



EMPLOYMENT AND TRAINING
ADMINISTRATION ANNUAL
WORKFORCE INFORMATION
GRANT REPORT
FOR PROGRAM YEAR 2015



Prepared by the Labor Market Information Division

Workforce Information Grant
Program Year 2015 (July 2015-June 2016)
Iowa's Annual Performance Report

Introduction

In 2015, the Communications and Labor Market Information Division of Iowa Workforce Development became the Labor Market Information Division under the direction of Ed Wallace, Deputy Director and Labor Market Information Director. During the Spring of 2016, Ed was appointed Chair of the Labor Market Information Committee for the National Association of State Workforce Agencies (NASWA). His term will end September 2016.

It is the mission of the Labor Market Information (LMI) Division to produce and deliver information in a reliable and timely manner in order to inform data-driven decision makers for businesses, career and educational programming, and economic development. The Division has four bureaus– Automated Current Employment Statistics, Employment Statistics, Labor Force and Occupational Analysis and Regional Research.

The products and services of the LMI Division serves economic developers, employers, job seekers, legislators, educational institutions, government agencies, grant writers, researchers, labor organizations, consultants, Iowa Workforce Development staff and other agency partners.

The Division's staff collects, analyzes and prepares a wide array of valuable data that is accurate and timely for the State, Iowa Workforce Development regions and customized areas. In addition customized research, surveys and reports are produced.

In January 2016, the LMI Division launched the in-house, redesigned Labor Market Information website www.iowalmi.gov. The new site is topic-driven, dynamic, customer-friendly, and is easily updated by staff. The Tableau platform was used which allows users with greater data control, interaction and allows data to be sorted, filtered and viewed. Also, customers can easily share views and embed visualizations in their own websites which are automatically updated. The website continues to be a work in progress as staff continues to add new information and make quality enhancements.

i. Workforce Information Database (WID)

The Workforce Information Database (WID) provides a standard collective structure to store state's data using integrated information. Through the use of standardized tables, an information delivery system is formed that creates comparable data. The WID is an integral part of IWD's labor market information website: www.iowalmi.gov

One analyst attended the Analyst Resource Center (ARC) Consortium meeting in San Antonio, Texas in September of 2015. He is a member of the ARC Policy and has provided invaluable insight on the Employer Database.

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i. Workforce Information Database (WID) (continued)

The Workforce Information Database was populated with the most current editions of the infogroup Employer Database. The database was updated with the First Edition September 2015 and with the Second Edition in March 2016.

The three licensed occupation files were updated by June 30, 2016.

During PY 2015, the core tables of the Workforce Information Database were populated and updated to WID version 2.6.

Core Table Updates	Type	Current Version	Update Frequency
CES	Data	2.6	Monthly
CPI	Data	2.6	Monthly
EMPDB	Data	2.6	Bi-Annually
INCOME	Data	2.6	Monthly
INDPRJ	Data	2.6	Bi-Annually
INDUSTRY	Data	2.6	Quarterly
IOMATRIX	Data	2.6	Bi-Annually
LABFORCE	Data	2.6	Monthly
LICAUTH	Data	2.6	Annually
LICENSE	Data	2.6	Annually
LICXOCC	Data	2.6	Annually
OCCPRJ	Data	2.6	Bi-Annually
OESWAGE	Data	2.6	Annually
POPULATN	Data	2.6	Quarterly
Other Table Updates			
BEAINCOM	Data	2.6	Annually
CESCODE	Lookup	2.6	As Needed
GEOG	Lookup	2.6	As Needed
SCHOOLS	Data	2.6	Annually
SUBGEOG	Lookup	2.6	As Needed

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ii. Industry and Occupational Employment Projections

Iowa Workforce Development prepared and disseminated long-term and short-term occupational and industry projections. The projections were created using the methodology, software tools, and guidelines developed by the Projections Workgroup and the Projections Managing Partnership. The data was reviewed for reasonableness before being published. The primary activity for PY 2015 was the creation of substate long-term industry and occupational projections for the 2014-2024 time period. Also, statewide short-term projections for the 2015-2017 period were developed for industries and occupations. The long-term and short-term projections are displayed on LMI website and are provided in both excel and pdf formats.

a. Industry projections:

- The statewide short-term industry projections for 2015Q1 to 2017Q1 were completed in October 2015.
- The statewide long-term industry projections for 2014 to 2024 were completed in January 2016.
- The substate long-term industry projections for 2014 to 2024 were completed in March 2016 for 15 Iowa Workforce Development Regions.

