

State of California  
Program Year 2011-12  
Workforce Information Grant - Annual Report

September 28, 2012

**Introduction**

The Department of Labor, Employment and Training Administration (ETA), continues to sponsor annual grants, such as the Employment Cost Grant for Workforce Information Core Products and Services (also known as the Workforce Information Grant (WIG)) to support specified “core products” by labor market information (LMI) programs. Core products typically include infrastructure and product development (e.g., electronic systems, employment projections, occupational research/products).

The WIG is a critical fund source as it supports many value added LMI products and services not supported by the Bureau of Labor Statistics (BLS). The following are examples of the major activities supported by the WIG:

- Visual and spatial analysis of data using geographic information systems (GIS) technology;
- Information packaged to respond to the differing needs and capacities of primary customer groups;
- Delivery of easily accessed and interpreted information through the Internet;
- Collection and delivery of fundamental data from which to base analyses of the economy, including agricultural and small-county data collection and analysis not funded by BLS;
- Identification of customer needs through the Labor Market Information Division’s (LMID) customer response network; and
- Ongoing communications with and support of a wide range of customers: workforce development partners, employers, educators, economic developers, planners, career seekers, and more.

What follows is a summary of our WIG funded activities organized by the major categories and sub categories required by the grant.

We are pleased to share our accomplishments for the program year 2011-12.

## A. Core Products and Services Accomplishments

### 1. Continue to populate the Workforce Information (formerly ALMIS) database (WID) with state and local data. This includes updating occupational licensing data:

**Activity:** WID updates continue on a regular basis. This database provides the information which drives our Internet Website, and is essential to our service delivery.

**Summary of accomplishments:**

- Data updates occurred as frequently as daily or monthly.
- Information technology staff used an in-house application to load the data. In addition, back-end changes to the online application occur as necessary.
- LMID coordinated the distribution and licensing of the WID *infogroup Employer Database* CD-ROM set to local workforce investment areas, and other local customers as appropriate.
- LMID distributed the 2011/2012 *infogroup Employer Database* to 21 eligible sub-licensees and 30 copies to LMID's local Labor Market Consultants (LMC) who assist local customers in mining these data when needed.

**Activity:** Conduct a survey of occupational licensing agencies to update information on LMID's Website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)), and the national delivery system.

**Summary of accomplishments:** LMID surveyed California licensing entities and made appropriate updates. LMID sent the 2011 occupational licensing file to the National Crosswalk Service Center to update the national database, America's Career InfoNet (ACINet). Updated licensing information was integrated in the Web-based *California Occupational Guides* and *Occupation Profile* applications.

### 2. Produce and disseminate industry and occupational employment projections:

**Activity:** Produce and disseminate short-term industry and occupational employment projections for California for 2011-2013.

**Summary of accomplishments:** Produced California 2011-2013 industry and occupational employment projections and fulfilled the ETA deliverable to submit occupational employment projections files to North Carolina LMI by June 30, 2012.

**Activity:** Produce and disseminate long-term industry and occupational employment projections for California 2010-2020.

**Summary of accomplishments:** Produced California 2010-2020 industry and occupational employment projections and fulfilled the ETA deliverable to submit occupational employment projections files to North Carolina LMI by June 30, 2012.

**Activity:** Produce and disseminate long-term sub-state employment projections.

**Summary of accomplishments:** Completed and published 2008-2018 industry and occupational employment projections for all sub-state areas. Projections analysts started 2010-2020 industry and occupational employment projections for the largest local areas.

**Activity:** Attend Workforce Information System-sponsored projections training to help accomplish these objectives.

**Summary of accomplishments:** Projections analysts attended Projections Managing Partnership sponsored webinars through the LMI Training Institute. Webinars attended include recession, national projections methods, economic theory, change factors, BLS education and training levels, and self-employed and unpaid family workers.

**3. Conduct and publish relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the Governor and state and local Workforce Investment Boards (WIB):**

**Activity:** Conduct labor market research and produce a periodic on-line labor market report providing analysis of statewide and regional labor market trends.

