

Workforce Information Core Products and Services Annual Performance Report

**PA Department of Labor and Industry
Center for Workforce Information & Analysis
Program Year July 1, 2007 – June 30, 2008**

Pennsylvania's economic future depends on a workforce able to compete in today's global economy. In order for the Commonwealth to be economically competitive and for our workers to acquire careers that pay family-sustaining wages, Pennsylvania is working to ensure that its workforce development system is efficient and is directing funding toward worker training that responds to employer and employee needs. A skilled and well-trained workforce can be achieved through an efficient, customized and focused workforce development system. The current administration's goals for ensuring Pennsylvania's success with its workforce development system focus on service to its clients, which include employers, job seekers, and workers.

A. Accomplishments

1. Workforce Information Database (formerly ALMIS)

The Center for Workforce Information & Analysis (CWIA) has, and will continue to, populate all designated core database tables and other tables not designated as core. CWIA also includes state data and, where available, data for regions and counties. CWIA is under contract to Geographic Solutions, Inc. and will continue to provide Internet access to the data through the address below. The Workforce Information database will continue to be updated.

<http://www.paworkstats.state.pa.us/analyzer/startanalyzer.asp>

2. Industry and Occupational Projections

Long-term (2006-2016) statewide industry and occupational projections were completed in June 2008, on schedule. Similar projections for Metropolitan Statistical Areas (MSAs) and Workforce Investment Areas (WIAs) will be completed in Fall 2008. For customer use, all long-term industry and occupational projections will be posted to CWIA's Web site as formal reports and within the Workforce Information (formerly ALMIS) database.

Pennsylvania's short-term (2007-2009) industry and occupational forecasts were completed in June and will be posted on CWIA's Web site. The deliverable file was submitted per the provided instructions.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=495>

3. Annual Economic Analysis Report

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 is the result of an examination of demographic, economic, and labor market developments unfolding in Pennsylvania. While this report contains an analysis of Pennsylvania's entire workforce composition, it also focuses on the future trends of the commonwealth's industries and occupations.

This report will be available on CWIA's Web site in the near future.

4. Products, Information, and Reports on the Internet

High Priority Occupations

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

CWIA developed the methodology for the HPO process and gathers data to produce the annual HPO list. The 2007 HPO list went into effect July 2007 and is located on the PA Workforce Web site. A draft version of the 2008 HPO list was provided for review in April 2008 and went into effect on July 1, 2008.

<http://www.paworkforce.state.pa.us/professionals/cwp/view.asp?a=467&q=152743>

Careers In Demand

These one-page fact-sheets are produced for each of Pennsylvania's HPOs. Similar to *Occupational Outlook Handbook* articles, they focus on the nature of the work and the skills and knowledge required to perform the job and provide basic labor market information, such as openings and wages. The one-pagers were originally completed in Summer 2006 and are currently being updated to reflect the 2008 HPO list.

<http://www.paworkforce.state.pa.us/jobseekers/cwp/view.asp?a=464&q=153233>

Industry Cluster Summaries

These one-page documents are based upon the nine Targeted Industry Clusters (TICs) and eight sub-clusters that have been identified at the state level. They include a brief trend analysis of employment in the region and list any HPOs associated with the cluster. They are aimed at customers with little knowledge of LMI or clusters. These summaries were started in September 2006 and released to the public in November of that same year. These summaries will be updated in 2008 to reflect the new TICs – 11 clusters and seven sub-clusters.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=462>

Local Industry Profiles

Developed upon the request of a local Workforce Investment Board (LWIB), these summaries look at specific industries in a given region at the 3-digit NAICS level. They are presented in a fashion that is meant to be usable by PA CareerLink (One-Stop) staff and other LMI novices.

Local industry profiles were first developed in early 2007 and are produced as needed upon customer request. To receive them, a customer must fill out an electronic order form via CWIA's Web site. The product(s) is then created using the most current data available and emailed to the customer within a week of the order.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=493>

Targeted Industry Cluster Summaries for Industry Partnerships

These four-page documents are based upon the state-defined Targeted Industry Clusters and can be produced for Pennsylvania or any WIA. They 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. These summaries are aimed at Industry Partnerships (IPs), or LWIBs supporting IPs, that are just forming or that are re-examining their current focus. TIC summaries were started in Fall 2007 and available upon request.

Career Posters

These colorful posters are aimed at spreading career awareness through high schools and middle schools. They are focused on the TICs while highlighting occupations within the cluster in a "career ladder" format.

The career posters format was finalized in February 2007, but the posters are updated annually with new projections and/or wage data. The posters are also ordered online and the customer has the option of adding his or her organization's logo to the poster. The finished product is mailed to the customer on a CD-Rom.