<https://www.iowaworkforcedevelopment.gov/industry-projections>

b. Occupational projections:

- The statewide short-term occupational projections for 2015Q1 to 2017Q1 were completed in January 2016.
- The substate long-term occupational projections for 2014 to 2024 were completed in July 2016 for 15 Iowa Workforce Development Regions.

<https://www.iowaworkforcedevelopment.gov/industry-projections>

In June 2016 one analyst attended and participated in the *Projections Managing Partnership Summit* held in Minneapolis, MN. The Summit provided the analyst with insight on data sources, timelines, separation rates and system issues.

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iii. Annual Economic Analysis and Other Reports

- a. *Status of the Iowa Workforce and Economy* is prepared monthly to coincide with latest labor force and nonfarm employment data new release. The publication provides a one-page snapshot of the Iowa economy and includes information on employment and unemployment trends, nonfarm employment, unemployment insurance benefits, and other related statewide and national economic topics.

https://www.iowaworkforcedevelopment.gov/sites/search.iowaworkforcedevelopment.gov/files/documents/StatusIowaWorkforce07_2017.pdf

- b. *Iowa Wage Survey 2015* was developed to provide customers with current occupational wage data. 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, nine Metropolitan Statistical Areas, 15 Iowa Workforce Development regions, four Balance of State areas.

<https://www.iowaworkforcedevelopment.gov/occupational-employment-and-wages>

- c. *Middle-Skill Jobs in Iowa* was released in 2015. The publication provides insight on jobs by skill level, information on detailed occupations that are fast-growing and those projected to have the largest total annual openings. Articles are included on the Millennials, labor force, nonfarm employment, and training being provided by community colleges in middle-skill careers along with Middle-skill projections for Iowa and the fifteen Iowa Workforce Development Regions.

https://www.iowaworkforcedevelopment.gov/sites/search.iowaworkforcedevelopment.gov/files/middleskilljobs_2015.pdf

- d. *Regional Profiles* were created for the fifteen Iowa Workforce Development regions. The profiles provide information on industry employment and wages, major employers, average weekly wage, firm size, workforce indicators, occupation and industry projections, job flow, worker demographics, and labor force statistics.

<https://www.iowaworkforcedevelopment.gov/regional-profiles>

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v. Activities Undertaken to Meet Customer Need

Provided information to the IWD management on issues such as minimum wage, minority unemployment rate and apprenticeships.

On a monthly basis provided the Director of the Iowa Economic Development Authority statewide information on employment level, population, and demographics for both the unemployed and individuals not in the labor force.

Provided labor market information to IWD management on the healthcare industries. The LMI products that were used included Occupational Projections, Occupational Employment and Wages and the Longitudinal Employer-Household Dynamics program.

Provided labor market information to IWD upper management on the agriculture industry to provide insight on the impact of the Avian Flu on Iowa's poultry industry. This project used several LMI resources such as the Quarterly Census of Employment and Wages, Occupational Projections, and Occupational Employment and Wages. Staff also provided information on various aspects of the Health Care Industry, apprenticeable occupations and minority unemployment using Local Employer-Household Dynamics, Occupational Projections, Occupational Employment and Wages, Industry Projections and Census data.

Provide IWD management with monthly IWorks reports that present demographic information on customers from the 15 Iowa Workforce Development regions.

Provided the Legislative Services Agency with information for the Legislative Fact Book which included data from: unemployment insurance, the Bureau of Labor Statistics, Census Bureau, Current Employment Statistics, Iowa Department of Transportation, Local Area Unemployment Statistics, Patent and Trademark Office and the Quarterly Census of Employment and Wages.