**Summary of accomplishments:**

- The [California Labor Market Review](#) is published monthly. It is one of LMID's most popular publications and provides a current analysis of the California economy as it relates to the employment situation.
- *California Labor Market Trends* reports are periodic publications of major economic interest. The most recently published report, released in January 2012, is the [Profile of California's Long-Term Unemployed](#). This report was produced using Current Population Survey data and highlights how the recent recession has affected the long-term unemployed and California's labor force. Other publications that have been recently produced but are waiting to be published are: *California's Labor Force Participation Rate* which reports the declining labor force in California; *Profile of California's Baby Boomers*; and *Labor Underemployment* which discusses the underutilization of workers and discouraged workers.
- Completed a comprehensive economic and labor market analysis to support the California Workforce Investment Board's (CWIB) strategic planning process. This analysis was conducted to inform stakeholders about the current conditions and outlook for California's economy.
- Completed the annual [Labor Day Briefing](#) that provides data on California's labor markets as the nation commemorates Labor Day. This report presents significant labor market trends and topical statistics relating to the California economy.
- LMID also produced monthly reports reflecting online job advertisements for California and the sub-state areas. The [Online Job Advertisements Data for California](#) and the [Help Wanted Online \(HWOL\) Local Area Data](#) reports fill in a critical gap in the current U.S. economic indicators by providing timely, monthly measures of labor demand (advertised vacancies) at the national, regional, state, and metropolitan area levels. The data come from The Conference Board, Help Wanted Online Data Series™.
- A report series entitled [Vocations for Vets](#) was created at the request of a special workgroup comprised of One-Stop representatives, Employment Development Department (EDD) Administrators and staff, including LMID staff, in an effort to improve services provided to veterans. The special reports were specifically developed to assist veterans re-entering the labor market areas and were tailored for the various EDD regions in the state ([Northern Region](#), [Los Angeles/Ventura Region](#), and [Southern Region](#)). These reports identify a group of civilian occupations, which require a set of knowledge, skills, and abilities that are transferable from many common military occupations identified by veteran clients in the three regions. These publications were included in special training that targeted staff providing services to veteran clients. LMID's LMC provided this training in areas throughout the state.

- Completed a report entitled [California Manufacturing Jobs in Demand](#) that examined the current demand for jobs and skills in California's manufacturing industry. Staff analyzed real-time online job ads and data produced by LMID. Data in the report specific to the San Francisco Bay Area and Silicon Valley was used by California Labor and Workforce Development Agency Undersecretary Doug Hoffner in a panel discussion held during the Silicon Valley Manufacturing Summit on March 21, 2012 in Santa Clara.
- Staff assisted the Oregon Administrator for Research Workforce and Economic Research in his methodology applied to middle skilled jobs, which improved the integrity of the findings.

**Activity:** Continue analysis of California green jobs and skills associated with the California Green Economy Survey.

**Summary of accomplishments:**

- The American Recovery and Reinvestment Act (ARRA) LMI Improvement grant funded much of the green occupational research in PY 2011. Staff concentrated their research efforts on occupations identified in California's green economy survey. Research findings were integrated into Internet-based [Occupational Guides](#) (some have been translated into Spanish).
- Provided presentations to the California state legislature on the green jobs related to the aerospace industry and energy efficiency.

**Activity:** Collaborate with other states and California entities to better define and describe green industries and jobs, and inform the workforce development community.

**Summary of accomplishments:**

- LMID participated in the National Association of Workforce Agencies Green Jobs conference call each month to discuss projects, best practices, issues, and products related to the green economy. Numerous state LMI researchers, DOL, and ETA representatives join these green jobs calls. This is an opportunity to share research ideas and products for possible application in other states.
- LMID attended periodic labor market forums sponsored by the SolarTech Workforce Innovations Collaborative (SWIC). SWIC is one of six public-private partnerships funded by the State of California's \$19 million Green Innovation Challenge Program (2010-2012). These forums often included facility tours, which provided invaluable insight to occupational descriptions (e.g., skills, knowledge, abilities) and industry supply chains.
- LMID continues to participate in various green-related conferences, webinars, symposiums, seminars, and webcasts.