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

Career Guide

The *2007-08 Pennsylvania Career Guide* was completed in Fall 2007, as was the accompanying *Resource Guide*. Hard copies of both publications, along with a packet of occupational posters, were delivered during October 2007. All documents were posted to CWIA's Web site in late 2007.

Work on the *2008-09 Career Guide* started in February 2008 while work on the *Resource Guide* started in May 2008. Again, delivery of both publications is targeted for October 2008.

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

Workforce Choices

CWIA, in cooperation with LWIBs and state workforce development partners, has developed a series of occupational analysis reports for each of Pennsylvania's TICs. These reports focus on the 2006 HPOs within each cluster and provide updated information to the previously released TIC publication.

The first of these reports was finalized in Summer 2007 and will be posted to the PA Workforce and PA WorkStats Web sites in Summer 2008. Subsequent cluster reports will be released as they are completed.

5. Partner and consult on a continuing basis with Workforce Investment Boards (WIB).

State WIB

CWIA typically works closely with the Pennsylvania Workforce Investment Board (PA WIB) throughout the year. From July 2007 through June 2008, the Center partnered with them through the state youth council, the Pennsylvania Center for Health Careers (PA CHC), and the regional IPs by providing/compiling surveys and performance measures for evaluating their training successes.

Statewide Industry Clusters

A work group was formed that included LWIBs, state workforce development agencies and CWIA staff to review the current TICs to determine if revisions or additions are needed. The group defined an Energy cluster for the state, modified existing TIC definitions and identified "ancillary" industries for each TIC. Each cluster is mutually exclusive – a NAICS code can only appear in one cluster – but to convey the entire picture of all industries important to a cluster, "ancillary" or supplemental industries were identified for each TIC, starting with Energy.

Industry Partnership Meetings and Support

CWIA has developed strong working relationships with many of the state's LWIBs, who also play a key role in IPs across the state. In the 2007-2008 year, individuals from CWIA attended several regional and statewide IP meetings. CWIA's role has been to provide workforce information, facilitate discussions and presentations, and be on-hand to explain data to the IP participants. Also, CWIA has provided much of the data IPs need to apply for their annual grants.

CIP-SOC Crosswalk

In conjunction with LWIBs and the PA Department of Education (PDE), CWIA has revised and continues to modify the national CIP-SOC crosswalk. This process, started in 2005, was done to keep current with growing industries, and to ensure that educational programs that provide skills and abilities related to HPOs receive the necessary funding. The dynamic crosswalk is periodically reviewed and adjustments made based on input from LWIBs, PDE and CWIA. The most current update was released in December 2007.

Reemployment Assessment Reports

Reemployment assessment reports are commonly used to evaluate job prospects for individuals impacted by major layoffs or plant closings. These reports are produced upon request or, when possible, in anticipation of such events. On average, 5-6 reports per year are requested.

Local Industry Profiles/Clusters

The local industry profiles were created through a need to inform the less-LMI-savvy what was happening in the regional economy. Along with products, CWIA also supports the defining of local industry clusters and producing relevant information on them. Although not recognized by the state as "targeted," CWIA assisted the South Central WIB in defining a "Hospitality Cluster" in October 2007.

6. Conduct Special Studies and Economic Analysis

Analysis of the Pennsylvania Minimum Wage Increases in 2007

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 2006 and 2007 to determine the impact of the minimum wage increases on Pennsylvania workers, businesses and economy.

http://www.dli.state.pa.us/landi/lib/landi/pdf/bllic/min_wage_analysis.pdf

Strategic Early Notice Database

The Strategic Early Notice Database identifies probable companies of importance in a Workforce Investment Area. 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.

Supply/Demand Analysis Reports

In support of the Pennsylvania Center for Health Careers (PA CHC), CWIA staff have provided current statewide and regional occupational employment data to update the following 2005 publications: *Registered Nurse Workforce in Pennsylvania Supply and Demand Report* and *Licensed Practical Nurse Workforce in Pennsylvania Supply and Demand Report*. Both reports previously examined the nursing supply/demand situation in 2010 for the commonwealth and designated health districts and all WIAs. In early 2008, the PA CHC and CWIA analyzed the shortage in 2014. In Fall 2008, these reports will be updated again to include an outlook for 2016.

Allied Health Occupations

Also in support of Pennsylvania Center for Health Careers, CWIA participated on an allied health sub-group to look at potential strategies to identify and alleviate workforce issues throughout allied health occupations. CWIA provided detailed occupational employment and wage information for allied health occupations, explained how to use and interpret the information, participated in workgroup discussions, and reviewed an initial report produced by the work group. Extensive supply/demand analysis and skills analysis will most likely be required as this group moves forward.