Provided 81 customized occupational wage and employment reports for customers.

The LMI Division provided information for the State Unified WIOA Plan which included: long-term unemployed, unemployment insurance, job postings, job openings and career publications-*Green Jobs, Hot Jobs, STEM Jobs, Career and Education Outlook*. The statewide publications entitled, *Iowa's Workforce and the Economy* and *Iowa's Middle-Skill Jobs*. Several Census data files were provided on topics such as: veterans, occupation, marital status, disability, work status, industry, race, foreign born workers. Customized publications on labor characteristics of veterans, workforce needs, the unemployed were created. Most of the same information was provided for IWD's Local WIOA plans were also provided by the LMI. Additional data provided for the local WIOA plans included: demographic overview, educational attainment, Laborshed studies, Quarterly Census of Employment and Wages, industry and occupation projections, occupational projections summaries, Iowa Wage Reports and labor force data.

During the development of the new LMI site, information was reviewed and considered from feedback provided by previously submitted LMI Customer Satisfaction Surveys. Emails were sent to known users who were given a link to the test website and asked them to review the information and respond with comments and states that used the Tableau platform were consulted. Several meetings and planning sessions were held with knowledgeable LMI staff to review the information received and to discuss the website structure and ensure that it remains in context with Iowa Workforce Development's main website. The LMI site is a work in progress as we make changes, enhancements and evaluate comments, questions and suggestions from users.

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iv. Customer Consultations

Met with the Iowa Board of Education Examiners to discuss their boards licensing information, fees and requirements. Some occupational licensing information was outdated or omitted. Each piece of information was reviewed and revised in accordance with the Board. The results were displayed in the *Iowa Licensed Occupations* publication on our labor market information website.

The LMI Division attended meetings and partnered with the Direct Care Givers Of Iowa. The group was provided with SOC codes and definitions for a wide variety of job classifications, staffing patterns, healthcare industry employment and projected industry employment, occupational projections, occupational wages, and industry demographics. The Regional Research Bureau conducted a Direct Care Workers Survey and provided them with a customized report.

Staff worked with the Iowa Economic Development Authority to provide tourism wage and employment data along with quarterly area economic and wage data for their program administration.

Prepared employer size of firm data for the Iowa Department of Administrative Services for the annual *Comprehensive Annual Financial Report*.

Provided the Iowa Department of Revenue Current Employment Statistics estimated data for use as inputs into the forecasting model for state revenue estimation.

Extensive employment and wage data was continually provided by staff to the Iowa Department of Transportation to assist in the refinement of commuter modeling and forecasting.

Size of firm calculations were provided by industry sector and geographic areas to the Iowa Department of Education for their career guides.

Participated in meetings with the Iowa Department of Management and the Iowa Department of Education to discuss available Imi data and the collection of additional information for an Early Childhood Workforce Study.

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On a monthly basis provided the Director of the Iowa Economic Development Authority statewide information on the employment level, population, and demographics of the unemployed and individuals not in the labor force.

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Provided labor market information to IWD upper management on the agriculture industry to insight of the Avian Flu on Iowa's poultry industry. This project used several LMI resources such as the Quarterly Census of Employment and Wages, Occupational Projections, and Occupational Wages. In addition, staff provided information on various aspects of the Health Care Industry using -LEHD, Occupational Projections, Occupational Employment and Wages, apprenticeable occupations using-Industry Projections, Occupational Projections, Occupational Employment and Wages and minority unemployment-using Census data.

Provide IWD management with monthly Works reports that present demographic information on customers from the 15 Iowa Workforce Development regions.

Provided the Legislative Services Agency with information for the Legislative Fact Book which included data from: unemployment insurance, the Bureau of Labor Statistics, Census Bureau, Current Employment Statistics, Iowa Department of Transportation, Local Area Unemployment Statistics, Patent and Trademark Office and the Quarterly Census of Employment and Wages.

