

**Pennsylvania Department of Labor & Industry
Center for Workforce Information & Analysis**

**Workforce Information Grant (WIG)
July 1, 2011 to June 30, 2012
Annual Report**

Pennsylvania via the Center for Workforce Information & Analysis (CWIA) invests time to create, produce, and disseminate relevant labor market information on a consistent basis. Our goal is to maintain continuous communication with our stakeholders/customers to improve the regional focus of our products.

Every year CWIA explores the value of current and new products and services based on our research and outreach to our stakeholder. This has resulted in expansion of traditional support and the infusion of new products and services. This report covers Pennsylvania's work conducted with Employment and Training Administration's Labor Market Information Workforce Information Grant (WIG).

Program Deliverables

CWIA uses funding from the Workforce Information Grant (WIG) to produce five deliverables. The deliverables for the WIG for PY 2011 as explained in the Training and Guidance Letter's Statement of Work Deliverables were completed timely by Pennsylvania. These deliverables included:

1. Populating Workforce Information Database (WIDb) with State and Local Data.

The WIDb provides Pennsylvania with a common structure for storing information in a single database in each state. The database serves as the cornerstone for information delivery, workforce research, and product development for information that is standard and comparable across all states in the region. The database brings together critical workforce information from many sources to promote better analysis and professional interpretation of the state's labor market information.

2. Producing and disseminating Industry and Occupational Employment Projections.

Pennsylvania continues to produce and disseminate state and sub-state industry and occupational employment projections, using the methodology, software tools, and guidelines developed by the Projections Workgroup and the Projections Managing Partnership consortium of states.

Training opportunities offered by the Projections Workgroup and the Projections Managing Partnership were attended by CWIA.

3. Conducting and Publishing Relevant Economic Analyses [special workforce information, and/or economic studies of benefit to the governor and state and local Workforce Investment Boards (WIBs)].

Based on customer, stakeholder, and partner consultations identifying workforce information needs, Pennsylvania used the WIG to develop, publish, and submit an annual state economic analyses and special studies capable of informing workforce and economic development policy and investment decisions to be made by the governor and state or local Workforce Investment Boards (WIBs). These analyses supported the labor market information and economic development information needs of other system stakeholders such as state, regional, and local economic and workforce development organizations, education and training institutions, community colleges, and other partners.

Pennsylvania submitted portable document format (.pdf) copies and hyperlinks to .pdf files of the economic analyses to the Employment and Training Administration timely.

4. Posting Products, Information, and Reports on www.paworkstats.state.pa.us.

All grant-funded products, reports (including those developed for deliverable three above), and other workforce information were posted on the Internet. Dissemination of the information was also done through emails and CDs to facilitate use by the workforce and economic development systems, other partners, stakeholders, and the public. CWIA also engaged in work throughout the year to improve the current website as well as developing additional web tools.

5. Consulting on a Continuing Basis with WIBs and Other Key Workforce and Economic Development Partners and Stakeholders.

Consultation with the state workforce agencies, state and local WIBs, economic and workforce investment organizations, and education and training institutions has been conducted through the year to increase the scope and utility of workforce information. Strategic partnerships were established and continue in order to identify and address customer information needs, as well as those of state and local workforce investment system staff users. Concerted outreach was undertaken to economic development agencies to inform decision-making.

Description of Annual Economic Analysis and Special Reports

This section is divided into four sections based on the actors or stakeholders that are the intended audience or the general goal of the product. They cover economic and workforce analysis, products to help with career planning, state's employment projections, and knowledge around acquiring 'jobs' – the ultimate goal of good labor market information. Some duplication in categories is the result of making each comprehensive.

I. Economic and Workforce Analysis

Pennsylvania's 2011 Economic Analysis Report - This report contains an analysis of Pennsylvania's workforce composition, and focuses on future trends of the commonwealth's economy, industries, and occupations.

