

**WORKFORCE AND LABOR MARKET INFORMATION (LMI) GRANT  
ANNUAL PERFORMANCE REPORT FOR HAWAII  
PROGRAM YEAR 2011**

The following report describes Hawaii's accomplishments during the July 2011 to June 2012 program year as required by the Training and Employment Guidance Letter (TEGL) No. 4-11. The period of performance is from July 1, 2011 to September 30, 2012. Actual and estimated expenditures are expected to have no significant variance. All of PY 2011 deliverables, supplemental reports, and consultations have been met within the allotted schedule.

**Part A: Accomplishments.**

**1) Populate the Workforce Information Database (WIDb) with State and Local Data.**

Hawaii populated and maintained all core tables of the Workforce Information Database (WID) for the areas and time periods required in a timely manner, following the guidelines issued by the Analyst Resource Center (ARC). By June 2012, the database was populated with items that went beyond the core requirements such as including more county and island data when available, providing additional years of data for the required tables, and populating other non-core tables. We also collected occupational licensing information, updated the required licensing files (license.dbf and licauth.dbf), and submitted the data files to the National Crosswalk Service Center for inclusion on America's **Career InfoNet** site in November 2011.

Hawaii maintains Version 2.4 of the WI database and was available online at our new *Hawaii Workforce Infonet* (HIWI) website.

**2) Produce and Disseminate Industry and Occupational Employment Projections.**

During PY 2011, employment projections were prepared for the 2011 to 2013 and 2010 to 2020 periods for the State. Staff completed short-term industry and occupational employment projections based on 2011/Q3 for 2013/Q3 and long-term industry and occupational projections were developed with calendar year 2010 as the base year and 2020 as the projected year for the State. Both short-and long-term projections were developed according to the methodology, software tools, and guidelines developed by the Projections Consortium and the Projections Managing Partnership (PC & PMP). The short- term employment projections were submitted to the PC & PMP for review in June 2012.

As required, these projection estimates for both the short- and long-term were included in the Workforce Information Database (WID), and were made available to the public through our HIWI website.

Prior to the development of the 2020 projection, staff also produced a revised listing of the top 25 occupations with the most openings based on an earlier forecast as well as a top 25 green occupations listing the most openings grouped according to educational and training requirements. These brochures were handed out at job fairs and green/energy events and also were available on our HIWI website.

Staff participated in 35 webinars during the program year of which 15, regarding various aspects of job projections, were led by members of the PC & PMP, or BLS, six pertained to LED sponsored by the Census Bureau, five were hosted by the Council of Community

Economic Research, and the remainder were demonstrated by proposed or contracted website developers.

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 WIBs.**

In addition to the green workforce analysis article comparing short-term and long-term projections with 2010 green projection findings that appeared on the HIWI website at the end of September 2011, staff compared Quarterly Census of Employment and Wage green data by industry for each quarter since the 2010 baseline green survey with green data from the baseline survey and reported the results in a report titled **Reality Check: How Green is Hawaii's Workforce?**. Surprisingly, they found that the green job growth rate of 1.25 percent fell far short of what was originally predicted, possibly due to the loss of construction jobs whose industry contributed the largest share of green employment.

Staff also updated a list of the top 25 healthcare occupations in the state based on recommendations by WDC and two healthcare skill panels and supported with R&S projected openings data and recent advertised job openings on HireNet (<http://hawaii.gov/labor/HIRE.NET/HIRE.NET>). Lists for each of our four counties were generated. The updated healthcare industry lists of labor shortages and projections were reported in the *Hawaii's Healthcare Workforce 20/20 Plan & Report*, a WDC publication that was an addendum to the *Comprehensive State Plan for Workforce Development 2009-2014* in December 2011.

Additionally, staff compiled and produced an economic analysis report titled **Hawaii Labor Market Dynamics** for 2011 that provided data and information on the state and local labor markets for individuals who develop workforce policies and make workforce investment decisions. The report highlighted job trends over the last several years and some over the past eleven years, reflecting how the economic downturn has impacted the state's labor market. It also forecasted job openings between the third quarters of 2011 and 2013 and between 2010 and 2020. Information on size of the workforce; unemployment rates by geographic areas; long-term job openings by education and training required; industry and occupation analyses; and wages were included as well as Local Employment Dynamics (LED) data. There was an additional section featuring an update of what was happening in the green sector in comparison to the findings of the original green survey completed under the LMI Improvement Grant in 2010.

The Hawaii Labor Market Dynamics report was made available on the HIWI website at the end of September 2012.

4) **Post Products, Information, and Reports on the Internet.**

Labor market information produced by our office in PY 2011 were made available on our HIWI website ([www.hiwi.org](http://www.hiwi.org)) for dissemination to our customers, and in particular to facilitate use by our workforce investment partners. E-mail alerts to site subscribers and through Twitter announced new products, information, and reports available on the website. LMI postings on the HIWI website consisted of the monthly news releases on local unemployment rates and non-farm employment counts, employment projections for the state, occupational employment and wages for the state and Honolulu MSA, annual labor force updates for Affirmative Action programs, and Quarterly Census of Employment and Wages (QCEW). Local Employment Dynamics (LED) tools were also accessible on our website, including the Census OnTheMap tools that provide detailed maps and reports showing where people work and where they live for county and rural areas. As earlier mentioned in item #3, the annual economic analysis report

for the governor and state WIB titled Hawaii Labor Market Dynamics was disseminated via the HIWI website.

