



PY 2013

Annual Report Workforce Information Grant

IOWA.
WORKFORCE
DEVELOPMENT
Smart. Results.

Prepared by

Communications and Labor
Market Information Division
Iowa Workforce Development

2013 Workforce Information Core Products and Services Grant July 2013 – June 2014

A. Introduction. The Communications and Labor Market Information Division of Iowa Workforce Development continues to develop quality, reliable and timely labor market information that responds to the needs of a wide range of customers. This requires more effective integration and collaboration with partners in the economic development and educational communities, as well as other partners in the workforce development system. Renewed efforts have also been taken to gather input from our customers to enhance and improve the quality of our products and services.

Labor market information staff serve as knowledgeable advisors and consultants in creating access to customized local and regional data. Through a collaborative process with workforce investment boards, employers, educators and economic developers and other partners, Iowa's labor market information has become more customer focused.

Labor market information has also proven to be a key component of the governor's Skilled Iowa Initiative, which has entered its third year. Iowa Workforce Development is currently working to increase the number of employers that recognize and support the National Career Readiness Certificate (NCRC), increase the number of Iowa job seekers who earn the certificate, make NCRC-related training available to all Iowans beginning in the 9th grade, and create a pathway for connecting unemployed Iowans with career opportunities. These initiatives are intended to ensure that Iowa builds a quality workforce that meets the current and future demands of employers.

B. PY 2013 Core Deliverables – Activities and Accomplishments

- 1. Workforce information database (WID).** The Workforce Information Database provides states with a common structure for storing labor market information. The database is intended to serve as the cornerstone for information delivery, workforce research and product development for information that is standard and comparable across all states. The Workforce Information Database is the backbone for the Iowa Workforce Information Network (IWIN). During PY 2013, the crosswalk, look-up and core tables of the Workforce Information Database version 2.4 were populated and updated as required. Funds were used for staff time, travel, equipment, programming and database development and related costs.
 - a.** Two analysts attended the Analyst Resource Center Consortium meetings held in Portland, OR (Sept. 2013) and Salt Lake City, UT (Apr. 2014). One analyst serves on the Policy Committee, and the other is a member of the Structure Committee.
 - b.** During PY 2013, the Workforce Information Database was populated with the most current editions of the infogroup Employer Database. The database was updated with the First Edition 2014 in September 2013, and with the Second Edition in March 2014. The Second Edition 2014 was the last deliverable under the Iowa contract. The State of Connecticut will be responsible for the next release, which is scheduled for October 2014.
 - c.** Two analysts have been designated as backups to the Iowa Workforce Information Network, and have successfully posted data and information to the IWIN site.
 - d.** Core tables were updated regularly throughout the year. Version 2.5 was not fully implemented during the program year due to the loss of a key staff person in IWD's IT Department.
 - e.** Iowa has signed an agreement with the State of Montana to replace the current LMI display system with Workforce Informer in PY 2014. Training will be planned for local office staff once the new system has been installed.

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Core Table Updates:

Core Table Updates	Type	Current Version	Update Frequency
CES	Data	2.3	Monthly
CPI	Data	2.5	Monthly
EMPDB	Data	2.5	Bi-Annually
INCOME	Data	2.5	Monthly
INDPRJ	Data	2.3	Bi-Annually
INDUSTRY	Data	2.5	Quarterly
IOMATRIX	Data	2.3	Bi-Annually
LABFORCE	Data	2.3/2.5 Hybrid	Monthly
LICAUTH	Data	2.3	Annually
LICENSE	Data	2.3	Annually
OCCPRJ	Data	2.3	Bi-Annually
OESWAGE	Data	2.3	Annually
POPULATN	Data	2.5	Quarterly
Other Table Updates			
BEAINCOM	Data	N/A	Annually
CESCODE	Lookup	2.5	As Needed
GEOG	Lookup	2.5	As Needed
SCHOOLS	Data	2.5	Annually
SUBGEOG	Lookup	2.5	As Needed

2. Produce and disseminate industry and occupational projections. Iowa Workforce Development will prepare and disseminate long and short-term industry and occupational projections. The projections will be prepared using the methodology, software tools, and guidelines developed by the Projections Workgroup and the Projections Managing Partnership. The primary activity for PY 2013 will be the production of statewide long-term industry and occupational projections for the 2012-2022 time period. Statewide short-term projections for the 2013-2015 period will be developed for industries and occupations. The long-term and short-term projections will be displayed on IWIN, and will be provided in both excel and pdf formats.

a. Industry projections:

- The statewide short-term industry projections for 2013Q1 to 2015Q1 were completed in October 2013.
- The regional short-term industry projections for 2013Q1 to 2015Q1 were completed in November 2013.
- The statewide long-term industry projections for 2012 to 2022 were completed in February 2014.
- The regional long-term industry projections for 2012 to 2022 were completed in April 2014.

b. Occupational projections:

- The statewide short-term occupational projections for 2013Q1 to 2015Q1 were completed in December 2013.
- The statewide long-term occupational projections for 2012 to 2022 were completed in May 2014.
- The regional long-term occupational projections for 2012 to 2022 were completed in June 2014.