Understanding the potential obstacles the future workforce will have to overcome is important in developing policies and strategies for Pennsylvania to remain economically competitive. Workers from the baby-boom generation will be moving into their 60s during the decade and will be retiring in large numbers. They will take with them key skills that kept industry growing and prosperous. Far fewer youth are available to enter the labor market, forcing greater efficiencies and competition for key skills. This report examines the demographic, economic, and labor market developments unfolding in Pennsylvania. (Updated: Annually)

Pennsylvania Fast Facts - *Pennsylvania Fast Facts* is a monthly publication that provides a quick snapshot of Pennsylvania's many different labor market and economic datasets. The publication includes data on labor force statistics, unemployment demographics, population demographics, workforce indicators, unemployment compensation and claims, jobs, industry employment, industry highlights, employer activities, economic indicators, mass layoff statistics, new hires, other state's unemployment rates, business employment dynamics, online job postings data, economic forecasts, news of the month, definitions section, and a county unemployment rate map. (Updated: Monthly)

Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=770>

Pennsylvania Big Picture - This is an executive summary of the *Pennsylvania Fast Facts* and the audience is the Governor's Cabinet. Disseminated monthly, it is available upon request. (Updated: Monthly)

Workforce Investment Area Fast Facts - *Workforce Investment Area Fast Facts* is a monthly publication that provides a quick snapshot of a Workforce Investment Area's different labor market and economic datasets. There are 22 Workforce Investment Areas (WIAs) in Pennsylvania and each gets its own *Fast Facts* publication. The publication includes data on labor force statistics, unemployment compensation and claims, industry employment, industry highlights, employer activities, new hires, online job postings data, news of the month, common measures, definitions section, and a county unemployment rate map. (Updated: Monthly)

Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=777>

Marcellus Shale Fast Facts - Each of the *Marcellus Shale Fast Facts* sections provides a quick snapshot of LMI for Pennsylvania's Marcellus Shale (MS) industries and related economic activity. *Marcellus Shale Fast Facts* is updated each month with the most current and relevant information available. The publication includes data on jobs, industry employment, wages, occupations, online job postings data, new hires, workforce indicators, training programs, maps, and a definitions section. (Updated: Monthly)

Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=775>

Monthly Employment Situation - Each month CWIA conducts a review of the latest changes to Pennsylvania's employment and unemployment data (e.g., jobs count, unemployment rate) and select state and national economic data to state government staff. (Updated: Monthly)

Link: http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/PA_news_rel.pdf

Analysis of Help Wanted Online Job Postings - Help Wanted Online (HWOL) data is provided to CWIA from The Conference Board, via Wanted Analytics. HWOL data is collected from online job posting sites such as CareerBuilder, Monster, etc., and can be used as a tool to analyze trends in employment demand at various grouping levels. The data allows for real-time tallying of online job posting data by area, industry, occupation, and employer. CWIA distributes real-time job ad reports compiled by WIAs to the local WIBs via email. This enables the WIBs to determine where and in what industries and occupations job demand growth is occurring to help align local PA CareerLinks® and education providers with properly placing and training the unemployed. (Updated: Monthly)

New Hires by Workforce Investment Areas - New Hires data are an informative and exciting new dataset for workforce and economic development professionals. The dataset shows those industries that are hiring, by WIA. The data are available for the most recent complete quarter, and can be used to determine where and in which industries employers are hiring; and to find emerging or declining industries based on year-ago comparisons. (Updated: Quarterly)

Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=776>

Quarterly Targeted Industry Cluster (TIC) Reports - Each quarterly report contains a unique focus on a specific TIC and includes a comparison of industries within the focus area to larger geographical areas (including MSAs and the state). These reports include cluster employment statistics in the region, top employers by size and location quotient, and information on occupations and/or HPOs associated with the cluster. In addition, these reports also provide some Shift-Share analysis as well as real-time job postings data for relevant occupations. The template for these quarterly reports was a direct result of a local WIB request. In PY 2011, CWIA created about 15-20 quarterly reports for various clusters across seven different WIAs. (Updated: Quarterly)

High-Priority Occupations (HPOs) - Pennsylvania's workforce development strategy targets education and training dollars to HPOs: job categories that are critical to Pennsylvania's economy, in demand by employers, have higher skill needs and are likely to provide family-sustaining wages. CWIA released an updated policy document regarding the HPO process in August 2011. The 2011 HPO list went into effect August 2011 and is located on the CWIA website. A draft version of the 2012 HPO list is currently in development and will be released on October 1st. (Updated: Annually)
Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=504>

Regional Data Analysis Tool (RDAT) - The RDAT is an access database tool that is provided to local WIBs to assist in their industry cluster analysis. The tool provides the ability for the local areas to produce employment, wage and competitiveness statistics for customized industry clusters for any region. Data are displayed for each North American Industry Classification System (NAICS) code included in the cluster defined as well as the cluster as a whole. (Updated: Quarterly)

