)" on the LMID website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)), highlighting recent quarterly data. The website also includes links to more detailed regional monthly data found in Excel spreadsheets. This data series continues to be the most current agricultural employment data available.

- c. Activity:** Produce small county industry employment data (not funded by the BLS).

**Summary of accomplishments:**

- LMID produces small area industry employment estimates, allowing partners in the workforce development system to access consistent sub-state industry employment data across the state to assist them in making strategic and operational program decisions. This is in line with the ETA's strategic goal of generating the most current and local information. LMID continues to produce timely, monthly estimates for small areas, which are released at the same time as the BLS estimates for larger Metropolitan Statistical Areas (MSAs) in the state.

- d. Activity:** Produce disaggregated county-level data from multi-county Metropolitan Statistical Areas (not funded by the BLS).

**Summary of accomplishments:**

- Data for multi-county MSAs are disaggregated into single-county data sets annually. This allows customers to make county-level data driven decisions, which would not otherwise be available.

e. **Activity:** Produce static and interactive maps and geospatial analyses for workforce investment/America's Job Center of California<sup>sm</sup> (AJCC) decision makers and others.

**Summary of accomplishments:**

- LMID staff continued to map employment and related data to assist policy makers and staff responsible for responding to various emergencies, such as drought, fire, and earthquakes. Staff created and updated real-time fire perimeter maps that illustrated and tabulated employers and employment potentially affected within actual fire perimeters and various radii of those perimeters. These efforts assisted the workforce delivery system and Unemployment Insurance (UI) staff and allowed decision makers to stay informed during actual emergency events.
- LMID staff continued to [produce maps](#) for customers including AJCC decision makers and Local Workforce Development Boards (LWDB). Staff also conducted geo-spatial analyses using GIS tools, provided geocoding services in support of mapping requests, provided mapping assistance, and prepared data files for use in all projects. Examples of the above include producing maps of Local Workforce Development Areas (LWDAs) with AJCC locations; producing maps of agricultural employment, other employment and unemployment; calculating employment in various geographic areas such as Congressional and Assembly districts, fire districts, and city boundaries; and assisting AJCCs in planning for scheduling of UI claimants.
- LMID continued to create, evaluate, and use sub-county data sets in analysis and mapping. The data include Census Bureau data; UI claims data, disability insurance claims data, and data from the BLS Quarterly Census of Employment and Wages (QCEW) Program.
- LMID's GIS staff produced maps containing AJCC sites and local staff residence locations for the EDD Workforce Services Division (WSD). These maps will assist WSD in planning future office locations and service levels.

f. **Activity:** Produce detailed occupational employment and wage data for customers, including joint projects with other government agencies, and various regional workforce boards for career and economic development.

**Summary of accomplishments:**

- LMID responds to internal and external customer requests to provide customized occupational estimates of employment and wages. Using LEWIS, staff is able to produce the most current custom estimates for detailed geographic areas not otherwise available from the base Occupational Employment Statistics (OES) survey data such as wage estimates at various percentiles; staffing patterns by industry; employment and wage estimates by education and training levels; and other data critical for in-depth occupational research. Staff uses this system to store and produce occupational data at a detailed level that would not otherwise be available for the above described purposes.
- LMID collaborated extensively with The California Department of Human Resources (CalHR) using detailed OES data to produce their 2014 Salary Survey Report for California state employees. These data, produced using LEWIS, allowed CalHR to compare California state employee wages to those offered to private sector, local government and federal government employees in the same occupations.

- LMID provides analysis of minimum entry-level wage information for jobs established through the Joint Venture Program of the California Prison Industry Authority. By providing detailed wage information on selected occupations, they are able to determine acceptable wages and the effects of jobs provided to inmate workers.