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During the development of the new LMI site information was reviewed and considered from feedback provided by previously submitted LMI Customer Satisfaction Surveys, emails were sent to known users which provided a link to the test website and asked them to review the information and provide comments. Also, states were consulted that used the Tableau platform for their LMI website. Several meetings and planning sessions were held with knowledgeable LMI staff to review the information received and discussed the website structure so that it remains in the context with the Iowa Workforce Development's the website. The LMI Site is a work in progress as we continue to make changes, enhancements and receive comments, questions and suggestions from users.

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v. Activities Undertaken to Meet Customer Need

A Labor Market Information Product Evaluation was provided to some presentation participants. Most of the survey and responses were provided electronically, however not all of the participants responded. In some instances an evaluation was provided by another source and the results were not shared. The presentations were provided to students, business and industry, Regional Workforce Investment Board members, educators, community college staff, IWD staff and IWD managers. Participants were asked to provide responses to six questions. Most participants had used the website previously, could locate the information they needed, visited the website at least once a month, and found the visualizations and data displays to be useful. They appeared to struggle with ease of use of the website. LMI Staff will address the concerns by being available for questions, additional trainings and are open to suggestions for website improvements and making appropriate changes.

LMI Products, Services and Website Training

LMI Staff Des Moines Office (December 14, 2015)
*Iowa City IWORKS Office (March 9, 2016)
*IWD Business Service Representatives (March 15, 2016)
Cedar Rapids IWORKS Office (March 30, 2016)
Spring Integrated Meeting Des Moines (May 13, 2016)
Waterloo IWORKS Office (May 25, 2016)

Customized Presentations

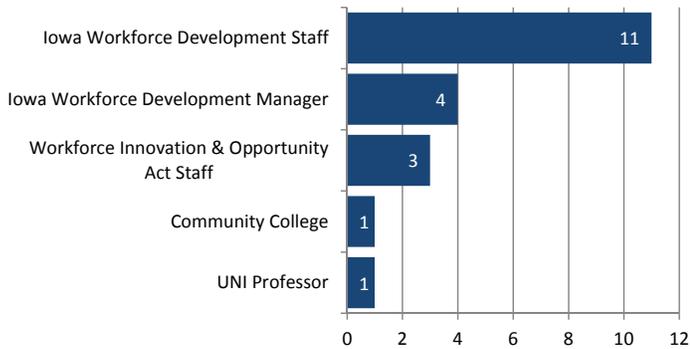
*WIOA Director's Meeting Des Moines (November 5, 2015)
*RWIB 12 Sioux City (January 28, 2016)
Saydel High School -21st Century Jobs (January 28, 2016)
Human Capital Event (April 28, 2016)
*University of Northern Iowa Cedar Falls (June 14, 2016)

**Labor Market Information Product Evaluation was provided*

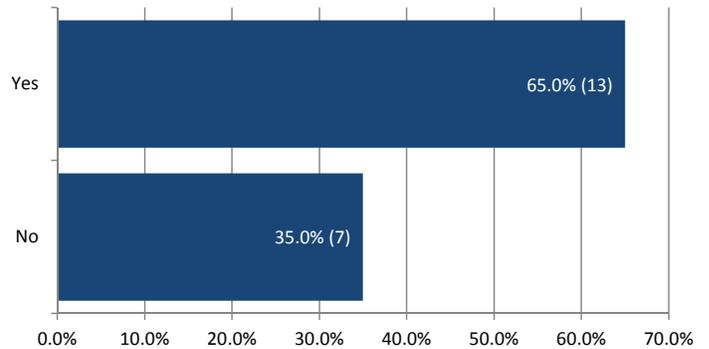
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iowalmi.gov Feedback Survey Results