PA Employer Database - The PA Employer Database is provided to local WIBs and PA CareerLinks® to assist in outreach activities. The file includes employer names, contact information, NAICS codes, employment size ranges, and latitude and longitude of the employer for mapping purposes. The file also includes an indicator that identifies new employers. The database is used to assist PA CareerLink® staff in marketing one-stop services and by local workforce information boards to attract employers for industry partnership activities. (Updated: Quarterly)

Analysis of Pennsylvania Minimum Wage in 2011 - This report highlights the statistical information on Pennsylvanians who earn at or below the minimum wage; analyzes the demographic characteristics of hourly workers making at or near the minimum wage; details the industry characteristics of those making at or near the minimum wage; discusses the issues of inflation and poverty in relation to the minimum wage; and considers other states' minimum wage data. A comparison is made between the years 2010 and 2011 to determine the impact of the minimum wage increases on Pennsylvania workers, businesses and economy. (Updated: Annually)
Link: http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/Min_Wage_Book_3-12.pdf

Actuarial Evaluation - This publication provides analysis of Pennsylvania's unemployment compensation system regarding current and forecasted Unemployment Compensation Trust Fund activity. (Updated: Annually)
Link: http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/Actuarial_Evaluation.pdf

Staffing Patterns - Based on the statewide long-term employment projections, this data set identifies the occupations that are most commonly found within a selected industry. An inverse staffing pattern will identify which industries are most likely to employ workers in a given occupation. Customized upon request. (Updated: Biannually)

Shared Occupations - This data set allows a user to identify the occupations that share a common pool of labor across Pennsylvania's industry clusters and therefore may compete for the same group of workers. It can also be used to see what other segments of the economy could benefit from training related to a certain occupation or what other employment opportunities exist for a job seeker in a given occupation. Customized upon request. (Updated: Annually)

Occupational Wages – These publications include wage estimates for selected occupations in various geographical areas (statewide, Metropolitan Statistical Areas, Workforce Investment Areas and counties). (Updated: Annually)

Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=374>

Strategic Early Warning Notice Database - The Strategic Early Warning Notice Database identifies probable companies of importance in a WIA. Early Warning companies are experiencing significant employment decline. Early Growth companies are experiencing significant employment growth. The purpose of the database is to highlight companies that may be candidates for further investigation by workforce and economic development professionals. The Early Warning companies are selected as potential candidates for intervention strategies. The Early Growth companies are selected as candidates for potential expansion. The database does not presuppose a cause for a company's decline or growth. Companies are selected based on an algorithmic model. An Early Warning company is defined as a company whose employment count has declined each quarter over the past year and has had unemployment claims activity. Only those companies having at least 20 employees at the beginning of the measurement period and having an employment decline of at least 10 percent are selected. An Early Growth Company is defined as a company whose employment count has grown each quarter over the past year. Only those companies having at least 10 employees at the beginning of the measurement period and having employment growth of at least 10 percent are selected. Employer size, industry classification, timeframe, geographic area, and annual percentage employment loss or gain can be adjusted. An additional wage filter parameter can be used to select those employers paying near or above the statewide average annual wage.

Area Snapshots - Area snapshots were created to inform a broader audience of what was happening in the regional economy. These ad hoc reports take a look at industry cluster information for a specific WIA and evaluate the data alongside other demographic data. The additional information may be age demographics, housing starts, commuting patterns, etc. This is used to help determine possible reasons why clusters are stronger in some areas rather than others.

Special Request Surveys - CWIA is responsible for preparing ad hoc surveys using online survey design tools in an effort to collect and analyze data from a variety of stakeholders and customers. Each survey is different in scope and has its own unique set of questions to gather pertinent data from the respondents.

CWIA prepared about 5-7 surveys in PY 2011. This work included:

- 1) Three separate surveys of employers, PA CareerLink® administrators and WIB Directors regarding the state's current job-matching system and potential enhancements for Labor & Industry administrators .
- 2) Survey of Regional Career Education Partnerships and their activities for the state WIB. With the reduction in RCEP funding, the state WIB is surveying RCEPs to see if they are continuing to do work and, if so, where or how they are funding their projects.
- 3) PA Department of Labor & Industry's Bureau of Human Resources is trying to estimate how many people (ideally by bureau and by job classification or both) in its current complement will leave and need to be replaced (assuming no change to the size of the complement). This survey, which will be administered to the entire Department, asks about employee plans to retire in the next five years as well as shorter-term plans to either resign from the Department or transfer to other Departments in the Commonwealth. Further, it elicits the factors most important in their decision. Demographic data will also be collected on Bureau, County, age, years of service etc.

that will allow for comparisons to their cohorts. The survey results will be augmented by an econometric analysis of attrition in the Department that looks at the historical experience and projects it forward. Between the two data sources, the Department hopes to get meaningful results (projections) that can inform bureaus of what their replacement needs will be and at the departmental level which job classifications will need to be replaced.

