

**STATE OF ALABAMA
DEPARTMENT OF INDUSTRIAL RELATIONS
LABOR MARKET INFORMATION DIVISION**

WORKFORCE INFORMATION GRANT REPORT PY 2011-2012

The Alabama Department of Industrial Relations, Labor Market Information (LMI) Division makes every effort to make use of the established methodologies provided by the U.S. Department of Labor, Bureau of Labor Statistics and Employment and Training Administration in a cost-effective, yet superior manner to collaboratively fulfill responsibilities as the Alabama's official statistical data collection and analysis experts for the Alabama Workforce Investment System. Customers of Labor Market Information have had access to quality information, data and resources to help with better informed decision making measures at the local, regional and state levels.

In 2009 President Obama announced the American Recovery and Reinvestment Act (ARRA), which offered funding for research and job training in areas of renewable energy, alternative fuels, and environmental protection. In August of 2009, the Alabama Department of Industrial Relations, Labor Market Information submitted a proposal to apply for the ARRA LMI Improvement Grant, to do an analysis of the presence of a green economy in the state and provide an outlook for the future in this area. This survey was conducted between September and November of 2009, using One Stop Grant funds. In December of 2009, the Alabama Labor Market Information Division was awarded the ARRA LMI Improvement Grant. In April of 2011, LMI received a no cost extension through December of 2011 to complete the deliverables of this grant. The LMI division satisfied all requirements of the grant deliverables by the approved extended deadline date. Subsequently, the LMI team categorized occupations which were easily transferable to green jobs; identified skills gaps that would require additional training for job seekers to obtain positions in environmental sustainable occupations; developed a green jobs website portal for employers to find workers that possess the knowledge, skills and abilities to achieve gainful employment in environmental sustainable occupations and job seekers looking for green jobs; established a list of green-related degree, certification and training programs provided in our state; and, completed 2008 to 2018 estimated and projected green jobs report resultant from the green survey results. Additionally, we partnered with the Center for Business and Economic Research (CBER), University of Alabama to ascertain characteristics of employers and workers in green occupations. The characteristics reported include type of businesses that require environmental sustainable knowledge and skill sets, size of green businesses based on number of employees and benefits offered by these employers (e.g., medical and dental insurance, life insurance, long- and short-term disability, etc.).

During PY 2011, Alabama LMI continued to work closely with state and local education, workforce development boards, economic development agencies and Alabama businesses to provide them with information that will enhance their goals of bringing new industries into the state, developing education and training alternatives for job seekers and creating sustainable jobs for the people of Alabama. LMI has collaborated throughout the program year with Career Technical Education, Rehabilitation Services, Postsecondary Education, Youth Services, Career Centers and others career personnel statewide to present to them the vast amount of data available through the LMI division. The division continues to strengthen its partnerships with economic and workforce development agencies in attracting new industries to our state by providing specialized reports that can assist businesses in their decisions to migrate to Alabama. LMI persists in its efforts to extend partnering opportunities with The Alabama

Commission on Higher Education and the Alabama Department of Education to share data and provide students who enter the workplace after training a broader vision. Our goal is to continue to reach out to these agencies to develop a stronger relationship in the upcoming program year.

Federal grant funds have been used for the delivery of products and services as part of the state's workforce information system. Enhancement of products and services above and beyond those discussed in this report has incorporated other partner funds.

ACCOMPLISHMENTS

1) Populated the Workforce Information Database with state and local data.

A) Outcomes for this objective

The Workforce Information Database (WID) version 2.4 was used, Core ALMIS tables were populated according to Consortium guidelines and database content have been maintained and updated to reflect the most current AL publications and data releases. Also, crosswalks to associated database have been maintained as updates have been available. In this specific program year, new releases of census data from the decennial census had to be updated to the WID, along with crosswalks to include new industries that were added by the Department of Labor, Bureau of Labor Statistics. LMI staff participated in all available training opportunities, both in person and through webinars and conference calls to stay abreast of additional information which needed updated to the database, and changes made to the system.

B) Extent to which activities conformed to schedule

The WID was maintained and populated as planned with no variance from anticipated milestones. There has been new staff assigned to populating the WID database, so there have been some adjustments while the new staff is learning while updating the database.

C) Aggregated expenditures and variance

There was no significant variance from the original estimated aggregate expenditures.

2) Produced and disseminated industry and occupational projections.

A) Outcomes for this objective

Short-term industry and occupational statewide projections for 2011-2013 were completed by June 30, 2012. These were delivered to Projections Managing Partnership on June 30, 2012 for national publication, and were made available in the Labor Market Information (LMI) division in August 2012. During analysis of the final outputs, analysts found some errors in the data, and consequently fixed these problems. The division made the decision to resubmit the corrected file for consistency with the state's publications. As a result, the LMI division sent an amended copy of the original short-term statewide projections to the Projections Managing Partnership on August 21, 2012.

Due to the national projections being available later than the scheduled date, states received a deadline extension for the long-term projections to be submitted to the Projections Managing Partnership. The original

deadline of June 30, 2012 was extended to August 30, 2012. The Alabama Long Term 2010-2020 Occupational Projections were delivered to the Projections Managing Partnership on August 20, 2012. In Alabama, regional projections are developed concurrently with statewide long term projections to ensure accurate checks and balances of regional and state totals. Furthermore, a majority of users of this information are more interested in local projections than statewide data, since local areas vary throughout the state. As a result, once Alabama has finalized all state and regional occupational projection data, and also produced all publications for distribution to stakeholders, the state will submit the 2010-2020 Workforce Development Region Projections data to the Projections Managing Partnership, well ahead of the scheduled delivery deadline of June 30, 2013.

Labor Market Information (LMI) products are available on our website in electronic format, and hard copies are provided at conferences and seminars where the LMI team has the opportunity to display its materials. Additionally, hard copies of publications are printed for customers with specific requests for information to be mailed. During the program year, the LMI staff regularly announces all new publications and information available to all schools, colleges, libraries, and others through the LMI website, email, Facebook and meetings and conferences attended. To reach additional customers by electronic media, we implemented a new notification process of upcoming events, information and publications available by posting current events on the Alabama Department of Industrial Relations Facebook page. Staff has participated in all Long-Term Projections training opportunities offered by the Projections Workgroup and Managing Partnership. During this program year the staff met with the Projections Managing Partnership team that was developing new software for Projections. The Alabama LMI staff participated in beta testing for the Occupational Projections module of the software, and also the help documentation for the long term industry projections software. Furthermore, all webinar updates and training events were attended by several members of the LMI staff to ensure that the most current information was available to all staff involved in working on all aspects of industry and occupational projections.

B) Extent to which activities conformed to schedule

Short-Term Projections for 2011-2013 were sent to the Projections Managing Partnership by the end of the program year with an amended copy submitted in August 2012 due to errors found in data. Because of the importance of this information for career planning and for economic development in the state, the LMI staff thought it necessary to do a careful analysis of the Statewide Short-Term Projections to ensure the validity and accuracy of the data published. This extensive analysis forced the division to resubmit a new Statewide Short-Term Projections file to the Projections Managing Partnership, and the WID. Statewide Occupational Projections for the period of 2010-2020 were sent to the Projections Managing Partnership on August 20, 2012, several days before the deadline of August 30, 2012. The LMI division makes it a practice to complete Statewide and Regional Projections concurrently, to ensure that the regional data correctly sums to the statewide totals. The Regional Projections for 2010-2020 are expected to be completed well ahead of the Grant deliverable deadline of June 30, 2013.