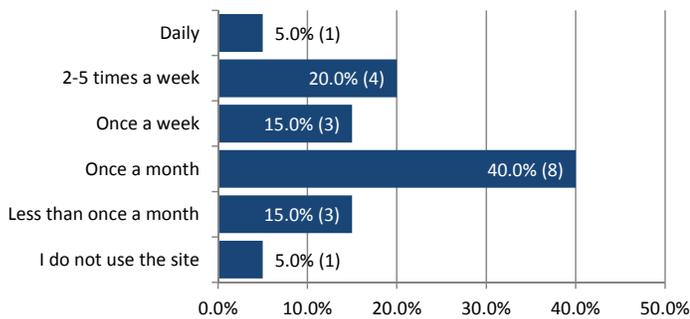
Please identify yourself



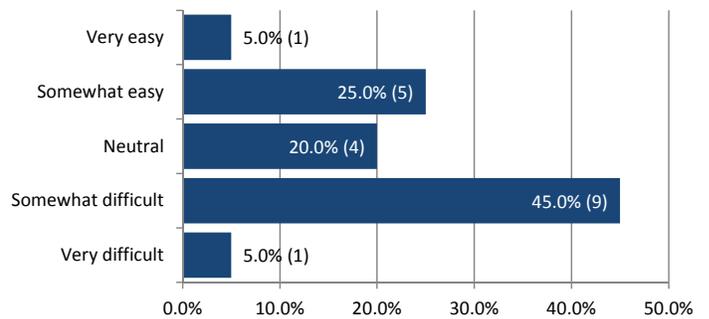
Have you used the new website prior to today?



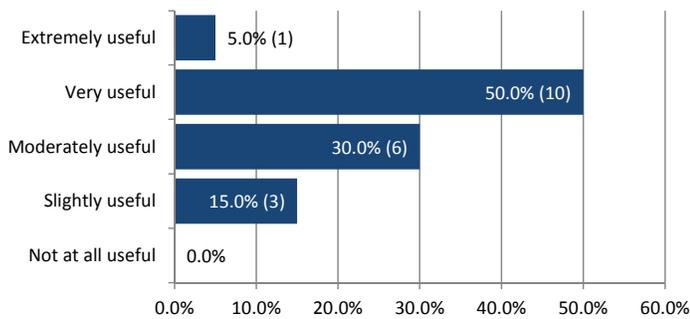
How often do you use the new Labor Market Information site?



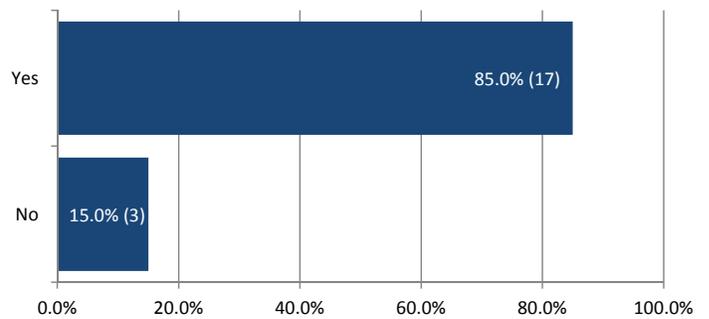
How would you rate the ease of navigation of the site?



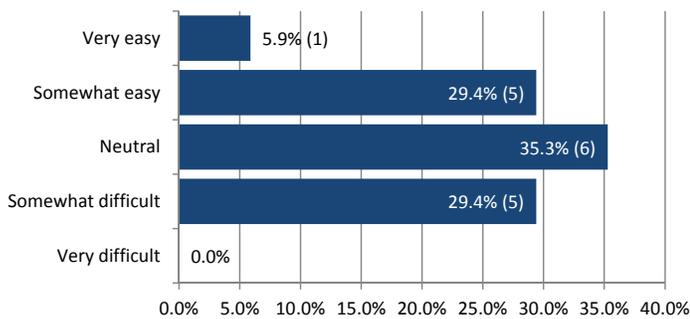
How useful do you find the visualizations and data displays?



Were you able to locate the information you needed?



How easy was it to find the information you were looking for?



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iowalmi.gov Feedback Survey Results –Feedback

[If answered 'No' to "Were you able to locate the information you needed"] **What information were you looking for that you were not able to locate on the Labor Market Information website?**

- Information about Certified Nursing Assistants
- An occupational profile for a heavy equipment operator. The occupational profile tool is exceptional however it needs to be expanded to include more jobs. It would also be helpful if this profile included LMI by region rather than state wide.