II. Career Planning Resources

Understanding the ongoing career planning process enables individuals - regardless of age - to make career lifetime decisions based on changes within the world of work. It also connects them with effective job search techniques so that they can acquire meaningful work. Components of the career planning products from CWIA include:

Pennsylvania Career Guide - This publication is designed to assist those exploring careers and making decisions about postsecondary education, training and work. It contains wage and job outlook information for more than 250 occupations, an interest assessment, tips for marketing yourself, sources of financial aid and contact information for Pennsylvania's public schools, PA CareerLink® offices and selected state agencies. Educators conducting career development classes may wish to consult the Resource Guide for assistance planning activities. (Updated: Annually)

Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=405>

Marcellus Shale Occupational Compendium - This publication contains a series of one-page fact sheets to cover each of the occupations identified in the core and ancillary Marcellus Shale industries. These occupational write-ups focus on the nature of the work, educational expectations, and the skills and knowledge required to perform the essential job duties of the occupation. The profiles also provide basic labor market information, such as employment outlook and wages for the state. (Updated: Annually)

Link: Coming soon. Hard copies available.

PA Career Coach - This web application helps people find good careers by providing current data on wages, employment, job postings and associated training. The career transition section allows users to compare wages, employment trends and other data for multiple occupations. The tool also identifies skills gaps between occupations. The job seeker can look for education and training available and schools that offer the courses for their desired occupation as well as look for real-time job posting. Occupations can be shortlisted by Marcellus Shale, STEM and HPOs. CWIA plans to release this tool in summer 2012. (Updated: Quarterly)

Link: www.pacareercoach.org

Occupational Charts & Graphs - Includes six of the most frequently requested occupational charts and graphs that provide an illustration of Pennsylvania's workforce – as it exists now and as it is anticipated to be 10 years in the future. Data is based on current statewide employment projections and average wages and presented by education level and major occupational group. (Updated: Biannually)

Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=413>

Career Posters - These colorful posters are aimed at spreading career awareness through high schools and middle schools, although they are also used at many PA CareerLink® offices across the state. They are updated annually and focused on the Pennsylvania's Industry Clusters while highlighting occupations

within the cluster in a 'career ladder' format. The posters can be accessed online in printable PDFs for the area(s) and industry cluster(s) of interest. (Updated: Annually)

Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=492>

Education Instructional Program & Occupational Code Crosswalk - In conjunction with local WIBs, educational institutions and the PA Department of Education (PDE), CWIA has developed and continues to modify a Pennsylvania-specific version of the national Classification of Instructional Programs (CIP)- Standard Occupational Classification (SOC) crosswalk. The purpose of this crosswalk is to ensure that educational programs are aligned with the occupational coding structure maintained by the Bureau of Labor Statistics – the ongoing review ensures compatibility with changing industry skills needs. One of the primary uses of this crosswalk is connectivity to the state's HPO list. (Updated: Annually)

Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=504>

III. Pennsylvania Projections

Long-Term Industry Employment Projections - These publications include estimates of employment levels by industry 10 years in the future by various geographical areas (statewide, Metropolitan Statistical Areas and Workforce Investment Areas). (Updated: Bi-annually)

Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=399>

Long-Term Occupational Employment Projections – These publications include estimates of employment levels by occupation 10 years in the future by various geographical areas (statewide, Metropolitan Statistical Areas and Workforce Investment Areas). (Updated: Bi-annually)

Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=412>

Short-Term Industry Forecasts – These publications include estimates statewide employment levels by industry two years in the future. (Updated: Annually)

Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=404>

Short-Term Occupational Forecasts – These publications include estimates statewide employment levels by occupation two years in the future. (Updated: Annually)

Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=395>

IV. Jobs: Resources to Answer Questions such as:

- ✓ Where are the jobs? What are the employers that are advertising these jobs?
- ✓ What is the supply of workers as well as the employer demand by occupation?
- ✓ Which Jobs provide good wages?