C) Expenditures and variance

There was no significant variance from the original estimated aggregate expenditures.

3) Publish economic analyses, special workforce information and economic studies

A) Outcomes for this objective

In October, 2007 the Alabama Department of Industrial Relations, Labor Market Information Division, along with several other public and private partners, such as The Alabama Department of Economic and Community Affairs, Alabama Department of Postsecondary Education, Alabama Industrial Development Training, Alabama Power, and the Alabama Office of Workforce Development, reinstated its partnership with the University of Alabama, Center for Business and Economic Research (CBER) to produce an updated State of the Workforce Report to include the statewide, the ten workforce development planning regions, and the two separate WIA regions of Jefferson and Mobile counties. This report includes current survey results on underemployment in the state to complement the demographic, economic, and labor market information available in the report. The Labor Market Information (LMI) division provided a large amount of data to make this report possible. The report includes labor force data, commuting patterns, industry data, occupational data, and wage data, skills projections information, etc., all analyzed and provided to CBER by the LMI division. Specifically, the report includes labor force data, workforce by age group, derived from the Longitudinal Employer-Household Dynamics Program, commuting patterns, combination of decennial census data and the On The Map application of the Longitudinal Employer-Household Dynamics Program, Industry data, combination of Labor Market Information Division data and the Longitudinal Employer-Household Dynamics Program, Occupational Projections, and Skills Projections, developed by the Labor Market Information Division. The analysis of the report will be summed up in basic points and recommendations for moving the economy in a positive direction in the coming years.

The very first report prepared by CBER was published in December of 2005. At that time, DIR's LMI division did not provide funding for this report, but did provide the bulk of the data used in this report. The second report published by CBER in November, 2006, was partly funded by DIR's LMI division through the One-Stop LMI grant to meet the deliverables for an economic analysis report for the governor, even though the report did not list our agency on the cover as a partner. The report did include the LMI division on its acknowledgement page. Again, a majority of the data published in the report was provided to CBER by the Alabama LMI office. The next report was published September 2008, and another was published in October of 2009. Both of the latest reports clearly display DIR on the cover as a partner in the publications.

These reports were made available to all partner agencies for review and analysis. They were displayed on the Alabama Workforce Development website. The Alabama LMI Division also posted a link to the publications on its website under the Workforce Development tab. Currently, on the LMI website there is a copy of the latest report, published in June of 2011, at www.labor.alabama.gov/lmi under the workforce development link, with the title, "2010 Alabama State of the Workforce Report." Furthermore, this report was made available to the Governor's Office of the State of Alabama for their review and analysis. With every new release of this particular report, CBER and LMI staff make every effort to partner with the Governor's Office of Workforce Development, the Alabama Department of Commerce, and the State and Regional Workforce Boards to present the highlights of this report as it relates to respective regions of the state, and also to introduce new LMI products that have been developed since the last meeting which can assist stakeholders in making well informed decisions about training and career development based on statistically sound data. In this particular program year, CBER and LMI staff presented to 6 of the 10 regional boards.

LMI has completed meeting the grant requirements established by the ARRA Labor Market Improvement Grant provisions with the objective to research the presence of environmental sustainable activities and its economic impact on Alabama's workforce. The deadline for this grant was May 30, 2011, but the state was

granted an extension through December 2011 to complete the project. The division has accomplished a great deal during the extended period to meet all deliverables to include finishing the green jobs skills analysis, estimations and projections and the implementation of the green website portal during this program year. Through all this research the unit put together a comprehensive report of all its findings in the Alabama Green Report found at <http://www2.labor.alabama.gov/workforcedev/AL%20Green%20Report.pdf> . We also partnered to create a green jobs portal called Green Jobs In Alabama, which allows job seekers to search for open jobs that are either producing green products or services or working toward energy efficiency in some manner, by using keywords in job descriptions to find these openings. This website is located at www.greenjobsinalabama.com/ .

Through the money received from the ARRA LMI Improvement Grant, the LMI Division also partnered with CBER to conduct an Employer Benefits Survey. This survey was intended to not only provide information about employer benefit packages and costs, but to analyze the possible differences in employers that conduct green business activities as opposed to those that do not. As a result, two separate reports were published; The 2011 Alabama Benefits survey found at <http://www2.labor.alabama.gov/workforcedev/RevisedBenefit.pdf> , and the 2011 Green Benefits Survey, published in October of 2011, and is available on our website at [http://www2.labor.alabama.gov/workforcedev/Green Alabama%20Benefits%20Survey%202011%20FINAL%20REPORT.pdf](http://www2.labor.alabama.gov/workforcedev/Green%20Alabama%20Benefits%20Survey%202011%20FINAL%20REPORT.pdf) .

In addition, the LMI unit has realized the importance of commuting pattern information to the Economic Development community. With the new version of the On The Map Software, released in December of 2010, the division quickly began taking advantage of the excellent information provided through this software. As of June of 2012, Alabama Commuting Pattern Reports have been published by Workforce Development Regions, metropolitan areas, counties and cities within the state. They are posted on our website, and downloadable in pdf format. They are available at <http://www2.labor.alabama.gov/workforcedev/Commuting%20Patterns%20Pres/Default.aspx> .

The Business Employment Dynamics (BED) Newsletters continued to be updated on a quarterly basis, and posted on the LMI website at <http://www2.labor.alabama.gov/workforcedev/BEDPR.pdf> . The division also added thematic maps displaying quarterly workforce indicators (QWI) from the Local Employment Dynamics (LED) data for every indicator. A set of QWI maps were developed for the state covering all industries, and for the following specific industries: Manufacturing; Healthcare; Construction; and, Professional, Scientific and Technical Services. These maps can be found using the following link: <http://www2.labor.alabama.gov/workforcedev/QWI/Default.aspx> .

Another report the LMI Division continues to update is the Alabama Older Workers Reports, "The Geographic Distribution and Characteristics of Older Workers in Alabama." This is a useful report for planners, chambers of commerce, industry, and workforce development regional boards. The original report was developed by the Census Bureau through the Local Employer Household Dynamics Program using various quarterly workforce indicators back in 2004. Since that original report was done, the Alabama LMI Division has updated this report every year. Presently the 2004, 2007, 2008, and 2009 data reports are available on the LMI website under the title of "Census Older Worker Report." You can find the most recent report on our website at <http://www2.labor.alabama.gov/workforcedev/OlderWorker2009.pdf> .

The Alabama Licensed Occupations Guide was also updated with the most current information from licensing agencies both from state and national licensing agencies. This publication is updated on a biennial basis as well as the Career Exploration Guide, which will be updated during PY 2012-2013. The New Licensed Occupations Guide is available on the website at <http://www2.labor.alabama.gov/WorkforceDev/LOG/LOG.pdf> .