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c. Dissemination of industry and occupational employment projections:

- On July 31, 2013 the Bureau Chief participated in a career fair hosted by the National Association for the Advancement of Colored People at Corinthian Baptist Church in Des Moines, IA.
- On August 6, 2013, the Bureau Chief provided a presentation at the Career Development in the 21st Century 3.0 Conference. The audience was composed of junior high and high school educators, and was hosted by the Iowa College Student Aid Commission. It was held at the Ramada Inn in Des Moines, IA.
- A presentation on Regional Workforce Needs and Labor Market Information (LMI) was presented to the Northeast Iowa Business Network in Manchester, IA on August 8, 2013. (The network is made up of local economic development directors from a group of six rural counties in northeast Iowa). A variety of LMI was presented, including occupational projections for IWD region 1.
- One staff person participated in the Golden Circle College Fair at HyVee Hall in Des Moines on September 29, 2013. Career-related publications were distributed at the job fair.
- A draft copy of a “Hot Jobs” career guide was completed in August 2013 with plans to pilot the product in a couple of high schools.
- An *Occupational Skills Development Guide* was completed during July/August 2013, and placed on IWIN. A series of *Occupational Profiles* was prepared in August 2013. The profiles were created as a career resource for students, and were placed on IWIN.
- The Division Director and two bureau chiefs attended the Battelle LMI meeting that was held at Iowa Workforce Development. The group discussed Iowa’s targeted industries.
- The Bureau Chief provided a series of three career and labor market information presentations to students attending Mercy College of Health Sciences In Des Moines, IA. She also participated in a networking event with students following the presentations.
- An LMI presentation on career-related resources was provided to secondary school teachers at the Heartland Area Education Agency on October 9, 2013 and October 18, 2013.
- A bureau chief provided the Iowa Board of Nursing with information on nursing careers from the occupational projections on October 9, 2013.
- Information obtained from the statewide occupational projections was a major component of the Delta Dental Workforce Project on October 25, 2013.
- On November 7, 2013, the Bureau Chief provided a series of three career and labor market information presentations to students attending Saydel High School in Saydel, IA. She also hosted a career and labor market information booth.
- Statewide occupational information was presented at the Unity Point Workforce Planning meeting on December 16, 2013.
- One member of the staff participated in the 2014 Iowa Career Expo held at the Hy-Vee Convention Center in Des Moines on January 9, 2014. Career-related publications were distributed at this event.
- On March 28, 2014, the Bureau Chief provided a presentation to Veterans representatives from across the state on careers and labor market information in Des Moines, IA.
- One member of the staff participated in the 2014 Career and Resource Expo held at DMACC in Ankeny on April 3, 2014. Career-related publications were distributed at this event.
- On April 24, 2014, the Bureau Chief participated in a Veterans Career Fair held at Camp Dodge in Johnston, IA.
- The bureau chief and a staff person presented career-related resources to a group of secondary school teachers attending the annual workshop on “School to Work: The Local Labor Market.” This event was held on June 19, 2014 at the University of Northern Iowa’s Department of Economics, College of Business Administration.
- On June 20, 2014, the Bureau Chief provided a career and labor market information presentation to junior high and high school educators at the Career Development in the 21st Century 4.0 Conference. The Conference was sponsored by the Iowa Department of Education, and was held at the Ramada Inn in Des Moines, IA

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3. Produce a statewide annual economic analysis report and other economic reports and products

- a. The 2014 edition of *Iowa's Workforce and the Economy* includes several articles that provide detailed information on the state's labor market. The current report covers employment and unemployment trends, the availability of Registered Apprenticeship programs in Iowa, the generational shift in the state's workforce, the state's growing bioscience industries, Iowa's long-term industry projections for 2012-2022 and Iowa Economic Development Authority (IEDA) Incentive Awards for 2013 and the first half of 2014.

<http://iwin.iwd.state.ia.us/pubs/pubs/iowaworkforceandtheeconomy.pdf>

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

<http://iwin.iwd.state.ia.us/pubs/statewide/statusofeconomy.pdf>

- c. *Iowa Wage Survey 2013* has been developed to provide customers with the most timely occupational wage data available. 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, the MSA's, 15 IWD regions, four Balance of State areas and counties.

