

COMMONWEALTH OF MASSACHUSETTS

WORKFORCE INFORMATION GRANT

ANNUAL PERFORMANCE REPORT

PROGRAM YEAR 2013

September 2014

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

Massachusetts Workforce Information Grant Program Year 2013 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 and 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.

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

During PY2013 Workforce Information Grant funds supported a second year subscription to the Conference Board's Help Wanted On-Line (HWOL) Analytics providing a license for each Career Center (CC), Local Workforce Investment Board (LWIB) and workforce partner agencies. HWOL analytics provide instant access to analyze trends in job openings, and the companies posting the job vacancies by occupation Statewide and by 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, the detailed staffing patterns at the state and LWIA levels and to six digit SOC codes for UI claimants. These tools allow Workforce partner agencies and Local Workforce Investment Area and Career Center Directors to assess trends in on-line advertised vacancies 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 openings, 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, State Institutions 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.

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.

Currently 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.

Core Products and Services:

The Executive Office of Labor and Workforce Development'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.

Populating the Workforce Information Database with state and local data:

The Workforce Information Database, which contains the Labor Market and Workforce Information data, 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 Cooperative Agreement including custom formats requested by customers and the 2012-2022 Long Term Projection data both statewide and by Workforce Investment Area. All of the data are available at the time of release through the Commonwealth's web site at <http://mass.gov/lmi>. WID version 2.5 has been built and populated and data delivery pages for the website have been developed to use this database format.

Producing and disseminating industry and occupational employment data and projections:

The Projections Suite software has been installed and maintained and staff attended several webinars provided through the Projections Managing Partnership to maintain currency. Prior to producing the 2013 to 2015 Short Term Projections, staff completed the Short Term Projections Training Program developed by the Projections Managing Partnership. The 2013 to 2015 Short Term Projections, statewide and for each Local Workforce Investment Area (LWIA) were published via the internet.

The May 2013 Occupational Employment and Wage Statistics (OES) estimates for all industries and the 2013 staffing patterns statewide and for each of the sixteen LWIAs

were developed using the Estimates Delivery System (EDS) and published on the website. At the request of the LWIAs occupational employment and wage estimates and staffing patterns for each LWIA are produced annually. These high demand data can only be developed and published with Workforce Information grant funds and the EDS software system.

Conducting and publishing economic analysis and special information determined to be of benefit to the state and local WIBs:

The Economic Analysis Report provides statewide information on the most recent trends and changes in jobs, labor force demographics including unemployed residents by age group and educational attainment since the beginning of the recession, along with real time HWOL on-line job openings and changes in high demand postings by occupation.

In the spring of 2014, Census provided DUA with the first quarterly Local Employment Dynamics (LED) based estimates for jobs by LWIA for review and validation for publication. The estimates were based on the historical quarterly individual wage detail and Employment and Wages by Industry and Area required files submitted to US Census in early May 2013. US Census LED staff are reviewing the comments and confidentiality issues provided by Massachusetts on the first two sets of quarterly estimates. The On the Map application and the Quarterly Workforce Indicators for Massachusetts and each LWIA will provide customized unique information on the labor force and work force not available through other data programs.

All data and products follow BLS methodologies, where applicable.

Posting products, information, and reports on the Internet:

All LMI and Workforce Information (WI) data, products and reports are released and publicly accessible through the web as required by the Workforce Information Grant. The economic data pages and data tools on the web meet Electronic and Information Technology Accessibility Standards (section 508) as defined by the Federal government and pass HTML validation.

The site provides for 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.

Customers accessing the LMI and WI electronic tools have increased slightly over the year. The website's query tools and the city/town data searches which are also linked directly from the mass.gov home page through the *Find resources in your community* search option remain popular. During PY2013 there were 415,000 visits to the mass.gov/lmi site.

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. Massachusetts contracts annually with intoCareers out of the University of Oregon to use the national CIS program, and to host the MassCIS at: <http://masscis.intocareers.org/>. 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.

MassCIS is available free online to all Massachusetts residents. Almost 200,000 MassCIS visitor sessions were recorded in PY2013. Of these users, almost 99,000 could be identified as One-Stop Career Center staff, clients or affiliated partners, including the state's Community Colleges.

During PY2013, several programs operated jointly by DCS and DUA have continued to integrate the MassCIS into the obligatory curriculums and mandate its use by job seekers. These statewide programs, which operate in all 33 One-Stop Career Centers, are:

- Re-Employment & Eligibility Assessment (REA)
- Re-Employment and Eligibility Services (RES)
- Trade Adjustment Assistance (TAA)
- UI Profiling

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.

One formal training session on MassCIS was held for new Career Center staff. In addition, an introduction to MassCIS was provided during Massachusetts One Stop Employment System (MOSES) training, Reemployment and Eligibility Assessment (REA) 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 five inquiries each week.

MassCIS continues to maintain close relationship with its stakeholders. In May, MassCIS Staff did a presentation for attendees at the Connecting Activities Statewide Network Conference, sponsored by the Massachusetts Department of Elementary and Secondary Education (DESE) and the state's workforce investment boards.

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) continue 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 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 2014, include:

Updates to Assessments Combined Report of Assessments: Users will be able to view the most recent saved results from all the Assessments they have taken in one report.

- Informal Assessments: A Learning Styles Survey and an Employability Skills Survey, with associated lesson plans, will be available in the MassCIS Curriculum.
- New uniform look to facilitate navigation in the Career Cluster Inventory and Interest Profiler.
- About Assessments: This new module teaches users about assessments, how to use assessments and interpret assessment results, and provides cautions in the use and interpretation of assessments.
- Reality Check: Is being completely updated to facilitate usage and comprehension.

Help & Tutorials Buttons

Help & Tutorials buttons will be added throughout MassCIS and Site Administration Tools to help users and staff get the help they need when and where they need it.

Personal Learning Plans

A new report, the Personal Learning Plan, encourages users' career and life planning activity in MassCIS and provides a clear and concise report of those efforts.

Interface Changes

- Site Administration Tools: The MassCIS Site Administration Tools will be redesigned. A dashboard has been added for quick access to key reports, password resetting, curriculum, and tutorials.
- Portfolio: The Portfolio interface allows users to see, print or share all portfolio items.

Content Changes

Job Success: Job Success will be updated adding important information about attaining success on the job. Written for those who are new to the workforce as well as those who have been working for many years, Job Success highlights:

- Good work habits
- The importance of teamwork
- How to overcome barriers in the workplace
- Resolving problems in the workplace
- Keeping your career on track

A Spanish version of this module will be added to MassCIS.

MassCIS Occupations:

- The new landing page (At a Glance) for all occupations (except emerging occupations) will provide users a snap shot of the occupation (e.g. statewide wage and outlook data, preparation details, and working conditions). Users can easily navigate to the full Wage, Employment and Outlook, Preparation, or Working Conditions topics for more complete information.
- MASSCIS now includes overviews of 579 occupations in both the standard and the junior versions. Of these occupational overviews, 549 are based on O*NET data and 30 are emerging occupations.

Partnering and consulting with workforce investment boards:

LWIAs, CCs and partner agencies were provided with HWOL analytics to assist in analyzing trends by occupation and for use with customers in the Career Centers. Several of the LWIAs have requested additional licenses for career counselors to assist in more timely and efficient placement of claimants, long term unemployed and other customers. HWOL analytics, TORQ and MASSCIS provide an expanded set of products to assist job seekers and counselors. 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.