B) Extent to which activities conformed to schedule

Due to the schedule of the Center for Business and Economic Research, and the involvement of updating the Underemployment Survey for the State and regions, the delivery schedule for the State of the Workforce reports did not always align with the program years of the One Stop Grant. CBER strives to provide the latest occupational projections and wage data, and because the industry and occupational projections require so much time to complete, the LMI division often does not complete them until the deadline for the end of the program year. As a result, when the division provided CBER with the projections information, they would in turn need another couple of months to update the report and get it published for all the areas. As soon as CBER has a new report, they immediately send the LMI division all the files, and allow the division to publish them and make them available to our customers.

As stated above, the deliverables for the ARRA LMI Improvement Grant were completed by the extended deadline date of December 31, 2011.

The Older Worker Report and BED reports were completed on schedule, and updated reports will continue to be produced throughout the next year. Additionally, the Licensed Occupations Guide was updated and published on schedule for this program year.

C) Expenditures and variance

The Alabama Department of Industrial Relations, Labor Market Information Division contracted to spend \$50,000 during this program year to partner in the development of this report to meet the grant guidelines for an annual economic analysis report for the governor and state workforce development board. The last State of the Workforce Report was published June of 2011. It is expected that during the spring of 2013 a new report will be published, along with an extensive analysis of underemployment in a separate new report. The LMI Division has offered to fund the extensive analysis of the underemployment trend in Alabama over the last 5 years that the survey has been conducted. For the next two program years, the LMI division will expend funding to complete two new reports on underemployment. As soon as a new report is published, the LMI division will make it available on the website, and send a copy to the Governor, all the Workforce Development Regional Boards, and also to the ETA Regional Office for review and analysis.

4) Post products, information, and reports on the Internet

A) Outcomes for this objective

An internet link to the ACINet homepage was maintained as part of Alabama's information delivery. Supplemental wage information was continuously published online as it was released.

As a response to a meeting with Human Resource Managers from companies around the state, the wage data that was released in May 2012 continues to be updated and published by major industry sector, statewide, balance of state (BOS) and metropolitan areas along with the other information we usually publish. This information is available at <http://www2.labor.alabama.gov/OES/Wage/default.aspx>.

Career videos continue to be available online and distributed on CD as requested by customers. The website link is <http://www2.labor.alabama.gov/video/>.

Commuting pattern reports were developed for each county in the state, and for every workforce development region, metropolitan area and cities in the state. The website link is <http://www2.labor.alabama.gov/workforcedev/Commuting%20Patterns%20Pres/Default.aspx>.

LED Quarterly Workforce Indicators and Mapping data continue to be updated in partnership with the U.S. Census Bureau, and used in reports to respond to information requests. Using the Quarterly Workforce Indicators, the division produced thematic maps showing the difference in county distribution for each of these indicators. Maps were produced for the major workforce indicators across all industries, and detailed industries such as manufacturing, healthcare, construction and professional, scientific and technical services. Currently the maps that are available begin with 2010 qtr. 2 and go through 2011 qtr. 1. The intention of the LMI division is to develop a time series of these maps to allow users to see the trends for their areas based on various indicators. The website link is <http://www2.labor.alabama.gov/workforcedev/QWI/Default.aspx>.

The High Tech in Alabama Report updated last program year is available on the website at <http://www2.labor.alabama.gov/workforcedev/High%20Tech%20in%20Alabama%20Report%202011.pdf>.

The Presidents High Growth Job Initiative Posters were updated with the most current wage information. In addition the Industry Cluster Maps which are connected to the Posters are available on the website in a new location. In order to ensure that users understand the connection between the two, the LMI division placed the two on the same page. Users can now see a connection between the two, for they can see that there is a job journey poster and a matching industry cluster poster for every selected industry. This information can be found at <http://www2.labor.alabama.gov/workforcedev/MapsandPosters/Default.aspx>.

The 2010 Alabama State of the Workforce Report and all of the reports for the Workforce Development Regions are also available on the website <http://www2.labor.alabama.gov/workforcedev/WorkforceReports/Default.aspx>.

The division also continues to update its Comprehensive interactive LMI System ACLMIS. The website link is <https://www.alabamavlmi.com/>.

In addition to internet availability, these products have been distributed in training opportunities, emailed to customers in pdf formats, and mailed in hard copies where possible. The LMI Division makes certain that every report that is put on the website has some capability to be downloaded by its users, whether in a pdf format or in an excel spreadsheet for analysis.

One of the most exciting accomplishments for the LMI division during the PY 2011-2012 program year was LMI training that was conducted in May of 2012. Through partnership with the Labor Market Information Training

Institute, the division had the opportunity to contract with expert trainers from the institute who had vast experience conducting various areas of LMI training. The last time Alabama had conducted LMI training was over 5 years ago, and has made it a priority to increase the availability of training to all customers throughout the state. Through the information learned from the last training sessions, the LMI leadership made the decision to conduct only 1-day training to familiarize customers with various LMI resources, both statewide and nationally. Additionally, there were two separate 1-day training agendas directed to different customer groups; first training directed to those customers interested more in career and occupational information, and the next training directed to customers who desire more information on industries. Another change from the training conducted in the past was to provide the training in two separate locations in the state; Montgomery and Birmingham. The training was very successful with over **83** attendees, and **20** attendees of which participated in both training sessions, which was unexpected but insightful to understand the amount of interest in both areas of focus.

B) Extent to which activities conformed to schedule

Alabama statewide long-term occupational projections have not yet been posted on the Alabama LMI website, due to the state's methodology of releasing both statewide and regional projections simultaneously. The statewide projections data was transmitted to the national projections managing partnership for publication on the ACINET and other national sites, but has not yet been placed on the Alabama LMI website. The estimation for these to be placed on the Alabama site is the end of October 2012.

The LMI Division had originally planned to conduct the LMI training earlier in the year, but various issues pushed it back to near the end of May 2012. Through attendees' feedback, the division realized it would have been more widely attended had we done it earlier in the year as we originally planned. As a result, we plan on changing the time of year we conduct training in the future.

C) Expenditures and variance

In order to have the LMI Institute conduct training for our state, we obtained a state membership with the institute, plus we established an extended contract with them to conduct our training sessions. We plan on maintaining this membership to allow us to gain access to all of the resources and training opportunities provided by the Institute. Furthermore, the state membership provides discounts to states for LMI staff training events that are held throughout the year.

5) Partner and consult with workforce investment boards.

A) Outcomes for this objective

The Labor Market Information Division has worked closely with Workforce Development statewide and regionally to provide data that is vital to presenting well informed comprehensive plans for enhancing training and developing industry both regionally and statewide. LMI has presented at statewide workforce development meetings, regional workforce planning meetings, and even city workforce planning meetings. LMI staff has also begun to be involved in planning consortiums with the Alabama Commission on Higher Education and the Alabama Department of Education to explore the benefits of combining data to not only improve the potential supply of workers data, but also to explore means of determining whether students who graduate from specified training actually work in the field they received degrees in. The division has

begun working with the Birmingham Business Alliance, providing them with data that assists them in planning for the Birmingham Metropolitan Area.