<http://iwin.iwd.state.ia.us/iowa/ArticleReader?itemid=00004080>

- d. *Electrolux—A Study on the Effect of the U.S. Trade Adjustment Act on the Closure of Electrolux in Webster City, Iowa*. This study was undertaken at the request of one of Iowa Workforce Development's Division Managers to determine the extent to which funds from the Trade Adjustment Act benefited hundreds of former Electrolux workers. The study was intended to be shared with state legislators and various groups who had worked with these individuals. The study has not been made available on IWIN.

(The Electrolux Study is attached.)

4. Customer consultations. A *Labor Market Information Product Evaluation Form* was sent to two groups of customers via email—career counselors and economic developers. Customers were asked to respond to three different questions, which were slightly varied for each group. ***The following questions were asked of developers:***

- Are you familiar with labor market information products developed by Iowa Workforce Development?

Yes or No

If yes, please circle the ones you find most useful? **Industry Wages, Occupational Wages, Local Unemployment Rates, Industry Projections, Occupational Projections, Quarterly Employment and Wages, Laborshed Studies.** Please list any others.

- Describe to what extent you use labor market information?
- Do you have any suggestions for labor market information products/services that you would like to have developed?

Survey Results: Twenty-five developers received the product evaluation form. To date, responses have been received from nine developers. Based on these responses, Iowa's economic developers are familiar with our labor market information products, and make extensive use of the information. They share it with local businesses and use it when preparing business attraction and business retention proposals for businesses looking to locate or expand in their areas. They also provide the data to individuals who are thinking about re-locating to the area. One developer recommended that LMI provide a list of "shared services" providers that would include names, locations, company size, and NAICS code. Another developer suggested that we provide cost comparisons to locate in the area.

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The following questions were asked of career counselors:

- To what extent are you involved in career development?
- Are you familiar with career products developed by Iowa Workforce Development? **Yes or No**
If yes, please circle the ones that you find most useful—**Occupational Projections, Industry Projections, Occupational Wages, Hot Jobs, Green Jobs, STEM Jobs, Career and Education Outlook. Please list any others.**
- Do you have any suggestions for career-related products that you would like to have developed?

Survey Results: Nine survey forms were returned from career counselors; most work with students at the middle school and high school level. They mentioned their involvement with career planning, and some of them relied on Iowa's "i have a plan" web portal. Most of them were familiar with IWD's career-related products and the National Career Readiness Certificate that is being promoted as a part of the governor's Skilled Iowa Initiative.

The following suggestions were received for the development of career-related products:

- Provide brochures or career briefs that can be shared with students.
- Provide web-based career products that can be used with students.
- "A large portion of my curriculum was developed using the "I have a plan" Iowa web portal as a tool/resource within my lessons. As this resource is no longer available beginning next school year, I would love to have access to developmentally appropriate career planning resources. Examples of resources include: Holland's interest inventory, career cluster survey, work values sorter, user-friendly career research system, etc. I also have gone through a Soft Skills to Pay the Bills training with my previous employer, and loved the training. I am not sure how I get these resources implemented into my school, or if I have the ability to implement them."
- "It would fit in well if you had some online videos for job seeking advice, examples of how to complete online applications, as well as worker surveys that people have to complete when they apply for a job. Even entry-level applicants (fast food, grocery stores, etc.) need to complete them, and students sometimes do not understand why they ask what they do. They may answer randomly, which eliminates them as a potential hire. Examples of these applications could be put on a website that teachers could use as homework assignments, or use as a group activity in class. Students would be able to better understand why the employer is checking on their attitude about the job, and honesty/trust issues before hiring them."

At the end of PY 2013, a career labor market information survey was sent to the eight Area Education Association leads and to the Iowa Association of School Counselors. They agreed to forward the survey to school counselors.

Career Guides: On December 5, 2014 a meeting was held with Jessica Allen, the 7-12 school counselor with Collins-Maxwell Middle/High School, to review the career guide and ask for recommendations on creating a guide specifically for middle school students. The career guide was also sent to Baxter High School for review and comment.

5. Activities undertaken to meet customer needs.

- An economic analysis for IWD region 12 was provided to Diane Neri, IWORKS Manager Sioux City, on five separate occasions during PY 13: September 2013, November 2013, January 2014, March 2014 and May 2014. Diane presented this information to the Region 12 RWIB Board to keep them advised of current employment and unemployment trends, job growth, and the level of jobless benefits paid out in the region.
- In April 2014, the Bureau Chief prepared the *2012 Black and African American Demographic Analysis for Des Moines/West Des Moines, IA*. This information had been requested by the Education Brain Trust in Des Moines, IA. The Education Brain Trust is a grass-roots group working to stop the academic decline of African-American students, and to hold both schools and parents accountable for academic achievement, development of social skills, and ensuring students graduate equipped with skills to ensure maximum utilization of their human potential.

