

COMMONWEALTH OF MASSACHUSETTS

WORKFORCE INFORMATION GRANT

ANNUAL PERFORMANCE REPORT

PROGRAM YEAR 2014

September 2015

**Executive Office of Labor and Workforce Development
Department of Unemployment Assistance**

Massachusetts Workforce Information Grant Program Year 2014 Annual Performance Report

Statewide Workforce Information System Overview

Massachusetts' Workforce Development system is overseen by the Executive Office of Labor and Workforce Development (EOLWD). Workforce Information products and services are developed and disseminated primarily by EOLWD's Department of Unemployment Assistance (DUA) and Department of Career Services (DCS), in coordination with EOLWD.

EOLWD assures that products and services provided with these grant funds are consistent with the Governor's Strategic Plan and Goals, with the vision of the Massachusetts Workforce Investment Board (MWIB) and with the grant requirements. Labor market and workforce information resources provide the Commonwealth with information on jobs, wages, labor force, and occupations that support economic development efforts, workforce partners' job development, performance management and business planning, and customer needs at the state and local levels.

The products and services are designed to meet customer needs and to offer the flexibility for adjustments with changes in the Commonwealth's economic climate and labor force, the strategic plan and new tools and electronic delivery systems.

Workforce Information Products, Services, and Publications

Real time and traditional labor market and workforce information on jobs, job vacancies, staffing patterns, demand occupations and occupational supply and wage information at the state and local Workforce Investment Area levels are available for those unemployed and those seeking work. The data and information products produced with the Workforce Information Grant funding, provide state and local policy makers, with information and tools to assist them in planning and meeting the state's strategic workforce, economic development and education goals.

EOLWD has the responsibility of ensuring the appropriate development and dissemination of workforce information and labor market information, including economic, career, and occupational data to all state and local workforce development partners. Its key focus is identifying and serving the needs of local workforce boards, One-Stop Career Centers and their partnering organizations, as well as educators and job seekers, employers, students and parents served by local workforce providers.

Labor market and workforce information are available via the Internet and through customized information based on request. Direct assistance is provided to all individuals in person, by phone, or through email.

EOLWD's Department of Unemployment Assistance, Economic Research Department and the Department of Career Services developed and provided workforce information

products and services in the following core areas as defined in the Workforce Information grant. All grant-funded products, reports and workforce information are available on mass.gov/lmi in a manner accessible to the public and comply with Rehabilitation Act Section 508 requirements.

Workforce Information Database (WIDb):

The Workforce Information Database has been populated with the most current labor market and workforce information for all data and information products developed through this grant and the BLS LMI Cooperative Agreement including custom formats requested by customers and the 2014-2016 Short Term Projection data both statewide and for each Workforce Investment Area. All of the data are available at the time of release through the Commonwealth's web site at www.mass.gov/lmi. WIDb version 2.5 was maintained. Data delivery pages for the website have been developed to use these database formats. Work was begun on version 2.6. Core tables are in accordance with Analyst Resource Center (ARC) guidelines.

Industry and Occupational Projections:

[Short term industry and occupational projections for 2014 – 2016](#) were produced statewide and for each Local Workforce investment area using the new Projection Suite software. Files were provided timely to the projections Managing Partnership in the manner they specified. Projections, published on the internet in February 2015, allow customers to select occupational projections by most job openings, fastest growing occupations and all occupations. Tables also array educational attainment levels and 2014 Occupational Employment Statistics Wages

The May [2014 Occupational Employment and Wage Statistics \(OES\)](#) estimates for all industries and the [2014 staffing patterns](#) were developed using the Estimates Delivery System (EDS) and published on the website Statewide and for each of the sixteen LWIAs. At the request of the LWIAs, occupational employment and wage estimates and staffing patterns for each LWIA are produced and published annually. These high demand data can only be developed and published with Workforce Information grant funds and the EDS software system.

Annual Economic Analysis Report:

The [Annual Economic Analysis Report](#) provides information on economic trends in Massachusetts and highlights for the LWIAs. The report notes the State's performance in job creation, lower unemployment rates and tightness between employer demands for labor and supplies of unemployed job seekers and those employed who maybe seeking jobs. At the same time, the BLS alternate unemployment measures show growing numbers of residents desiring full time work are underemployed working part time. (insert link)

Providing Tools and Information for Workforce Partners:

Workforce Information Grant funds support annual subscriptions to the Conference Board's Help Wanted On-Line (HWOL) Analytics. Each Career Center (CC), Local Workforce Investment Board (LWIB) and workforce partner agencies have licenses to access HWOL Analytics which provides instant access to analyze trends in job

openings from the companies posting the job vacancies by occupation Statewide and for each LWIA. The dashboard allows users to research each job order to assess skills, certifications and experience needed for each job opening. HWOL uses Wilson auto coder to identify the O'NET and Standard Occupational Classification (SOC) codes. The same software is used in DUA's UI On-Line system to identify occupational codes for all those claiming unemployment insurance benefits. SOC codes can be compared to the labor supply estimates of jobs and wages from the Occupational Employment Statistics (OES) program, the short-term and long-term projections, detailed staffing patterns at the State and LWIA levels and six digit SOC codes for UI claimants. These tools allow Workforce partner agencies and Local Workforce Investment Area and Career Center Directors to access trends in on-line advertised job postings overtime, by occupation, by skills and by employer. Expanding relationships with local businesses that post jobs included on HWOL and developing information from the job postings, the OES and projections can be used to assist those unemployed and those seeking other job opportunities through the services provided by the LWIBs and CCs. State and local workforce agencies can develop new ties to local businesses and produce products on job openings, trends and skills. Community Colleges, the Departments of Higher Education and Economic Development also have access to HWOL Analytics' allowing all workforce partners to independently analyze the job openings available in the Commonwealth's on-line JobQuest.