Workforce Development continues to focus improvement efforts in the areas of supply gaps, training issues, and high wage, high demand occupations and industries. The LMI division supports these measures by providing information on high demand occupations that require an associate degree and under, statewide and regional commuting patterns and detailed educational and training data by occupation and/or industry. The division has also developed commuting pattern reports statewide and for workforce development regions to stress the fact that workers commute many miles for jobs with competitive wages. These commuting patterns also show that many people commute in from adjoining states to work for employers in Alabama. Statewide maps were also produced showing the locations of industry clusters across the state, one map for each of the President's High Growth Job Training Initiative industries. These assist economic developers in attracting new industry to the state. Current program data is regularly analyzed using GIS, administrative records and other data mining sources to bring greater depth to LMI informational materials. Continuation of LED program (cooperative program with U.S. Census Bureau) and Quarterly updates to LED are ongoing. The LED Mapping application version 7.0 is due to be made available in December of 2012, and will provide additional analysis options and include data for 2011. LED reports also make information available on workers by age and stratification within industry. Industry and occupational analysis of workforce advisory areas and exploration continue as data becomes available.

The division has worked also to form a closer relationship with the SHRM groups by obtaining a membership to the local SHRM association group, and attending meetings on a monthly basis. This allows LMI staff to learn more about the challenges faced by the human resource staff, and get ideas on how LMI data can assist them with their jobs. It also allows LMI staff to establish relationships that can further the goal of providing any assistance necessary to human resource staff to respond to surveys conducted by the LMI division and partner groups.

B) Extent to which activities conformed to schedule

Activities of this nature are based on the cooperation of the Governor's Office of Workforce Office and the Workforce Development Regional Boards within the state. LMI strives to present updated information to all workforce boards on at least an annual basis. This program year, due to scheduling issues between the partners, LMI only presented to 7 of the 10 workforce regional boards. Presentations were given to 2 additional regional boards in the summer of 2012, after the end of the program year. Finally, two regional meetings are yet to be scheduled by the Workforce Development Office and the Regional Boards.

C) Expenditures and variance

The WIA unit supervisor gained membership to the local SHRM association which required an annual fee. The division plans to maintain this membership on an annual basis in order to accomplish the goals outlined above.

Consultation and Customer Satisfaction Assessment

Customer consultation and satisfaction in Alabama have continued to be evaluated using employer groups, workforce investment partner reviews, customer satisfaction surveys, requests for publications, training events, and anecdotal information received from customers. LMI staff in Alabama will continue during the coming program year to extend the public's knowledge of labor market information and its benefits to the workforce and economy of the state.

There was continued interest in information and training provided by the Labor Market Information Division. Customers asked for speakers and/or trainers at respective conferences and meetings. LMI staff conducted training at high schools, employer meetings, economic development meetings, career technical education training, and industry association meetings. Information requests came from a wide range of customers such as workforce development, researchers, economic developers, employers, secondary education, postsecondary education, etc. During PY 2011, LMI staff answered over two hundred requests for information made by phone, fax and email. Many of these phone calls involved technical assistance and customer service with online callers looking for reports, data, and asking for navigational directions of our online resources.

In PY 2011-2012, the division began to develop a new method of compiling data from customer satisfaction surveys distributed at meetings where LMI has presented information. The table listed below lists the presentations that the LMI staff facilitated product description and the overall customer satisfaction scores for each meeting.

Date of Presentation	Topic	Type of Product	Overall Score (%)	Number of Responses
6/28/2011	Labor Market Trends	Labor Market	90.8	26
8/29/2011	Career Choices	Career	99.1	30
9/15/2011	Student Career Exploration	Career	100.0	14
12/7/2011	Navigating Career Exploration - 1	Career	97.3	18
12/7/2011	Navigating Career Exploration - 2	Career	99.2	15
12/7/2011	Navigating Career Exploration - 3	Career	95.1	16
1/27/2012	Career Planning	Career	99.5	19
2/21/2012	Navigating Career Exploration - 1	Career	98.1	13
2/22/2012	Navigating Career Exploration - 2	Career	98.1	27
2/23/2012	Navigating Career Exploration - 3	Career	99.0	6
4/10/2012	Region 5, New LMI Products	Labor Market and Economy	92.2	12
5/21/2012	Workforce Development LMI Training	Labor Market	88.3	26
5/22/2012	Economic Development LMI Training	Economy	97.0	19
5/23/2012	Workforce Development LMI Training	Labor Market	90.7	23
5/24/2012	Economic Development LMI Training	Economy	97.0	15
			96.1	279

During PY 2011 the LMI staff attended various meetings to become more knowledgeable in labor market trends in the areas and to gain information to assist us to provide better information to our users. We also gave several presentations to different groups, such as adult education, Workforce Development, Rehab, and others. Finally we participated in some planning consortiums. The following outlines the majority of the meetings that we attended during the year:

Consortium Participation

Served on the Department of Youth Services District 210 Committee and Career Technical Advisory Council. Attended meetings every other month.

SHRM Association participation

Began attending monthly lunch SHRM meetings in April, 2012.

LMI Training Events

- Workforce Development LMI Training, Birmingham, AL May 21, 2012, 26 attendees
- Economic Development LMI Training, Birmingham, AL May 22, 2012, 19 attendees
- Workforce Development LMI Training, Montgomery, AL May 23, 2012, 23 attendees
- Economic Development LMI Training, Montgomery, AL May 24, 2012, 15 attendees

Meetings Attended

- DYS Advisory Council Meeting, Montgomery, AL
- ADECA Meeting, Montgomery, AL
- BLS Green Webinar

Meetings Where LMI made Presentations

- Economic Development Outlook Conference, Montgomery, AL
- Annual Alabama Career Development Center Conference, Gardendale, AL, 55 attendees
- Region 2 Workforce Development Meeting, Huntsville, AL, 35 attendees
- Region 3 Workforce Development Meeting, Tuscaloosa, AL, 40 attendees
- Region 5 Workforce Development Meeting, Gadsden, AL, 40 attendees
- Region 9 Workforce Development Meeting, Mobile, AL, 30 attendees
- Region 6 Workforce Development Meeting, Demopolis, AL, 35 attendees
- Region 7 Workforce Development Meeting, Montgomery, AL, 40 attendees
- Region 10 Workforce Development Meeting, Dothan, AL, 35 attendees
- Labor Market Trends, Montgomery, AL, 30 attendees
- Career Choices, Demopolis, AL, 40 attendees
- Student Career Exploration, Birmingham, AL, 25 attendees
- Navigating Career Exploration - 1, Selma, AL, 20 attendees
- Navigating Career Exploration - 2, Selma, AL, 20 attendees
- Navigating Career Exploration - 3, Selma, AL, 20 attendees
- The Tie that Binds - Career Planning, Gardendale, AL, 30 attendees
- Navigating Career Exploration - 1, Selma, AL, 20 attendees
- Navigating Career Exploration - 2, Selma, AL, 30 attendees

Conference Exhibits

- Navigating Career Exploration - 3, Selma, AL, 10 attendees

- Alabama Annual Workforce Development Conference - Displayed publications, website tools and available to users
- Alabama Department of Rehab Services Staff Training Conference - Displayed website tools available to users

CUSTOMER QUOTES

LMI Training Quotes

Thank you for providing the training.