**Activity:** Support the California Green Jobs Council of the California Workforce Investment Board.

**Summary of accomplishments:**

- LMID routinely attends meetings, provides presentations, and input to strategic planning documents, as requested.
- Provided support to the California Multi-Sector Workforce Partnership-South Bay Workforce Investment Board to place green related Career Pathways program completers in jobs using real-time job ads.

**Activity:** Collect and deliver agricultural employment data (not funded by the BLS or USDA).

**Summary of accomplishments:** LMID continues to publish the [California Agricultural Bulletin](#) on the LMInfo Website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)), highlighting recent quarterly data. The Website also includes links to more detailed regional monthly data found in Excel spreadsheets. This data series continues to be the most current agricultural employment data available.

**Activity:** Produce small county industry employment data (not funded by the BLS).

**Summary of accomplishments:** LMID continues production of small area industry employment estimates allowing partners in the workforce development system access to consistent sub-state industry employment data across the state to assist them in making strategic and operational program decisions. This is in line with the ETA's strategic goal of generating the most current and local information. LMID continues to produce timely, monthly estimates for small areas, which are released at the same time as the larger Metropolitan Statistical Areas (MSAs) in the state.

**Activity:** Produce disaggregated county-level data from multi-county metro areas (not funded by the BLS).

**Summary of accomplishments:** Those counties that are a part of the multi-county MSAs are disaggregated annually. These monthly and annual averages of employment data at the county-level would not otherwise be available to customers.

**Activity:** Produce static and interactive maps and geo-spatial analyses for workforce investment/One-Stop decision-makers and others.

**Summary of accomplishments:**

- LMID staff continues to produce maps for customers including One-Stop decision makers and local workforce investment boards. Staff also conducted geo-spatial analyses using GIS tools, provided geocoding services in support of mapping requests, provided mapping assistance, and prepared data files for use in all projects. Examples of the above include producing maps of local workforce investment areas (LWIA) with One-Stop locations; producing maps of agricultural employment, other employment and unemployment; calculating employment in various geographic areas such as Congressional and Assembly districts, fire districts, and city boundaries; and assisting One-Stop Career Centers in planning for scheduling of UI claimants.
- LMID staff continues to map employment and related data to assist policy makers and staff responsible for responding to various emergencies, such as drought, fire, and earthquakes. Staff created and updated real-time fire perimeter maps that illustrated and tabulated employers and employment potentially affected within actual fire perimeters and various radii of those perimeters. These efforts assisted the workforce delivery system staff and allowed decision makers to stay informed during actual emergency events.
- LMID continues to create, evaluate, and use sub-county data sets in analysis and mapping. The data include Census data, Unemployment Insurance Claims data, Disability Insurance Claims data, and data from BLS' Quarterly Census of Employment and Wages (QCEW) Program.
- Staff is participating with the State Workforce Services staff using GIS technology to map a variety of factors. In this effort, GIS is used to maximize the nexus of office locations and services needs throughout the State.
- Using the findings from the California Green Economy Survey, LMID expanded GIS services to include a variety of new geospatial products. These products

highlight the innovative work related to the green research data and address the increasing interest in the California green economy. These maps allow the workforce partners and others to explore quickly the geographic characteristics of some of the data findings in the [California's Green Economy Summary of Survey Results](#). The visual displays add value to the data and provide an effective resource to interpret the survey results.

- Staff has leveraged other funds to develop further interactive mapping capability for customers through the use of a Web portal. This activity is in progress. Examples of this include developing an Interactive Map product, which allows users to identify the geographic location of locally-based One-Stop Career Centers and access information about the full range of services provided by each center. By interactively selecting these One-Stop centers, a variety of specific program information may be accessed through additional web portals included as a part of the data for each center.

**Activity:** Promote regional interstate efforts to coordinate best practices and information-sharing regarding research tools and software products.