The state disseminates customer-focused occupational and career information through the Massachusetts Career Information System (MassCIS), which is managed by the Department of Career Services. The annual with intoCareers out of the University of Oregon to use the national CIS program and to host the MassCIS at: <http://masscis.intocareers.org/> is funded by this grant. There is a consortium of twenty-one states that contract with intoCareers to have a state-specific CIS.

MassCIS provides information on occupational skill requirements, user-friendly job descriptions, wages, and current and forecast employment by occupation, plus links to web-based job sites and to educational and training venues. These include colleges and universities nationwide, as well as proprietary training schools in Massachusetts. DCS develops the information on proprietary schools through an ongoing survey of the state's schools. Included in the MassCIS program are several career assessment tools, a resume development tool, a career plan, and military career information.

MassCIS is available free online to all Massachusetts residents. During PY2014 more than 198,300 user sessions were recorded. Of these users, approximately 88,200 could be identified as One-Stop Career Center staff, clients or affiliated partners, including youth programs and the state's Community Colleges. The remaining users were High Schools and Middle Schools within the Commonwealth, many of which have a working relationship with DCS partners.

During PY2014, the Reemployment Services & Eligibility Assessment (RESEA) and Trade Adjustment Assistance programs operated jointly by DCS and DUA have continued to integrate the MassCIS into the obligatory curriculums and mandate its use by job seekers.

One-Stop Career Center and workforce partner staff, trained on MassCIS, continued to conduct MassCIS training and workshops for job seekers. These sessions covered how to use MassCIS to take assessments and obtain information on the labor market and occupations, including wages and outlook.

An introduction to MassCIS was provided during Massachusetts One Stop Employment System (MOSES) training, RESEA Program Training and Career Center Seminar (CCS) training sessions conducted for more than 600 Career Center and partner staff. Informal training by MassCIS staff on accessing and navigating the program averaged three inquiries each week.

MassCIS continues to maintain close relationship with its stakeholders. In November MassCIS conducted a training session for “Connecting Activities” with Blackstone Valley Region partners of Workforce Central in Milford.

A second training session was held in January for the Weymouth School District. Weymouth is using MassCIS as they implement two Massachusetts Department of Elementary and Secondary Education (DESE) grants, the Integration of College and Career Readiness (ICCR) Demonstration Site Grant and the Connecting Activities Grant. This is being done in conjunction with the South Shore Workforce Investment Board.

MassCIS staff also continues to work with the Commonwealth’s Community Colleges to incorporate MassCIS into their curriculum. Additionally, MassCIS enjoys favor among the Massachusetts educational community. The Massachusetts Department of Elementary and Secondary Education (DESE) continues to recommend MassCIS as a resource for students to use when completing mandatory career development requirements.

Several schools and libraries provide links to MassCIS on their websites. Among these are University of Massachusetts Lowell, Mount Wachusett Community College, Cape Cod Community College, Greenfield Community College, Quinsigamond Community College, Simmons College Library, Springfield City Library, Newburyport High School, Tantasqua Regional School District and Natick High School.

This program year, redesign and updating to the look and navigation of MassCIS continued. Updates and improvements to MassCIS, which will be released late fall 2015, include:

- Portfolios can now be updated as well as created using a batch upload.
- Course Planner editor, messages, groups and checklist editor administrative tools have updated interfaces to match the CIS 2014 interface enhancements.

- A new uniform style guide for graphics was implemented.

CIS financial aid, occupations, programs of study, schools, curriculum, favorites, messages and portfolio sharing modules below have updated interfaces to match the CIS 2014 interface enhancements.

Occupation videos have been updated to a newer format to make the viewing experience easier and better.

Users who can't answer their security questions can now have a reset link sent to the e-mail for their account.

Users can now delete portfolios in Account Settings.

Standard CIS will be updated in September 2015; Junior will be updated in October 2015.

Checklist activity records are now based on item status.

Attribution and Intellectual Property Rights language has been added to the MassCIS information page on the DCS website and to the *About Us* section of the MassCIS Program.

During this year DUA has worked with Census' Local Employment Dynamics (LED) to validate estimates back to first quarter 2010 for publication in PY2015 of the Quarterly Workforce Indicators. The Census Bureau's On the Map application and the Quarterly Workforce Indicators for LWIA will provide customized unique information on the labor force and work force not available through other data programs. These data will enhance understanding of the Local WIAs and improve the delivery of WIOA services to targeted populations.

During PY2014 there were 385,000 visits to the mass.gov/lmi site. The site provides immediate access at time of release for all Workforce Information and LMI data and products. Customers can see at a glance the latest information on jobs, the labor force, the unemployment rate, wages by industry and occupation, long and short term projections, staffing patterns and get access to all information in downloadable formats.

Consulting with Workforce investment boards:

Customers provide suggested improvements on products and services including enhanced access on the Internet. Work on enhancing the information on the Internet to provide customer friendly displays and downloadable formats is underway. At the request of LWIAs and CCs additional HWOL licenses for career counselors to assist in more timely and efficient placement of claimants, long term unemployed and other customers were provided.

EOLWD consults with key members of the MWIB and local boards, to ascertain which key indicators of labor market demand and supply are needed to assist the workforce development system and to develop new initiatives, tools and products that provide

more timely information on vacancies to help workforce development officials understand labor and workforce information that enables them to build the capacity of their regions to analyze, interpret, and use labor market data on an ongoing basis. The Census' quarterly indicators will provide insight into changes in the Commonwealth's labor force and participation in the labor force.