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- At the request of the Iowa Workforce Development Manager in Ottumwa, IA, a Career Guide was developed for IWD region 15, a ten-county area in southern Iowa. The publication used information from the 2010-2020 occupational projections for Region 15 to identify the occupations with the most annual openings that require education beyond high school.
- On two occasions, bureau staff assisted Mandy Mason of the HON Company in Muscatine, IA with an analysis of the applicant supply in the production-related occupations for Louisa, Muscatine and Scott counties in eastern Iowa. The agency's IWORKS system was used to compile this information.
- Bureau staff updated the labor force section of the *2013 Iowa Factbook*, a publication of the Iowa Legislative Services Agency (LSA). These updates are provided annually at the request of the LSA.
- Information was provided to several employers on Iowa's EEO-1 and EEO-4 occupations by sex, race and ethnicity. Data was also updated on the labor force by gender and minority group for the state, two metropolitan statistical areas, three IWD regions and nine counties.
- Bureau staff conducted an analysis of the Des Moines-West Des Moines MSA for a project being undertaken by the Waukee Community School District that will foster partnerships with local businesses in developing a pipeline talent.
- Staff assisted with the Iowa Gambling Impact Study for a private researcher. They compiled data on industry and occupational employment levels and wages for specific geographies.
- Staff assisted Northeast Iowa Community College with the annual occupational openings and the number of workers registered for work in these specific agricultural occupations. The data will be used in the planning process for creating an Agronomy degree program.
- During the year, the Bureau Chief was a member of the State Martin Luther King Planning Committee. The organization plans a celebration which includes a guest speaker, awards and entertainment each year to celebrate the legacy of Reverend Dr. Martin Luther King Jr.
- In August 2013, staff completed job description and wage research for the Winegard Company in Burlington, IA at the request of the human resources director.
- In October 2013, the Bureau Chief consulted with Laura Hudson of the Iowa Board of Nursing regarding the occupational outlook for various nursing careers.

6. New tools and resources

- a. *Career Guide for IWD Region 15*. This career guide was prepared at the request of Linda Rouse, the Workforce Development Manager at the Ottumwa IowaWORKS Center. This publication contains a variety of information about each occupation, including the employment change and total annual openings between 2010-20. Average entry-level and experienced wages are included for those occupations that have data available. Information about what is typically required to enter each occupation, such as education level, work experience and National Career Readiness Certificate level is also provided, as well as the common tasks associated with the occupation.
- b. *Occupational Profiles*. The profiles were prepared for 22 different occupations, highlighting various characteristics such as the occupation's projected employment, wages, skills and education.
- c. *Occupational Skills Development Guide by Cluster and Pathways*. This publication was prepared by bureau staff using the Occupational Information Network (O*Net) as the primary source. A career cluster code, a career pathway code and skills codes are provided for each occupation. Occupational titles are also color-coded to identify green jobs, STEM jobs and those occupations that fall into both categories.

7. Efforts to create and support partnerships and collaborations

- a. The Communications and Labor Market Information Division of Iowa Workforce Development is an affiliate of the State Data Center. During PY 2013, staff responded to numerous requests for census data that required accessing data from the Center. Census data is also used in publications and some presentations.

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- b. The Bureau Chief served as a member of the State of Iowa STEM Equity Team. She also provided STEM career information, which was used at the Capitol STEM Day.

8. Activities to leverage LMI-WI funding

The Regional Research and Analysis Bureau managed the Workforce Information Grant from July 21, 2013 to March 17, 2014. During this period, the Bureau received \$20,000 in funding from a total of \$80,000 received by Iowa Workforce Development from the Department of Labor's *Reemployment Connections Initiative*. This federal grant is an effort to better integrate the Unemployment Insurance program with the broader workforce system in order to improve the re-employment outcomes for Unemployment Insurance claimants and other job seekers. The funding received by the bureau was used to contract a Skilled Iowa Analysis with the University of Northern Iowa.

9. Recommendations to ETA for changes and improvements to WIGS

- a. Iowa would like to recommend that an additional funding stream be provided to assist states with information technology that would support the creation of publications. In addition, the funding stream would also be used to print career-related materials for educational institutions and others who have a need, but lack sufficient resources to do so on their own.
- b. A best practices document outlining tools and methodologies that have been successful in obtaining feedback from various customer groups on products and services would be helpful
- c. Information on successful strategies that other states have implemented to form effective collaborations with other agencies and organizations to leverage funds.
- d. Examples of fee-based products that other states have developed.
- e. Provide links to other states' annual economic reports and products.