#### 4. Consult with customers to determine data needs

##### a. **Activity:** Facilitate the Labor Market Information Advisory Group.

###### **Summary of accomplishments:**

- The LMID facilitated the [LMI Advisory Group](#), which meets on a quarterly basis. LMID highlighted products, reports, and tools and provided economic updates while soliciting feedback through discussion or facilitated focus group sessions. Members represent stakeholders in education, workforce, job-training, and related areas; state, local and federal government entities; the workforce preparation community; economic development agencies; businesses; economists; and researchers; as well as labor, and the employer and job seeker communities. LMID has continued to hold quarterly meetings of the LMI Advisory Group since the mid-1990s and stakeholder participation has increased over the past year. LMID posts the [agendas, presentations, and meeting minutes](#) to the website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)).
- Staff surveyed the LMI Advisory Group at each quarterly meeting to obtain feedback on our website and LMID services. LMID gives routine customer orientations to other EDD management and staff.

##### b. **Activity:** Collect customer satisfaction information and interpret the collected information.

###### **Summary of accomplishments:**

- LMID continued to solicit feedback from customers to improve products and information services as well as identifying emerging information needs. Activities associated with our customer outreach and customer satisfaction efforts, particularly for our primary customer sectors, include focus groups, [online customer satisfaction surveys](#), and use of social media.
- LMID participated in over 300 meetings, conferences, job fairs, presentations, training, and workshops attended by over 10,500 LMI customers.

#### 5. Activities undertaken to meet customers' needs

**Activity:** Assess the principal customers' satisfaction with the products and services LMID provides.

###### **Summary of accomplishments:**

- During 2014-15, LMID disseminated LMI products and publications primarily via electronic format through its website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)). From July 2014 through June 2015, there were 454,910 visitors to the website. These customers viewed 4,443,844 pages. The Division tracks website page and subject interest trends over time to better understand our customers and their needs.
- LMID has taken an active role in the Workforce Information Council's (WIC) effort to develop and implement methods for retrieving feedback from customers regarding the relevance, adequacy, and usability of available LMI and the methods of delivering that information. The Division's Web liaison specialist is participating in these efforts as a member of the WIC's Customer Consultation Study Group.

- LMID continues to work with our customers to revise our products and services to meet their needs. We received feedback during meetings, conferences, training, and presentations we provided. We also monitor customer feedback as it is received from the online [Comments, Complaints, and Suggestions](#) form.

## 6. Provide up-to-date tools and resources on the Internet

**Activity:** Develop, maintain, and post needed information and products on LMID's Internet and intranet websites.

### Summary of accomplishments:

- The LMID released an interactive industry cluster/occupational analysis [website](#). This new site includes an interface that allows customers to view industry cluster, occupational, and wage data for California, 8 economic markets, and 19 sub-markets. These data come from our Regional Economic Analysis Profiles, but provide the full array of economic industry clusters and highlight all occupations and their projected job opportunities.

Features of the new website include:

- Data is now available for all 28 industry clusters established for this analysis provided for all economic markets and sub-markets, compared to the information on the top three industry clusters available in the static Regional Economic Analysis Profiles.
  - Detailed occupation lists with median wages are now available for each industry cluster.
  - Industry and occupational data breakouts are now available (i.e. New Jobs, Replacement Jobs, or Total Projected Job Openings).
  - Online access to current and [archived](#) Regional Economic Analysis Profiles is now available.
- LMID published the *2014/2015 infogroup Employer Database* to our Internet site and distributed the *Infogroup* DVD to 21 eligible sub-licensees and 22 LMID local Labor Market Consultants (LMC), who assist local customers in mining these data when needed.
  - LMID maintained the Intranet Customer Database (ICDB) for tracking customer requests, contact information, and product inventory. The ICDB allowed staff to compile information by type of customer and request so that LMID can assess those customer contacts and requests and be more responsive.
  - LMID maintained the state and local Internet-based career product, "[California Occupational Guides](#)." This product delivers statewide and local area occupational information, which includes detailed job descriptions, and information on wages, employment outlook, benefits, and education and training requirements drawn from data contained in the WIDb. Printable summary or detailed career reports are available on the LMID website.
  - LMID remains committed to improving the delivery of labor market information on its website with the staffing of a Web liaison research specialist position. This specialist works with LMID staff, LMI staff from other states, and EDD Public Affairs Branch staff to maintain the website's quality and to ensure the continuous improvement of the website.