Thanks, I gained lots of information.

I enjoyed the training; the presenters were great!

Would love annual training (or bi-annual) in Alabama.

Good job. I enjoyed OntheMap and QCEW.

This seminar was presented in a highly professional format and venue.

The quality of the LMI staff, presenters, material and locations indicated that the Alabama DIR is very serious about development, and helping local practitioners to succeed.

Tremendous amount of information provided. This will keep me searching for quite some time. Food and accommodations were outstanding.

Excellent session. Recommend to all who deal with employment and community statistics.

Thank you for all you provided. It was a nice surprise. The training was excellent.

Lots of helpful information I can pass on to my department. Half of the material I didn't even know existed! Super helpful!!! Thanks!

First time I have attended LMI training and I thought it was very informative and useful.

Very positive and valuable for research in developing or workforce.

Very good speaker and great career topic!

Love the handouts! Thank you! I have used the site, but never seen myskillsmyfuture.

General Quotes

This is golden, and I cannot thank you enough. I discovered the commuting patterns link this morning. Whoever pulled this together is great. Thanks for all y'all do!

Greg Knighton, Vice President, Director, Business Information

Economic Development Partnership of Alabama

Ms. Lee,

Thank you so much. This information is extremely helpful to us in planning. I will put this information to immediate use in a grant application.

Thanks,

Peggy Linton, Dean of Instruction

Lurleen B. Wallace Community College

We have received our copies of the 2006-2007 Alabama Industrial Directory. I wish to thank both you and Ms. Tonya Lee. Yours and Ms. Lee's professional, courteous and cheerful manner are deeply appreciated. You both do an excellent job of representing our state.

Gary Huffman, Field Representative

Newburg Road Lumber Company, Inc.

I want to thank you for all the constant support that you and your staff provide to the Mobile Area Chamber of Commerce. One of those project was Airbus and the "Plane has landed"!!!

Our heartfelt Thank you!

Leida Javier-Ferrell, Ph.D., Director, Center for Workforce Development

Mobile Area Chamber of Commerce

Teresa, this is great info for us to have. We really appreciate it!

Have a good weekend.

Ben McGhee

City of Auburn Economic Development

Thank you for your follow up. I did indeed find both seminars to be most informative and professionally presented.

Again, thank you all for a great two days!

Best Regards,

David DeLoach, Huntsville

Worked with the Joblink data and it was VERY helpful! Thank you so much for sending it so timely and I'll be getting back with you again soon, I'm sure! Thanks again!

Best regards,

Beverly Callaway, Workforce Specialist

Auburn University, Economic and Community Development Institute

Thank you for sharing these reports with me. These reports are excellent. The ability to look at the map and see job centers and the commuting patterns is a great tool for planning and analysis. This is something we may want to use in a future project.

Rebecca Fulks, Transportation Planning

Alabama Department of Transportation

Thank you so much! I can't begin to express my appreciation for this. Have a wonderful weekend and thanks again!

Robin Caler, Planning EARPDC

Recommendations for Improvements or Changes to the Deliverables

The Alabama Labor Market Information Division will continue to place emphasis on making all products and reports available on the website, allowing customers easy access and printing capability. Additionally, we will continue to listen to our customers' needs to make decisions on new products that need to be developed to fill the gaps in labor market information that is provided by this state. One of the major goals for the future is gaining what is now being termed real-time LMI data. The LMI is already in the planning stages of obtaining resources to provide this information on a regular basis for the state and local areas.

One of the major activities that LMI must do in the near future is training. After holding training in May, the division realized the great need and interest in future LMI training. The division plans to provide webinars on specific LMI related topics, and provide the recorded webinars and training materials on the LMI website. This will allow those who cannot schedule to attend training or the live webinars to access more LMI training materials. The division also plans to provide hands on live training on a more regular basis, preferably annually.

Electronic means of capturing customer satisfaction have to be developed for use in measuring customer satisfaction. There are plans to use the electronic and traditional hardcopy format as we continue to alter presentations of data, develop data, and training based on this customer feedback. The division has produced a better measure of compiling the customer satisfaction data in a valid statistical manner, so that the division can respond better to customer feedback. At this point, the division is just beginning to use this method regularly to measure customer feedback. In the coming year we plan on utilizing this method on a more regular basis, and also to devise alternative methods of gaining customer feedback from meetings that may not be as conducive to customer feedback surveys, such as workforce regional board meetings.

The division will continue to look at new ways to analyze and report information from the partnership with the US Census Bureau through the LED Program. It will also seek to form new relationship with partner agencies to share data so that more detailed data can be gained. The division continuously seeks input from career centers, workforce development, industry representatives, job seekers, and all its users to allow us to make our information not only available to them, but also useable for them. We continue to speak at various conferences and meetings across the state to convey the current state of jobs in Alabama, and inform people how labor market information can help them make well informed decisions, or help others make well informed decisions.

The LMI Division is currently analyzing resources allocated in the division, and how they are being used, to meet the deliverables of the current One Stop Grant to ensure that the division has enough staff to meet these deliverables in an efficient and effective manner. While the unit working on deliverables for this grant has been replenished during the program year, they are still in great need of training in order to be able to handle the great load that is associated with the One Stop LMI Grant. As a result, the next year will be focused on educating staff on the deliverables of this grant, allocating time expected to meet those deliverables, and assigning deadlines to complete them.

The LMI staff will continue to attempt to leverage funds from partner agencies, such as the Office of Workforce Development, Education, Industry, Workforce Regional Boards, etc., but we have yet to be successful in obtaining any extra support from other agencies in the state to work on new projects.

Alabama Plans for Unused Funds from PY 2011-2012

Alabama's LMI Division realizes that a large amount of the funds from PY 2011-2012 are still unspent. Much of this is due to the LMI Improvement grant that was granted to the state in 2009 which was just completed at the end of 2011. There were few additional staff hired during this time to work on the deliverables of this extra grant, so much of the resources were put into that particular grant, which left a large amount of resources in the One Stop LMI Grant. This additional grant was a new experience for the LMI Division, and the challenges it entailed were somewhat underestimated. In addition it was difficult to justify hiring more staff during an uncertain economic period, knowing we would likely have to let them go at the end of the grant period. As a result, the division only hired the number of people that it could support after the grant period ended.