Tools that help CWIA answer these questions are as follows:

Analysis of Pennsylvania Online Job Postings - Help Wanted Online (HWOL) data is provided to CWIA from The Conference Board, via Wanted Analytics. HWOL data is collected from online job posting sites such as CareerBuilder, Monster, etc., and can be used as a tool to analyze trends in employment demand at various grouping levels. The data allows for real-time tallying of online job posting data by

area, industry, occupation, and employer. CWIA distributes real-time job ad reports compiled by WIAs to the local WIBs via email. This enables the WIBs to determine where and in what industries and occupations job demand growth is occurring to help align local PA CareerLinks® and education providers with properly placing and training the unemployed. (Updated: Monthly)

High-Priority Occupations (HPOs) - Pennsylvania's workforce development strategy targets education and training dollars to HPOs: job categories that are critical to Pennsylvania's economy, in demand by employers, have higher skill needs and are likely to provide family-sustaining wages. (Updated: Annually)

Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=504>

Description of Outcomes

The Center for Workforce Information & Analysis used ETA's WIG to support Pennsylvania Department of Labor & Industry's mission to increase opportunities for the state's workers to acquire the skills to succeed in our knowledge-based economy and to strengthen the commonwealth's economy through a skilled workforce. All deliverables from the WIG were completed as directed and in a timely manner by Pennsylvania.

A list products and services is provided in the table below (Tables 1). A detailed list of products and presentations that are available on our website is provided in Table 2.

Table 1. Select CWIA Products	
Actuarial Evaluation	Older Workers in Pennsylvania
Analysis of Pennsylvania's Minimum Wage	Pennsylvania Employer Database
Areas of Substantial Unemployment	PA Employers with more than 500 Employees
CIP/SOC Crosswalk(Class.Instr.Prog/Std.Occ. Class.)	PA Resource Guide (Companion to Career Guide)
Civilian Labor Force Packet	Pennsylvania Career Guide
County Profiles	Pennsylvania New Hires (by State & WIA)
Demographic Information	Performance Measures for varied programs
Economic Indicators	Press Releases
Economic Review of PA	Profile of Pennsylvania's Unemployed
High-Priority Occupations Policy Guidance	Reemployment and Economic Assessment Reports
IMPLAN Analysis (Input/Output Analysis)	Regional Data Analysis Tool
Labor Surplus Areas	Regional Fast Facts
Local Employment Dynamics CD	Statewide Fast Facts
Long-Term Industry Projections	Strategic Early Notice Database
Long-Term Occupational Projections	Strategic Early Warning Network Data
Marcellus Shale Fast Facts	Targeted Employment Areas
Marcellus Shale Industry Reports	Targeted Industry Cluster Analysis/Publication
Monthly Employment Briefing	Top 50 Employers
New Hire & Initial Claims Mapping	Unemployment Compensation Data
<i>This is a representation of current products/services used. It is not a comprehensive list.</i>	

Table 2. Products, Information and Reports Available Online	
Pennsylvania Fast Facts	monthly publication that provides a quick snapshot of PA's many different labor market and economic datasets
http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=770	
Workforce Information Area Fast Facts	monthly publication that provides a quick snapshot of a WIA's different labor market and economic datasets
http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=777	
Marcellus Shale Fast Facts	monthly publication that provides a quick snapshot of LMI for PA's Marcellus Shale industries
http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=775	
Monthly Employment Situation	monthly briefing to state government staff conducted by CWIA to discuss the latest employment and unemployment data
http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/PA_news_rel.pdf	
New Hires by WIAs	quarterly dataset showing industries that are hiring by WIA
http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=776	
High-Priority Occupations	annual lists containing the HPOs both statewide and by WIA
http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=504	
Pennsylvania Career Guide	annual publication designed to assist those exploring careers and making decisions about postsecondary education, training and work
http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=405	
Analysis of Pennsylvania Minimum Wage in 2010	annual report highlighting statistical information on Pennsylvanians who earn at or below the minimum wage
http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/Min_Wage_Book_3-12.pdf	
Actuarial Evaluation	annual publication providing analysis of PA's unemployment compensation system
http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/Actuarial_Evaluation.pdf	
Career Posters	annually updated posters aimed at spreading career awareness through high schools and middle schools
http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=492	
A Profile of Pennsylvania's Unemployed People	presents the basic facts on PA's unemployed
http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/profile_of_unemployed.pdf	
CIP-SOC Crosswalk	aligns training programs (classified by CIP codes) and occupations (classified by SOC codes)
http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=504	
Pennsylvania Unemployment Compensation Activity - Initial and Continued Claims by WIA	
http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=813	
Presentations	
.pdf versions of all presentations are available at http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=782	
Labor Market Information (LMI) for Workforce Investment Areas	provides an overview of a local WIA's <i>Fast Facts</i> along with Help Wanted Online Ads, Job Spidering, occupational data and additional LMI
Using Labor Market Information to Assist Older Workers	guides Department of Aging staff on using LMI to assist older workers to find employment
Pennsylvania New Hire Reporting Program	reviews information about the employer requirements and methods of reporting new hire information to the commonwealth of Pennsylvania
Local Employment Dynamics Database	Describes CWIA's newest product which highlights industry demographics of the workforce coupled with hires and separations at the company level with regional detail
Labor Market Information (LMI) for Data Users	Provides an overview of CWIA and its LMI products and services in support of workforce and economic development
Labor Market Information for PA CareerLink® Business Service Teams	covers a combination of existing and new LMI products to assist professionals working in PA CareerLink® Business Services Teams
Tools for Labor Market Information	creates awareness of new and existing LMI tools for WIBs and Industry Partnership professionals