- LMID staff continued to host, maintain, and update LMID’s website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)). Information technology (IT) staff is responsible for day-to-day maintenance activities and the installation and implementation of improvements. The IT staff uploaded reports prepared by LMID, updated the WIDb as data became available, and incorporated established usability standards to enhance our customers’ ability to use the website.

**Item 6. Customer Reaction:**

*2014/2015 infogroup Employer Database*

- After receiving employer lists for Napa and Solano counties, Valerie Nagle, Santa Rosa EDD, reported a sizeable increase in attendance at the Employer Advisory Council meetings.
- “Thank you so much for the employer list, for always being so great and providing me with help. You are an awesome team player!!!!” – Diana Hernandez, Employment Program Manager for the LA-Ventura Workforce Services Division.

*2014/2015 LMID Website Visitor Feedback*

- “Like the data visualization tools.” – HR Specialist
- “This website is very helpful...easy to read and understand.” – Job Seeker
- “Your website is really well done, compared to others. The depth of info, both longitudinal and cross-sectional, is unmatched. Thanks.” – Business Analyst
- “LMI is a very helpful website. Employment information for the job seeker and those that are considering a new field is available in a easy to grasp manner. Please keep us informed!” – Workforce Partner

**7. Partner and collaborate on a continuing basis with Workforce Development Boards and key workforce and economic development partners and stakeholders**

- a. Activity:** Provide public information services and field public requests for labor market information.

**Summary of accomplishments:**

- Staff responded to calls and email requests to assist customers in interpreting labor market information. Staff distributed informational fact sheets about LMID’s programs, brochures or labor market products, as well as responded to ad hoc data requests. Locally-assigned Labor Market Consultants (LMCs) routinely responded to media requests, developed products, and provided presentations/training to LWDBs, employer groups, economic development entities, local agencies, and others.

- b. Activity:** Offer labor market information training designed to meet local customer needs.

**Summary of accomplishments:**

- LMCs out-stationed throughout the state continually work with EDD/AJCCs and LWDBs to assess their training needs. LMCs frequently train new members of their staffs on how to navigate and find information on the LMID’s website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)). Training includes information on what data are available and how those data may help their staffs provide services to job seekers, employers and other customers. Additionally, consultants develop “tip sheets” and “guide cards” to help individuals remember how to find specific information once the training session is over.

c. **Activity:** Produce [Regional Economic Analysis Profiles](#)

**Summary of accomplishments:**

- In support of the business needs of the California Workforce Development Board (CWDB), LWDBs, AJCC offices, educational partners, and economic developers, the LMID has updated our Regional Economic Analysis (REA) Profile product. The second-generation product includes updates to eight economic markets and introduces nineteen new sub-market reports. This product provides our customers and partners with customized labor market information to support strategic planning efforts, promote strategic partnerships, and assist in making informed decisions on investing resources toward key industry clusters of opportunity and occupations. This product will continue to evolve with appropriate changes that support the Workforce Innovation and Opportunity Act (WIOA) law. Tools that are integral to LMID's efforts to customize data and serve customers at their local geographic level include Projections Managing Partnership (PMP) software for employment projections data and the Local Employment and Wage Information System (Lewis) for localized wage and staffing pattern data. LMCs continue to support this effort through presentations, technical assistance, and participation in an advisory capacity.
- The LMID gathered customer feedback on the REA Profile product through presentation evaluations and marketing. Below is what James Jones, Executive Director of [Mid-Pacific ICT Center](#), had to say about LMID's regional cluster analysis efforts:

d. **Activity:** Research and reporting of supply and demand.