Some of the PY 2011-2012 funds have been allocated to various future projects. The LMI division is also pursuing new projects to provide users with more access to current LMI data with those funds. The State of Alabama and the LMI Division would appreciate the support of ETA to allow us to use these funds to be able to pursue these new products and projects. Listed below are projects that the LMI division has already invested in or is currently pursuing which will require access to these funds:

- Continued membership in the local SHRM Chapter
- Continued annual state membership with the National Labor Market Information Institute
- Two new reports studying the trends in Underemployment in Alabama and its workforce development regions. Partnership with the University of Alabama, Center for Business and Economic Research (CBER) to publish the first of these two reports in April of 2013, and the next in the Spring of 2014.
- Continued support and partnership for the development and publication of the annual State of the Workforce Reports developed by CBER.
- Increased efforts to attend career fairs, conferences, etc. where the unit can provide exhibits to help users understand how to access data through our online resources.
- Continued resources attributed to support the green jobs in Alabama online jobs exchange system.
- Presently in the process of attempting to obtain the Help Wanted Online resource through The Conference Board Inc. Many states are using this information to provide users with current job vacancy information and to provide information on jobs that are in demand both in the state and in local areas.

Alabama LMI Website Level of Demand

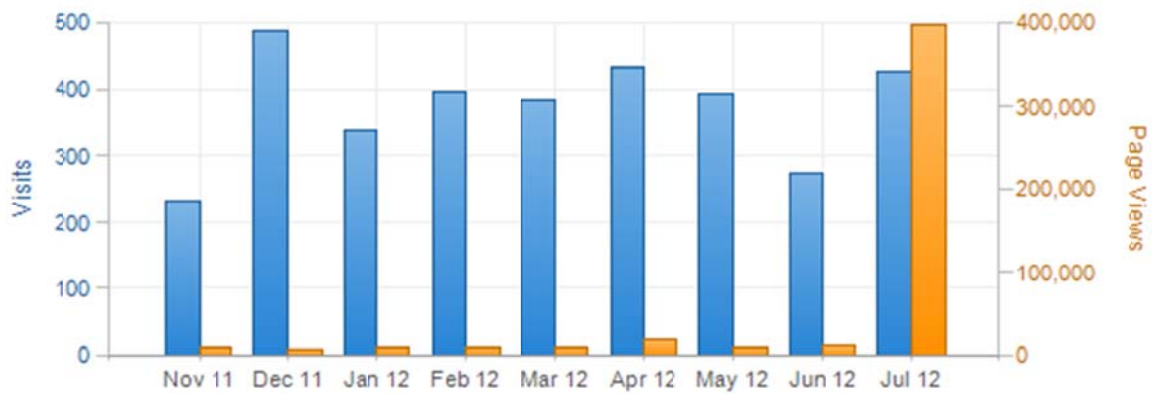
Website hits by category for the main LMI website at www.labor.alabama.gov/lmi
 July 2011 - June 2012

Program	Product	Count	Program	Product	Count
OES	OES	131,490	CES	CES	27,223
OES	PROJ	3	LAUS	LAUS	145,104
WIA	CAREER	101	LAUS	NEWSLETTER	26,656
WIA	INFO	20,394	LMI DEFAULT	IMAGES	734,853
WIA	LED	250	LMI DEFAULT	LMI DEFAULT	9,560
WIA	PROJ	132,406	LMI DEFAULT	MAPS	32
WIA	VIDEO	247,927	QCEW	BED	689
WIA	VLMI	3,678	QCEW	QCEW	28,390
WIA	WIA	166,109	UIREPORTS	STAT BULL	18,710
WIA	WORK	9,146			

Alabama Virtual LMI Online Resource (ACLMIS) Level of Demand

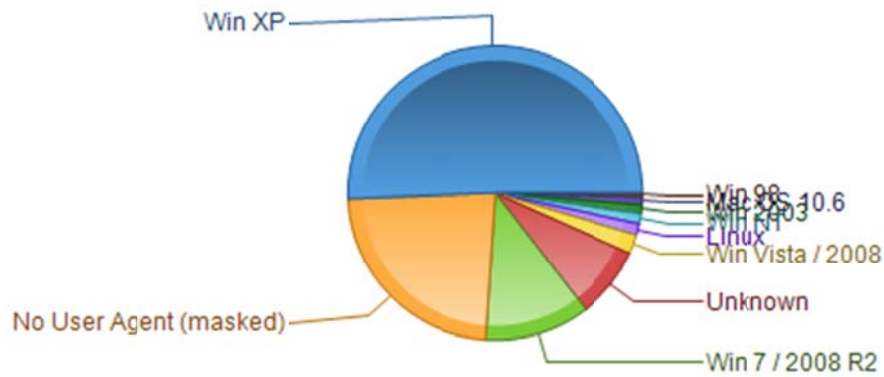
Characteristics of Website hits by category for the Alabama’s Comprehensive Labor Market Information System (ACLMIS) at www.alabamavlmi.com

Monthly Totals 11/13/2011 – 7/1/2012



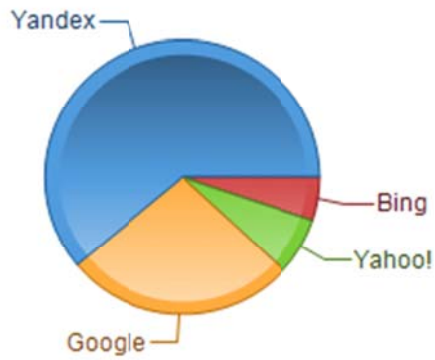
Month	Page Views	Visits	Hits	Bandwidth (MB)
November, 2011	8,945	230	11,164	119
December, 2011	7,141	489	11,501	119
January, 2012	8,942	340	12,710	108
February, 2012	7,541	397	12,271	111
March, 2012	8,179	386	15,540	157
April, 2012	18,689	433	26,702	199
May, 2012	8,182	394	26,133	217
June, 2012	11,793	272	23,462	176
July, 2012	398,594	427	406,389	176
Total(s)	478,006	3,368	545,872	1,382
Average(s)	53,111	374	60,652	154