Job Spidering	explains the new tool that searches the web for online job postings and allows job seekers to review postings from one location
Pennsylvania’s Workforce: What Are the Jobs of Tomorrow?	provides educators and guidance counselors with a basic understanding of the occupational data available to identify emerging careers for students
Analyzing Pennsylvania’s Employment Picture	uses statewide and local area press releases to explain the different employment data available from CWIA
Career Opportunities in Science, Technology, Engineering & Mathematics	focuses on career opportunities in STEM occupations
Green Research: Then and Now	reviews findings from the most recent green research
Industries and Occupations: The Keystones of Labor Market Information (LMI)	focuses on LMI from the perspective of occupational and industry analysis and tools available
The Use of Fast Facts and Real-Time Labor Market Information (LMI)	highlights new tools and resources that showcase real-time data and Job Spidering technology
Using Unemployment Compensation Information to Understand Your Local Economy	highlights current and projected unemployment compensation claimant activity

Summary of the Customer Consultations and Select Activities to Add Customer Value

Pennsylvania via the Center for Workforce Information & Analysis (CWIA) invests time to create, produce, and disseminate relevant labor market information on a consistent basis. Our goal is to maintain continuous communication with our stakeholders/customers (list of customers in Table 3 below) to improve the regional focus of our products. Every year, CWIA explores the value of current and new products and services before the WIG funds become available – we adjust our plans based on our research and extensive outreach to our stakeholder base to understand what they need. This has resulted in expansion of traditional support and the infusion of new products and services as discussed in previous sections.

Table 3. CWIA Customers
PA Workforce Investment Board
Local Workforce Investment Boards
Employers, Educators, Trade Associations/Unions
PA Department of Labor and Industry: Unemployment Compensation Deputate, Bureau of Workforce Development Partnership, Workers’ Compensation Bureau, PA CareerLinks®, Industry Partnerships, Office of Vocational Rehabilitation, PennSERVE
PA Department of Aging
PA Department of Community & Economic Development
PA Department of Environmental Protection
PA Department of Education
PA Department of Revenue
PA Department of Health
PA Department of Public Welfare
Office of the Governor
Penn State Data Center
Policy Makers
Members of the Press/Media

A critical component of CWIA's customer outreach is the work done by our Customer Response Team (CRT). This group of analysts is dedicated to handling inquiries on a daily basis from a broad array of customers. They are responsible for answering questions on our products and publications, assisting with navigation through our website, and compiling data to fill requests. They also track requests and trends, which lead to the alteration of the website and creation of new products. Having a real person answer the calls from our customers helps build a good relationship and allows for a better forum for the callers to tell us about the things that are working well and provide feedback on what could be improved upon or is missing.

Throughout the year via conferences and symposia attended by staff and webinars and presentations provided by staff, we are able to interact with our customers and get their feedback on CWIA products. These are continually incorporated into our service delivery strategy. Examples of select topics and presentations include:

Presentations Offered Through the Course of the Year

- New Hire Reporting Program (outreach to PA CareerLinks® and employer community): this has an audio recording prepared to help presenter
- Pennsylvania's High-Priority Occupations
- Labor Market Information for Workforce Investment Areas
- Labor Market Information for Data Users
- Labor Market Information for CareerLink® Business Service Teams
- Tools for Labor Market Information
- Job Spidering
- The Use of Fast Facts and Real-time Labor Market Information in PA

These presentations are available on CWIA's website at
<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=782>.