**Summary of accomplishments:**

- LMID has researched best practices for calculating supply and demand. We are working with the California Community College Chancellor's Office to receive program completers' data to gauge supply. This supply represents a population of newly trained and credentialed individuals ready to enter the workforce and will be compared to the current employment demand using real-time labor market information.

e. **Activity:** Partnerships and Communication

**Summary of accomplishments:**

- LMID attended regular meetings with the California Community Colleges Chancellor's Office (CCCCO), Centers of Excellence (COE) staff. The COE's are LMI providers for the community college system and meeting regularly allows the opportunity for collaborations, partnerships, and staying apprised of current projects.
- At the request of the CCCC, LMID provided presentations on data and new products and their application for the COE's. LMID has supported the California Department of Education (CDE) to provide LMI for current and future grant opportunities. These grants are awarded to applicants who provide LMI justification certifying high-demand, high-skill, and high-wage occupations.
- LMID participated in State Team/Working Group quarterly meetings with partners from the CWIB, CDE, CCCC, Department of Industrial Relations, Employment and Training Panel, Department of Social Services, and Labor Agency to discuss program goals as they relate to California's education and labor exchange system. LMID participated in a Metrics Technical Advisory Group to develop a state workforce metrics dashboard that will measure investments in workforce development and will provide a status report on credential attainment, training completion, degree attainment, and participant earnings from workforce education and training programs. (e.g., Trade Adjustment Assistance, apprenticeship/certification programs, Community College programs).

- LMID provided workshops at the semi-annual [California Workforce Association](#) conference to market and provide data application workshops to a variety of LMI users (e.g., LWDBs, educational entities, employers).
- LMID regularly attends the CWDB and the LWDB meetings to ensure our products and services meet the business needs of our partners.

**Item 7. Customer Reaction:**

- “On behalf of MPICT and [CCC Centers of Excellence](#), I’d like to say THANK YOU, THANK YOU (like a hundred times) for these great industry reports! We know this must have been a lot of work, involving a lot of people. Please pass on our appreciation. It is encouraging to see, not only the California Community College system, the California Department of Education, and the California Workforce System, but also EDD, the largest organization of its kind in the country, embracing and understanding the size and importance of the ICT industry sector/cluster.”
- Tiffany Thich, San Francisco Workforce Services, said, “Thank you for your presentation to our staff. It is very useful and important information which Workforce Services staff can share with employers and job seekers in the community.”
- Jeanette Langell, NOVA Workforce Development Board, said in response to receiving data on life sciences jobs and careers, “Thanks for all the wonderful information you found and for being such a great resource for us and our customers.”
- Janet Hake, Yuba Community College District, said after receiving labor market information for Lake County, “Your expertise and time are so appreciated. I would never have been able to decipher the data and I feel assured I’ve now got the most comprehensive information available for Lake County. Our AB 86 consortium can use this data to better inform their discussions about programs and services for adult learners in the region.”
- Stone Ben, Sonoma County Economic Development Board Executive Director, said, “Terrific presentation you had the audience glued to your every word. Many, many thanks for your time and effort with this; you were really appreciated this morning!”
- David Graham-Squire, UCB-UCLA Modeling Team, said, “I know this is a little of a delay, but I didn't want to pass up the opportunity to thank Vicki, Tom and Cindy for their considerable, and timely, work on this with the UC team. It's been a much more involved process was originally expected and we very much appreciate the effort you've put into providing this key information.”

**8. Activities to leverage LMI-WIA funding**

- Developed marketing strategies for the REA Profile to assist in regional planning by LWDBs, AJCCs, and public education segments. This marketing effort includes meeting with different customer groups and stakeholders about product application, which may result in other focused customized products.
- Expanded GIS capacity to produce maps and related data for LWDBs. The maps assisted local planners with labor market information organized by geographic areas such as political districts, fire districts, and customized boundaries.
- Leveraged existing LMI and WIOA funding to continue the collection and preparation of agricultural and small-county data and providing analyses on these data that otherwise would not be available to customers.

## **9. Recommendations for changes or improvements to the required grant deliverables**

LMID feels the current required grant deliverables adequately serve the LWDBs and the Division is well positioned to continue to produce goods and services under the existing parameters, though increasing costs will eventually affect the quality and quantity of products and services provided to customers.