What suggestions, if any, do you have to help improve the Labor Market Information website?

- Not as user friendly as other sites. Difficult to assess which link to use to find information and then when in a link can be difficult to find an occupation.
- Printing information from the Occupational Projections Data Tool is very confusing. The user has to search the page and know to click on "download". They then get a pop-up that asks the user to download the "Tableau Public" app. The user then has to know they do not have to download the app, but rather click on PDF (and not the download button which once again appears). They then have to know to scroll up and find another pop-up with yet another download button. After that another pop-up appears that says the PDF has been generated and asks the user to once again click on download. After doing that you have to find the download and know how to print the PDF. Most of our users would get lost four or five steps prior to this. It is important this get fixed.
- The site is hard for me to use but I think that is mostly on me and the lack of using the site on a consistent basis.
- With it being such a HUGE site of information - a lot of people do not know 'what they are looking for' by name... (i.e. Regional Profile, Occupational Profile, etc.) Maybe just a simple list of links with description of what the selected page is could be beneficial.
- I work with LMI website each day and haven't had any issues with finding information.

What suggestions, if any, do you have to help improve the products provided by the Labor Market Information Division at Iowa Workforce Development?

- ?
- When using Occupational Outlooks, it asks the user to select a county but it does not give information about that county. For example, if I select Webster county in "Hot Jobs" it does not give hot jobs information for Webster County but rather most of the northern part of Iowa (Regions 1,2,3/4 and 5). Also, after reviewing the information, if I close that page then decide I want to see the information again it will not allow me. I have to select another county, open it then close it, then I can reopen the original county.
- I would suggest that any time a new product is coming out that it be tested and input be taken from the field or staff that will use the product.
- With it being such a HUGE site of information - a lot of people do not know 'what they are looking for' by name... (i.e. Regional Profile, Occupational Profile, etc.) Maybe just a simple list of links with description of what the selected page is could be beneficial.

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vi. New Tools and Resources

Iowa Licensed Occupations provides information on occupations that required a state license, certificate or commission such as the statute, licensing authority, requirements and fees.

<https://www.iowaworkforcedevelopment.gov/iowa-licensed-occupations>

Occupational Profiles– 94 were completed December 2015

<https://www.iowaworkforcedevelopment.gov/career-exploration-resources>

Regional Profiles were created for the fifteen Iowa Workforce Development regions. The profiles provide information on industry employment and wages, major employers, average weekly wage, firm size, workforce indicators, occupation and industry projections, job flow, worker demographics, and labor force statistics.

<https://www.iowaworkforcedevelopment.gov/regional-profiles>

The following publications were updated:

Completed state and regional *Career & Education Outlook* publication December 2015

<https://www.iowaworkforcedevelopment.gov/career-exploration-resources>

Completed *Career, Industry, and Population Report* publication December 2015

https://www.iowaworkforcedevelopment.gov/sites/search.iowaworkforcedevelopment.gov/files/Career%20Industry%20Population%20Report_102014.pdf

Completed state and regional *Hot Jobs* publications December 2015

<https://www.iowaworkforcedevelopment.gov/career-exploration-resources>

Completed state and regional *Green Jobs* publications December 2015

<https://www.iowaworkforcedevelopment.gov/career-exploration-resources>

Completed state and regional *STEM Jobs* publications December 2015

<https://www.iowaworkforcedevelopment.gov/career-exploration-resources>

Completed *Labor Market Information On-Line for Employers & Professionals* publication December 2015

https://www.iowaworkforcedevelopment.gov/sites/search.iowaworkforcedevelopment.gov/files/documents/Employers%20Professionals%20On-Line%20Reference%20Guide_042016.pdf

Completed *Career Planners & Job Seekers* publication December 2015

https://www.iowaworkforcedevelopment.gov/sites/search.iowaworkforcedevelopment.gov/files/documents/Career%20PlannersJob%20Seekers%20On-Line%20Reference%20Guide_042016.pdf

Completed *Business Connection Guide* publication December 2015

https://www.iowaworkforcedevelopment.gov/sites/search.iowaworkforcedevelopment.gov/files/documents/Career%20PlannersJob%20Seekers%20On-Line%20Reference%20Guide_042016.pdf

Iowa Wage Reports were prepared using the Occupational Employments Statistics data and applying an Employment Cost Index to provide. Iowa Wage Reports are data are available for the State, MSA's, IWD Regions, and Balance of State Areas.