**Summary of accomplishments:** California staff established a regionally-based forum where analytical and technical staffs participate in bi-monthly WebEx meetings to showcase new products and tools, discuss current activities, LMI topics, and challenges.

#### 4. Post products, information and reports on the Internet:

**Activity:** Develop, maintain, and post needed information and products on LMID's Internet and Intranet Websites.

**Summary of accomplishments:**

- LMID continues to maintain the Intranet Customer Database (ICDB) for tracking customer requests, contact information, and product inventory. The ICDB allows staff to compile information by type of customer and request so that LMID can assess those customer contacts and requests and be more responsive.
- Update and maintain LMID's state and local Internet-based career product, [California Occupational Guides](#). Staff continues to develop new *Guides* and update information in the existing online *Guides*. This product delivers statewide and local area occupational information, which includes detailed job descriptions, wages, outlook, benefits, and education and training requirements drawn from data contained in the WID. Printable summary or detailed career reports are available to customers 24 hours a day, seven days a week. Elements related to the green economy continue to be integrated into the *Guides*, which are identified with a green leaf icon. Green economy research and integration of green skills information is now a mainstream activity.
- LMID committed to research and consult with others in the delivery of labor market information and Website capacity to make use of advances in Web technology by expanding staffing to include a Web liaison analyst. This analyst works with LMI staff and public affairs staff in the continuous improvement of the Website.
- LMID continues to improve the Internet-based [California Training Inventory](#) by adding new programs with a special emphasis this year in green-related training. A green leaf icon identifies green-related programs to assist customers in identifying those areas affected by the green economy. Three distinct search options are available to locate training:
  - Search by Field of Study

- Search by Training provider
- Search by Green Training
- LMID Staff continue to Update and maintain LMID's Website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)): Staff continues to host and maintain the California Workforce Informer Website, LaborMarketInfo. Information technology staff is responsible for day-to-day activities and implements improvements. The team uploads reports prepared by LMID, updates data as it becomes available, and continues to incorporate established usability standards to enhance the customer's ability to use the Website. The [Understanding the Green Economy](#) Web page is a popular feature of our Website. New state pages were added with their green economy reports highlighted. [Green digests](#) are listed in a matrix format displaying green reports and studies from entities throughout the nation.

**5. Partner and consult on a continuing basis with workforce investment boards and key workforce and economic development partners and stakeholders:**

**Activity:** Facilitate the Labor Market Information Advisory Group.

**Summary of accomplishments:** The LMID facilitates the [LMI Advisory Group](#), which meets on a quarterly basis. LMID highlights products, reports, and tools and provides economic updates while soliciting feedback and discussion. Members represent stakeholders in education, workforce, job-training, and related areas; the State, local and Federal government entities; the workforce preparation community; economic development agencies; economists; and researchers; as well as labor, and the employer and job seeker communities. LMID has continued to hold quarterly meetings of the LMI Advisory Group since the mid-1990s. [Agendas, presentations, and meeting minutes](#) are posted to the LMIInfo Website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov))

**Activity:** Provide public information services and field public requests for labor market information.

**Summary of accomplishments:**

Staff responded to calls and email requests to assist customers in interpreting labor market information, distribute marketing fact sheets, brochures or labor market products, as well as respond to ad hoc data requests. Local area staff routinely responds to media requests, develop products for and give presentations to workforce investment boards, employer groups, local agencies, and others.

**Activity:** Publish online [Planning Information Packets](#) for Local Workforce Investment Boards (LWIBs).

**Summary of accomplishments:**

Produced and published customized online *Planning Information Packets*, which are statistical reports for California's LWIBs. Local Boards use these publications for program planning and targeting workforce and economic development needs and services. These packets contain local summary data on target customers such as public assistance recipients, individuals at lower living standard income levels, and economically disadvantaged persons.

**Activity:** Expand customer outreach, marketing, and feedback efforts.

**Summary of accomplishments:**

LMID has expanded its customer outreach effort by adding a marketing and customer outreach unit that is consolidating these activities and related functions for the

organization, and increasing efforts to meet customer needs. Staff developed a new on-line customer satisfaction survey. Staff surveyed the LMI Advisory Group (see reference below) in order to get feedback on our Website and facilitated a discussion of their responses during a quarterly meeting. LMID gives routine customer orientations to other department management and staff. Staff developed a feedback form for participants in order to assess usage of LMI and opportunities for collaborative work and/or better, targeted delivery of our data.