Invited Presentations at Events:

- Opportunities & Strength of Pennsylvania's Manufacturing Sector: *An Economic Driver for the Commonwealth*
- PA's Marcellus Shale Industry
- Pennsylvania Workforce: *What Are the Jobs of Tomorrow?*
- Analyzing Pennsylvania's Employment Picture
- Career Opportunities for Science, Technology, Engineering and Mathematics
- Industries and Occupations: The Keystone of Labor Market Information

Description of efforts to create and support partnerships and collaborations, including

- **State activities to leverage LMI-WI funding**
- **New and established partnerships, activities and linkages**
- **Tools and resources created through or supported by state and local partnership activities or collaborations during the program year**

Leveraging Pennsylvania's WIG to meet expanding partnerships, connecting with the workforce investment system and education/economic development communities is a driving force for the state - this was taken very seriously by Pennsylvania in the use of its Program Year 2012 WIG funds.

Pennsylvania via the Center for Workforce Information & Analysis (CWIA) invests time to create, produce, and disseminate relevant labor market information on a consistent basis. Our goal is to respond to an urgent need for good comparable workforce data to assess the continuing effects of the Great Recession both statewide and regionally. The work that we have been able to provide through the WIG has been appreciated and (more importantly) used on a regular basis to drive workforce intelligence in Pennsylvania.

Every year, CWIA explores the value of current and new products and services before the WIG funds become available – we adjust our plans based on our research and extensive outreach to our stakeholder base to understand what they need. This has resulted in expansion of traditional support and the infusion of new products and services. Table 3 provides the breadth of information we are providing our customers.

Throughout the year via attendance at conferences and symposia and presentations provided by staff, we are able to interact with our customers allowing them to express their concerns and needs openly. New product development is based on acquisition of such knowledge.

Using technology to increase our customer responsiveness is also a focus. A series of webinars designed for PA CareerLink® and Workforce Investment Board (WIB) staff covering new products and tools highlighting real-time data were conducted throughout the program year. In addition, we interact with our customers through our Customer Response Team (CRT), staff dedicated to handling inquiries on a daily basis from a broad array of customers. The CWIA also works closely with the WIBs and other state entities on a regular basis to assist them in program evaluation, grant proposal, and training curriculum development. These entities include the Labor & Industry's Office of Vocational Rehabilitation (OVR), Bureau of Workforce Development Partnership (BWDP) and Unemployment Compensation (UC) Deputate as well as the Departments of Public Welfare, Education, Corrections, Aging and Community and Economic Development.

As an example of a project in support of outside partnerships and leveraging WIB funding, the Department of Labor & Industry (L&I) partnered with the Department of Education to write a federal grant proposal under the U.S. Department of Labor's Workforce Data Quality Initiative. The initiative's main goal is to link education and workforce data to measure and improve a state's success in preparing and placing individuals in jobs. While CWIA was the main author for the grant proposal, we worked closely with representatives from Pennsylvania's Department of Education (PDE) and other internal L&I

bureaus (OVR, BWDP, and UC) to complete the grant application. As a result, L&I was awarded a \$1 million grant to design a computerized system to link workforce to education data. PDE added another \$400,000 to achieve this goal. Furthermore, as an extension to this grant, L&I will link to the Department of Welfare's data as well (with the purpose of tracking the success of their program participants), further expanding our partnerships with other agencies.

An example of a new activity and partnership, CWIA collaborated with the BWDP in the development of L&I's new job match system for the unemployed. Specifically, CWIA representatives surveyed employers by email and in person to ascertain what would benefit them the most in a system that matches employer job openings to the unemployed. The information was a vital input in the ongoing development of Pennsylvania job match system.

An example of a new tool that CWIA developed in support of collaborations with other agencies is an econometric model that uses employment, new hires, and online job ads data to identify industries (Industries of Interest) that are growing aggressively. CWIA is working with representatives from Pennsylvania's WIBs and Department of Community and Economic Development (DCED) to utilize this tool to help target growth industries. This information can be used to ensure limited resources are directed towards the maintenance and advancement of growth sectors in the state.