Careers Database (In development)

The Careers database uses the Occupational Information Network's (O*NET) occupation specific Detailed Work Activities and Tools and Technologies data to create for each Standard Occupational Classification (SOC) its related occupations, career ladder and lattice, a list of work activities with required tools and technologies (if applicable) and key knowledge areas with the occupation's associated education requirements, wage, and employment projection. In addition, users can find occupations based on a knowledge area of interest or expertise. Work Activities are types of job behaviors in the workplace for a given occupation. Tools and Technologies are machines, equipment, tools, and information technologies workers may use for optimal functioning in the workplace. Knowledge Areas are key educational and experience requirements for an occupation. A related occupation shares many of the same work activities with the occupation of interest and or uses many of the same tools and technologies. A career ladder is a list of occupations, sharing many of the same work activities with the occupation of interest, and or using the same tools and technologies, ranked by education or salary. A career lattice is a list of occupations, sharing many of the same work activities with the occupation of interest, and or using the same tools and technologies at the same education level. The database is useful for career planning and information at any level.

LED Database (In continued development)

This Microsoft Access database contains LED data by state, workforce investment area and county. 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.

Workforce Investment for Regional Economic Development (WIRED)

The Center provides general labor market information support to the two WIRED regions in Pennsylvania - Wall Street West in the northeastern portion of Pennsylvania and the Delaware Valley Innovation Network (DVIN) in southeast Pennsylvania. Extensive information has provided to DVIN for the base line employment model for its Life Sciences initiative. This included industry and occupational employment projections, current employment levels using the Quarterly Census of Employment and Wages, occupational wages, and a statewide staffing pattern for selected industries so that DVIN could identify the occupations within their cluster of industries. The Center has also been asked to collect data to measure the outcomes of the WIRED programs initiatives. Discussions to begin data collection will take place in the near future to then allow for outcome measurements.

B. Customer Consultation

Customer Response Team

CWIA's Customer Response Team deals with customer requests every day. They are responsible for handling issues relating to products, obtaining information through the Web site, and overall accessibility of data. They are capable of tracking common requests and trends, which lead to the alteration of the Web site and creation of new products.

Surveys

Satisfaction surveys are used throughout the year to collect information regarding the PA WorkStats Web site as well as the *Career Guide*, *Resource Guide*, and occupational posters. These surveys are transmitted to the customer both electronically and in hard copy format.

LWIB Meetings

From July 2007 through January 2008, CWIA made an attempt to visit with each WIA and have a sit-down consultation with the LWIB staff. This was to query about our past customer service, determine any needs not currently being fulfilled, and to market new products and services.

Starting in Spring 2008, CWIA began inviting LWIB staff to our offices to discuss current projects and to provide updates on LWIB activity for the purpose of determining if there were any additional services CWIA could be providing. These meetings allowed more CWIA staff to gain an understanding of what our LWIBs did and what information and/or products would be beneficial to them.

Focus Groups

Through a local Career Education Partnership, focus groups were held with educators in Spring 2008 to discuss the design, content, and distribution of the annual *Pennsylvania Career Guide* and *Pennsylvania Resource Guide* publications. Along with constructive criticism, these events provided ample brainstorming and a morale boost to the staff members working on the project when they learned how much the product is appreciated.

High Priority Occupation Information Sessions

In Spring 2008, CWIA attended various conferences and LWIB meetings to discuss and explain the petitioning process that exists for identifying local workforce needs that do not meet the standard HPO criteria. These sessions allow CWIA to get a better understanding of what is happening in a particular WIA and provides another opportunity to work closely with the LWIBs.

General HPO informational sessions are conducted throughout the year as requested. CWIA gave HPO presentations at many educational conferences and workforce development symposia in 2007 and 2008.

Conferences/Symposia

Through conferences and symposia attendance throughout the year, CWIA's Outreach and Training group is able to work with its customers in a more casual atmosphere. The absence of a formal meeting or presentation often allows the more timid customers the chance to express their concerns and needs openly. Attending to these needs often generates more customer loyalty due the personal nature under which the request was made.

C. Recommendations for Improvements or Changes to the Deliverables

Short-term Projections

Suggest eliminating short-term projections as a deliverable based on limited use of or interest in the product.

Workforce Development Policy

Many of CWIA services are by-products of workforce development policy in Pennsylvania. Publications, reports, training and formal presentations are the result of information mandates put on local workforce development customers. This may include information to qualify training programs to align to high priority occupations, data to support the development of industry partnerships or information to determine workforce needs for new investments in industry. Development of processes to support these policies often lead to customized products for our local customers implementing workforce strategies in their regions.

Attachment

**Statement of Work Certification
State Workforce Information Grant**

The State of Pennsylvania certifies that it has accomplished grant deliverables 1 through 6 specified in Attachment III of the Workforce Information Core Products and Services Grant Application Instructions for Program Year 2006.

State Workforce Agency
Administrator

Date

State Workforce Investment Board
Chair

Date