**Activity:** Offer labor market information training designed to meet local customer needs.

**Summary of accomplishments:** Labor market consultants out-stationed throughout the state continually work with EDD, LWIBs, and One-Stops to assess the training needs of staff. Consultants frequently train new staff on how to navigate and find information on the LMID's LMInfo Website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)). Training includes information on what data are available, updates frequencies, and how those data may help staff provide services to job seekers, employers and other customers. Additionally, consultants develop "tip sheets" and "guide cards" to help individuals remember how to find specific information once the training session is over. Consultants were also responsible for the Veterans' Training, which helped market the *Vocations for Vets* publication mentioned above.

## **B. Customer Consultations—Findings and Recommendations**

### **1. Methods for collecting customer satisfaction information and interpreting the collected information:**

To ensure that consultation with our customers is an essential component in improving the usefulness of and satisfaction with the LMI disseminated through the workforce information system, LMID implemented a marketing program and a survey process to collect customer satisfaction information in the mid-1990s. The Division maintains a demand-driven system by actively seeking ongoing feedback from our customers on how we can improve our products and information services, as well as identifying emerging information needs. Activities associated with our customer outreach and customer satisfaction efforts, particularly for our primary customer sectors, include:

- Focus groups
- Online customer satisfaction surveys
- LMI Advisory Group
- Utilization of social media
- Interaction and participation at over 300 meetings, conferences, job fairs, presentations, training, and workshops attended by over 13,500 LMI customers.

Customer information is tracked in the Division's ICDB. Staff can access reports through the ICDB. The database also easily provides staff with lists of customers who have ordered products, creating a contact list for more detailed surveys.

The Division also relies on focus groups, one-on-one customer interviews, and the insights of the LMI Advisory Group to obtain customer suggestions and comments for enhancement of our products and services. These activities are ongoing. To augment our understanding of our customers' needs, and how we might better address them,

LMID maintains both a Marketing and Customer Outreach Guide that describes appropriate customer outreach efforts for our staff, and Customer Group and Product Profiles that are housed in the Division's ICDB and provide select satisfaction ratings and information by customer group or individual product.

**2. Assessment of the principal customers' satisfaction with the product and service:**

During 2011-12, LMID's LMInfo Website ([www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov)) disseminated LMI products and publications primarily via electronic format. From September 2011 through August 2012, there were 432,908 visitors to the Website. These customers viewed 5,898,452 pages.

Our customers value our products and services, as reflected in the Web statistics above. Major points of interest on our Website are occupational information and career tools. In particular, customers received details on wages, occupational projections, occupational guides, job openings, and information on training programs.

The Division is tracking website page and subject interest trends over time to better understand our customers and their needs.

LMID has taken an active role in the Workforce Information Council's (WIC) effort to develop and implement methods for retrieving feedback from customers regarding the relevance, adequacy, and usability of available LMI and the methods of delivering that information. The Division's Web liaison analyst is participating in these efforts as a member of the WIC's Customer Consultation Study Group.

At the same time, the customer outreach team is updating the Division's customer satisfaction and outreach planning efforts by identifying modern methods for information product dissemination and focusing on ways to reach out to current and future customers.

**3. Activities to be undertaken to add customer value to the product or service, where needs for improvement are identified:**

We continue to work with our customers to hone our products and services to meet their needs. We received feedback during meetings, conferences, training, and presentations we provide. We also monitor customer feedback as it is received from the online *Comments, Complaints, and Suggestions* form.

**C. Recommendations for changes or improvements to the required grant deliverables:**

We applaud the ETA for the willingness to listen to the recommendations of the Workforce Information Council as it relates to improving the expected deliverables for this Workforce Information Grant. The 2011 core products are better focused, and continue to meet customer needs.