Platforms 11/13/2011 – 7/1/2012



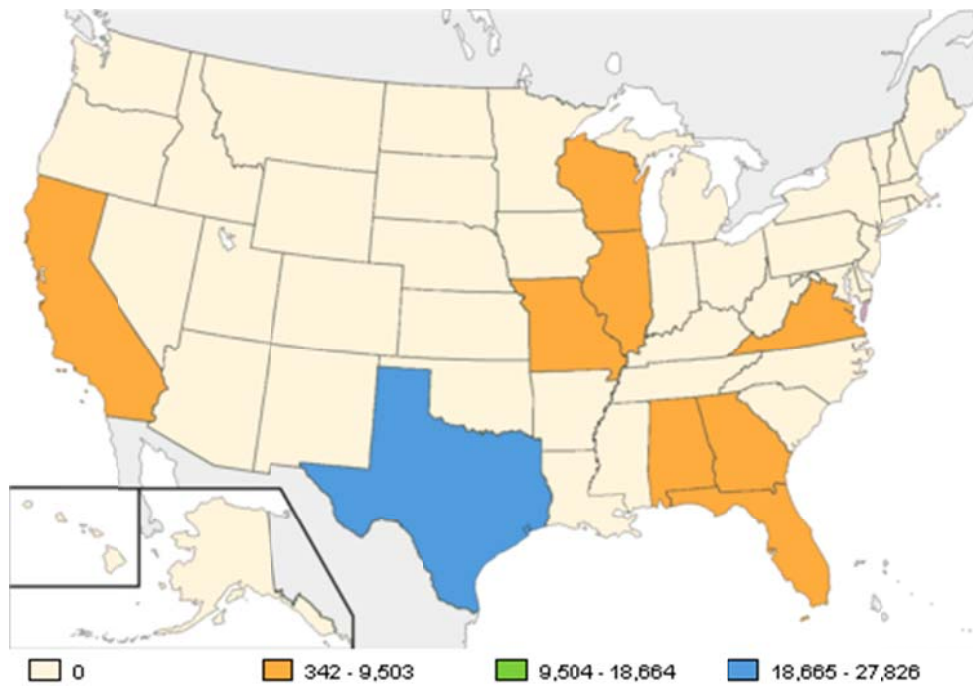
#	Platform	Page Views	Visits	Hits	Bandwidth (MB)
1	Win XP	33,922	1,432	64,635	564
2	No User Agent (<i>masked</i>)	16,676	661	16,805	3
3	Win 7 / 2008 R2	7,470	325	29,038	316
4	Unknown	676	222	989	5
5	Win Vista / 2008	6,295	60	8,546	72
6	Linux	6,386	36	7,261	51
7	Win NT	4,737	31	4,754	100
8	Win 2003	103	28	322	2
9	Mac OS 10.6	326	23	1,334	31
10	Win 98	12	12	12	0
Other Items (14)		659	50	2,693	28
Total(s)		77,262	2,880	136,389	1,173
Average(s)		3,219	120	5,682	49
Average(s)			468	826	7

Search Engine Breakdown 11/13/2011 – 7/1/2012



#	Search Engine	Visits
1	Yandex	36
2	Google	16
3	Yahoo!	4
4	Bing	3
Total(s)		59
Average(s)		14

United States Access 11/13/2011 – 7/1/2012

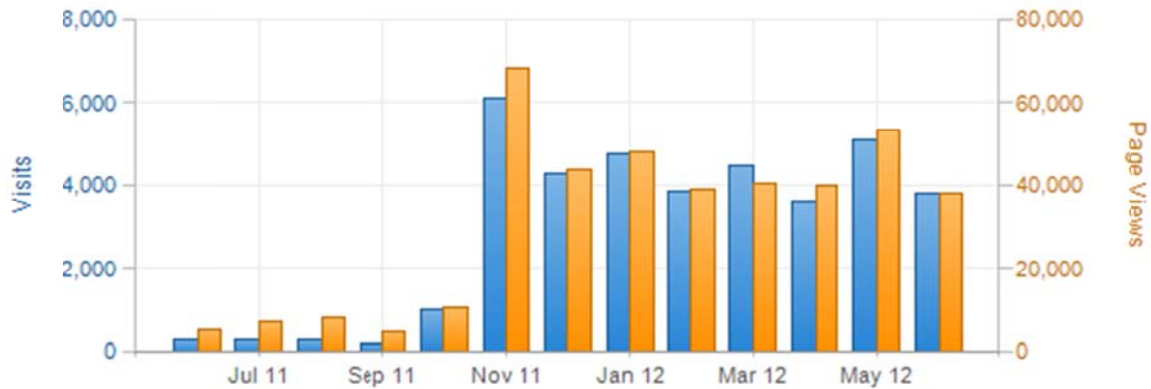


#	Region	Page Views	Visits	Hits	Bandwidth (MB)
1	Texas	27,826	516	32,087	327
2	Alabama	8,624	461	43,061	423
3	Georgia	1,808	46	3,356	53
4	California	1,358	126	2,156	19
5	Wisconsin	687	9	1,065	21
6	Missouri	571	44	2,890	28
7	N/A	547	61	3,073	28
8	Virginia	414	37	1,337	10
9	Illinois	342	24	462	7
10	Florida	342	25	3,314	16
Other Items (28)		2,044	213	7,341	75
Total(s)		44,563	1,562	100,142	1,007
Average(s)		1,172	41	2,635	26

Green Jobs In Alabama Website Level of Demand

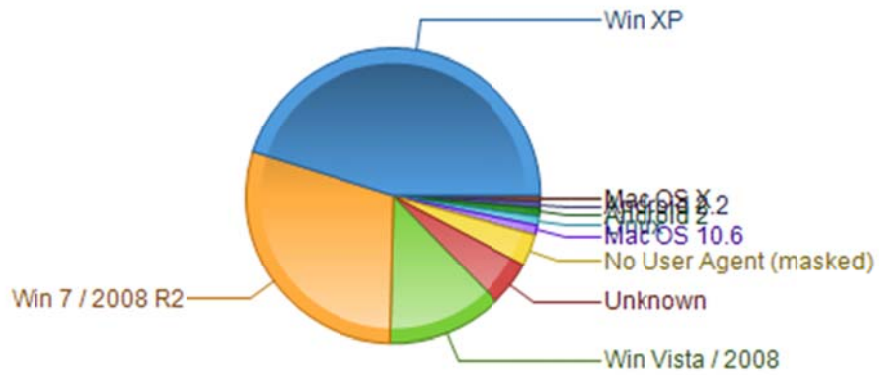
Characteristics of Website hits by category for the Green Jobs in Alabama Website at www.greenjobsinalabama.com

Monthly Totals 6/1/2011 – 6/30/2012



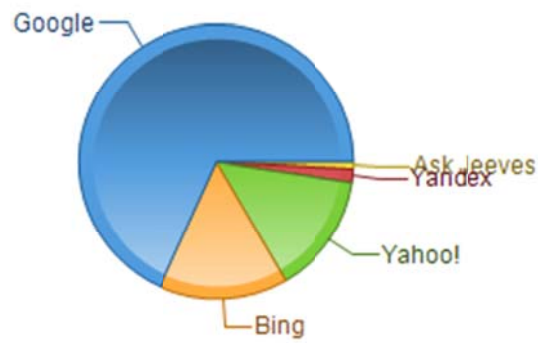
Month	Page Views	Visits	Hits	Bandwidth (MB)
June, 2011	4,928	243	8,955	86
July, 2011	6,861	266	10,235	99
August, 2011	7,890	275	8,647	57
September, 2011	4,675	187	5,473	52
October, 2011	10,516	1,012	20,630	216
November, 2011	68,306	6,097	462,681	4,323
December, 2011	43,565	4,273	286,776	2,797
January, 2012	48,053	4,779	305,497	3,014
February, 2012	38,767	3,854	242,753	2,454
March, 2012	40,437	4,469	264,234	2,688
April, 2012	40,000	3,609	239,572	2,453
May, 2012	53,495	5,078	345,383	3,559
June, 2012	37,705	3,784	256,074	2,632
Total(s)	405,198	37,926	2,456,910	24,428
Average(s)	31,169	2,917	188,993	1,879