<https://www.iowaworkforcedevelopment.gov/occupational-employment-and-wages>

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vii. Efforts to Create and Support Partnerships and Collaborations

During 2015, the Bureau Chief facilitated a workgroup for the Opportunity Iowa Forum in Ankeny, Iowa. The forum was held to connect with organizations and leverage efforts to close the opportunity gap for youth in their respective communities for access to services, education, training opportunities and good paying jobs.

In the fall of 2015 an email was sent to the IWD local managers informing them of the upcoming process to create industry and occupation projections for the 2014-2024 time period and requested their input of economic activities in their local area. They were provided with a spreadsheet to record information on anticipated openings, closing and expansions for both industries and occupations.

Staff attended the Longitudinal Employer-Household Dynamics Conference held in Washington, D.C. during March 2016

Staff attended the Iowa Renewable Fuels Summit January 2016 in Altoona, Iowa

The LMI Division participated in meetings on the National Governor's Association Talent Pipeline Policy Academy. The meetings were attended by IWD, Governor's Office staff, Iowa Department of Education, Iowa College Aid Commission, and Iowa Economic Development Authority.

Staff from the LMI Division attended the Governor's 2016 Future Ready Iowa Summit held during April 2016 in Des Moines.

The Bureau Chief participated in planning and organizing the State Celebration for Reverend Dr. Martin Luther King Jr. Day with representatives from several other state agencies. The events was held on January 2016 in Des Moines. During the program awards were provided to individuals, organizations and students that exemplified the teachings of Dr. King through their work or talents.

A High-Demand Careers Report was created as part of the "Future Ready Iowa" initiative for Iowa's National Governors Association Policy Academy Grant to develop strategies to improve the educational attainment of its citizens and alignment of those degrees and credentials with employer demand. The report is based on Iowa's 12 Battelle Technology Partnership Industry Clusters and includes data from EMSI, O*Net, Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Occupational Projections, and Occupational Employment and Wages. The LMI staff is also working on creating a *Future Ready Iowa Portal* to provide career information and resources. The portal will have an executive dashboard that will feature various economic indicators.

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viii. Activities to Leverage WLMI Funding

All publications are accessible online and can be printed from the LMI website.

Access to printing resources such as the Iowa Workforce Development print shop and the ability to use printers in the LMI Division allows publications to be printed on demand and at a lower cost than other printers.

Local Iowa Workforce Development offices have resources that allow them to pay for the printing of LMI publications from the IWD print shop for their own use and for distribution to their customers.

Information available from other agencies is also used to provide economic and labor market information such as unemployment insurance claims and benefits, Census, Bureau of Economic Analysis, Laborshed Studies, Workforce Needs Assessments, Employment Benefit Analysis and Iowa Wage Reports. We also use information from the following Bureau of Labor Statics programs: Occupational Employment Statistics, Current Employment Statistics, Quarterly Census of Employment and Wages and Local Area Unemployment Statistics.

The LMI Division staff used the Tableau platform to create the new LMI Site which was very cost-effective and allowed staff to readily make changes and enhancements.

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ix. Recommendations to ETA for Changes and Improvements to Future WIGS Requirements

Continue with regularly scheduled meetings with ETA Regional Staff.

Provides an opportunity or hold a conference for states to ask questions, express concerns, learn about any upcoming initiatives and receive information on best practices.

Combine or clearly define items in the annual report on customer consultations and partnerships. These items appear to meld and are not easily distinguishable from each other.

Provide information on tools or resources for updating publications more effectively and efficiently. This can result in a large cost savings in both time and dollars.