Description of new tools or resources developed in PY2012

CWIA's Ethane Cracker – Pennsylvania's Workforce Needs Roadmap - This report analyzes the economic and workforce impacts surrounding the proposed Ethane Cracker Plant in Monaca, Pennsylvania. IMPLAN analysis was conducted on the potential economic impacts of the both the construction phase and the operation phase. Additionally, the projected workforce required for both of the phases were analyzed, including the types of training required, annual average wages, and projected statewide employment growth for each occupation identified.

Pennsylvania Unemployment Compensation Activity - Initial and Continued Claims by Workforce Investment Area - The Initial and Continued Claims by Workforce Investment Area (WIA) provides a count of claims by WIA and county based on the address of the claimant and other record detail. Only regular unemployment claims are included, thus, federal and military claims are excluded, as are claims associated with other unemployment compensation programs such as Extended Benefits and Emergency Unemployment Compensation.

Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=813>

PA Career Coach - PA Career Coach is a web application that helps people find good careers by providing current data on wages, employment, job postings and associated training. The career transition section allows users to compare wages, employment trends and other data for multiple occupations. The tool also identifies skills gaps between occupations. The job seeker can look for education and training available and schools that offer the courses for their desired occupation as well as look for real-time job posting. Occupations can be shortlisted by Marcellus Shale, STEM and High-Priority Occupations. CWIA plans to release this tool in summer 2012.

Link: <http://www.pacareercoach.org>

Energy Careers Directory - Per requests from local WIBs and local educational institutions, this series of one-page fact-sheets was produced to cover each of the occupations identified in the core and ancillary

Marcellus Shale industries. These occupational write-ups focus on the nature of the work, educational expectations, and the skills and knowledge required to perform the essential job duties of the occupation. The profiles also provide basic labor market information, such as employment outlook and wages for the state and five WIAs in the southwest portion of the state. This project is in final review and will be provided to the customers soon.

Local Employment Dynamics (LED) Analysis Database - The Pennsylvania Local Employment Dynamics (LED) database is a new product built using the publically available Census LED data. The PA LED Database contains data at the state, workforce investment area, and county level. Standard queries are built into the database to analyze local economies based on the questions that can be answered by LED's Quarterly Workforce Indicators. For example, one feature of the database is specialized queries that focus on the growing cohort of older workers in the workforce. The database is distributed quarterly upon request and to the local WIBs.

Reemployment Assessment & Economic Impact Reports - Reemployment assessment & economic impact reports are commonly used to evaluate job prospects for individuals impacted by major layoffs or plant closings and analyze the potential economic effects of the layoffs to the area, including the estimated impact on sales, employment, income and tax revenue. These reports are produced upon request or, when possible, in anticipation of such events. CWIA completes about 10 to 15 reports annually and intends to continue marketing these services more in the coming year.

Upcoming Products and Services

Manufacturing Fast Facts - After decades of contraction, the U.S. manufacturing sector is adding jobs. In order to highlight these gains and identify the occupations in demand, as well as necessary skills for those occupations, CWIA will produce a quarterly *Manufacturing Fast Facts* report. The *Manufacturing Fast Facts* will highlight Manufacturing sector growth from our Current Employment Statistics program, the Quarterly Census of Employment and Wages, and the Pennsylvania New Hires Program. Additionally, analysis will be conducted on online job postings from The Conference Board, Manufacturing Industries of Interest, and demographic information from The Census Bureau's Local Employment Dynamics data sets.

Projections 2020 Data Dashboard - Long-term employment projections released by CWIA are widely used by a variety of customers to complete various projects. This data dashboard will provide a more comprehensive and easy-to-use tool that allows educators, career counselors, policy makers and the general public to access important labor market information that is crucial to decision-making. The existing Excel spreadsheets will serve as the primary input of this interactive tool. Users will be able to navigate back and forth between industries and occupations to get a more complete picture of Pennsylvania's economy. Once an industry or occupation has been selected, additional labor market information will be provided and presented to the user in a customer-friendly format.

Job Spidering E-Learning - CWIA will evaluate customer interest in eLearning products that will assist in the understanding and utilization of labor market information. The eLearning tool may include interactive webinars, self-guided products or training videos depending on the information or product as well as input of the targeted audience. Assuming there is customer interest, CWIA will pilot this concept on the use and value of job spidering technology.

WIB Tour – In the coming year, CWIA plans to meet onsite with each WIB Director and their staff to discuss new initiatives, products and services as well as get feedback on their labor market information needs.

Recommendations for Improvements to the required WIG to states deliverables

Pennsylvania has no recommendations for changes to the LMI-WI grants at this time.