Platforms 6/1/2011 – 6/30/2012



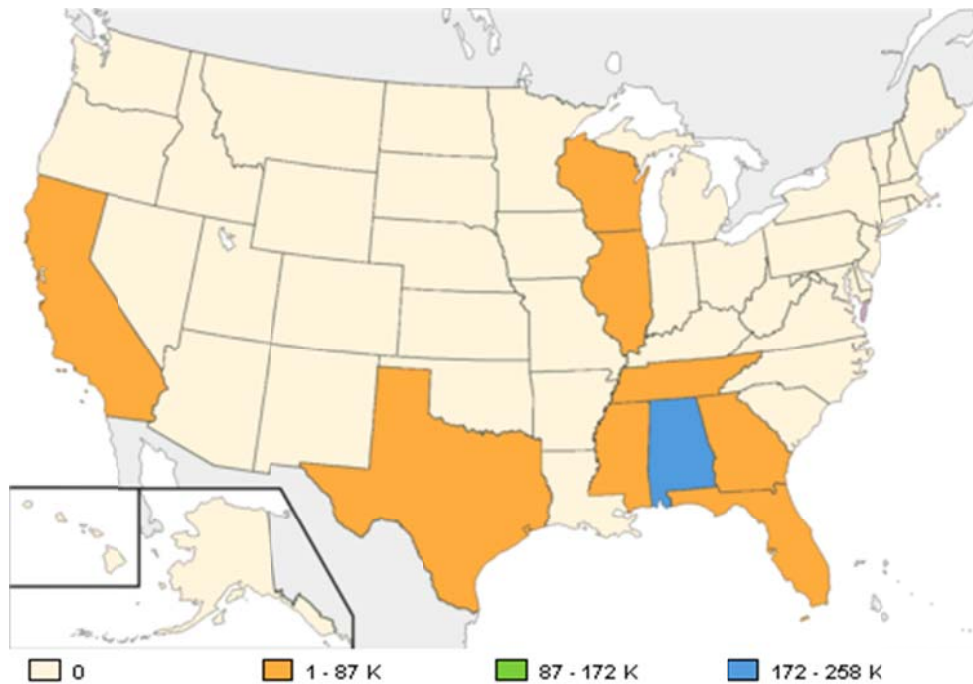
#	Platform	Page Views	Visits	Hits	Bandwidth (MB)
1	Win XP	175,422	16,557	949,441	8,714
2	Win 7 / 2008 R2	139,162	10,817	923,286	9,819
3	Win Vista / 2008	53,485	4,635	376,708	3,753
4	Unknown	1,702	1,818	7,345	62
5	No User Agent (<i>masked</i>)	1,686	1,307	2,684	7
6	Mac OS 10.6	4,412	385	30,366	322
7	Linux	7,046	356	19,348	171
8	Android 2	3,910	337	31,670	327
9	Android 2.2	2,154	259	18,653	179
10	Mac OS X	2,425	207	14,514	178
Other Items (32)		13,794	1,248	82,895	897
Total(s)		405,198	37,926	2,456,910	24,428
Average(s)		9,647	903	58,497	582

Search Engine Breakdown 6/1/2011 – 6/30/2012



#	Search Engine	Visits
1	Google	86
2	Bing	19
3	Yahoo!	18
4	Yandex	2
5	Ask Jeeves	1
Total(s)		126
Average(s)		25

United States 6/1/2011 – 6/30/2012



#	Region	Page Views	Visits	Hits	Bandwidth (MB)
1	Alabama	258,036	21,614	1,781,947	17,826
2	Texas	33,043	1,178	50,528	450
3	N/A	32,253	6,168	250,989	2,401
4	Georgia	9,888	723	62,129	610
5	Florida	8,557	543	55,502	567
6	California	5,103	1,047	19,462	195
7	Tennessee	2,951	239	22,191	208
8	Illinois	2,845	185	11,881	123
9	Mississippi	2,043	231	14,905	144
10	Wisconsin	1,918	136	12,948	133
Other Items (42)		18,403	2,554	127,453	1,281
Total(s)		375,040	34,618	2,409,935	23,938
Average(s)		7,212	665	46,344	460

Alabama LMI Training May 2012 Agenda

C2ER, Council for Community and Economic Research

LMI Training Institute

Session 1: Workforce Development Customers: May 21, 2012 and May 23, 2012

- **Introduction—What can LMI do for you? (8.30-9.00)**
 - Introduction
 - Agenda
 - Common LMI questions
 - Employers
 - Job seekers
- **Tell me about my region's workforce (9.00-10.00)**
 - Basic demographics
 - Labor force
 - Employment and unemployment
 - *Exercise: Find basic pop data (simple websites)*
 - *Exercise: Tracking unemployment with Alabama LMI*
- **Break (10.00-10.15)**
- **Where are my region's jobs? (10.15-11.15)**
 - NAICS
 - QCEW
 - Employment projections
 - *Exercise: What are my biggest industries, what industries are growing*
 - Other data sources: BLS, Census County Business Patterns
- **What do my workers do? Part 1 (11.15 to 12.00)**
 - Intro to SOCs
 - About the OES
 - Exercise using the OES and the Alabama LMI website
- **Lunch (12.00-1.00)**
- **What do my workers do? Part 2 (1.00 to 2.15)**
 - *Exercise: Finding Wages*
 - Occupational projections - Exercise
 - Educational requirements by occupation - Exercise
- **Break (2.15-2.30)**
- **Other sources on occupations (2.30-3.30)**
 - O*Net (Exercise using O*Net)
 - Real-time LMI
 - Education data sources
 - Post-secondary education
 - Available through AL Dept. of Ed.
- **Pulling it all together and remaining questions (3.30-4.00)**
 - Presenting data
 - Remaining questions

C2ER, Council for Community and Economic Research

LMI Training Institute

Session 2: Economic Development Customers:

May 22, 2012 and May 24, 2012

- **Introduction—What can LMI do for you? (8.30-9.00)**
 - Introduction
 - Agenda
 - Common LMI questions
 - Employers
 - Job seekers
- **Tell me about my region's workforce (9.00-10.00)**
 - Basic demographics
 - Labor force
 - Employment and unemployment
 - *Exercise: Find basic pop data (simple websites)*
 - *Exercise: Tracking unemployment with Alabama LMI*
- **Break (10.00-10.15)**
- **Where are my region's jobs? (10.15-11.45)**
 - NAICS
 - QCEW
 - Employment projections
 - *Exercise: What are my biggest industries, what industries are growing*
 - Other data sources: BLS, Census County Business Patterns
 - *Exercise: Accessing data through the BLS*
- **Lunch (11.45-12.45)**
- **What do my workers do? (12.45 to 1.30)**
 - Intro to SOCs
 - About the OES
 - Occupational projections
 - *Exercise: Using the OES and the Alabama LMI website*
 - *Growth Occupations*
 - *Wages*
- **Using the Local Employment Dynamics (1.30-2.30)**
 - Quarterly Workforce Indicators
 - On The Map
- **Break (2.30-2.45)**
- **Do I have any unique competitive advantages? (2.45-3.30)**
 - About Location Quotients
 - *Exercise: Calculating Location Quotients; Using the BLS LQ Calculator*
- **Pulling it all together and remaining questions (3.30-4.00)**
 - Presenting data
 - Remaining questions