Web statistics reported nearly 70,000 visitor sessions for PY 2011. During these sessions, more than 306,100 pages were viewed and 1.5 million hits or requests were made. The most frequented pages viewed involved mainly Local Area Unemployment Statistics, Current Employment Statistics, Occupational Employment Statistics, and Quarterly Census of Employment and Wages.

Updates for the Workforce Information Database (WID) Version 2.4 were accessible through our Internet delivery system, HIWI. Staff also continued to provide WID information to HireNet Hawaii, the online job-matching system sponsored by our department at <https://www.hirenethawaii.com/default.asp>, and maintains a link to that website on HIWI.

Staff helped to develop the Hawaii Directory of Green Employers website so that establishments could update their contact and occupational employment information. Hopefully, the information from this site will assist in identifying green employers and monitor the growth of green jobs statewide.

Hawaii contracts with Geographic Solutions, Inc. to host and maintain our Internet delivery system of LMI products and services as well as the green portal, and with the Hawaii Information Consortium for the on-line business directory of green employers. Throughout the program year, staff participated in GeoSol webinars and attended GeoSol's annual conference in Clearwater, Florida in June 2012 to network and discuss website development issues with their comparable cohorts from other states. Staff has also contacted other website developers and is contemplating adding on a data dashboard to our HIWI home page in order to provide instant access to the most popular data sets that are available on our website.

#### **5) Partner and Consult on a Continuing Basis with Workforce Investment Boards and Key Economic Development Partners and Stakeholders.**

Our Research and Statistics (R&S) Office continued to provide information and ongoing support to the Hawaii Workforce Development Council (WDC) office, Workforce Investment Boards (WIBs), and One-Stop Centers in PY 2011. Staff attended state WIB and WDC meetings to be briefed on updates and for guidance on workforce development policies, priorities, and issues. Our annual LMI Plan was discussed with Council members to ensure that our LMI data supported the statewide workforce development initiatives. We also contributed labor market information and other economic factors impacting the state of the economy for inclusion in the five year Workforce Investment Act strategic plan and developed slides for numerous presentations by WDC to various stakeholders. We maintained a close working relationship with WIB and WDC by responding to requests for LMI, especially regarding newer green data and the state of our local healthcare workforce data.

Requests for information on "green jobs" continued throughout PY 2011 from WDC, state and local WIBs, and agencies involved in energy-related activities. We supported the temporary staff that was hired for the Labor Market Information Improvement project by reviewing, editing, and formatting their final two reports on the state's solar industry and the evaluation of the LMI Improvement Grant. Additionally, staff also produced a ***Web Usability Assessment of Hawaii's Labor Market Information Delivery System*** report in September 2011 that evaluated our existing tools for content and ease of use.

In our efforts to support WDC initiatives to solve the shortage of physicians in rural areas of the state and specialty nurses in hospital settings and nursing facilities, staff attended a national health resources meeting in Washington, D.C. for a second year in a row to learn from other states what could be done with limited funding to collect useful data on health workers nationwide. Staff has also participated in numerous meetings and agriculture skill panels on all the major islands, providing

the appropriate labor statistics, supported various projects, and attended green related conferences to distribute green reports and occupational brochures. The HIWI website continued providing local LMI data and support to the local WIBs. The WID drives HIWI, and most of the data is collected at the county level, which replicates our LWIB geography. LWIBs have access to the most current labor market information available. HIWI has pages for each county for easy one-stop access to data focused around geographical areas. The Local Employment Dynamics (LED) information is linked through HIWI, providing the capability to continually offer county labor data. The LED **OnTheMap** tool on our website supplies detailed maps and reports of where people live and where they work for county and rural areas.

#### **Part B: Customer Consultations.**

Throughout PY 2011, the R&S Office continued to consult with its customers through emails, phone calls, and in-person exchanges about the usefulness of products developed and services provided by our office. The "in-person" encounters involved attending meetings and participating in technical workgroups, sometimes on a monthly basis, to inform and ensure that future development of workforce information aimed to satisfy our customers' needs. Our outreach at green and clean energy conferences and at the agriculture skill panel meetings attended in the winter and spring of 2012 provided plenty of feedback about our labor market products from conference attendees.

In order to better track the effectiveness of our data in addressing the needs of users, we will create a matrix that is similar to the one provided in the report *Labor Market Information Customers and Their Needs* prepared for the Workforce Information Council to map our customers and their use of our products.

#### **Part C: Partnerships and Collaborations.**

We maintained a viable working relationship with the Workforce Development Council (WDC) and Workforce Investment Boards (WIBs) by responding to requests for data and investigating issues that Hawaii's workforce investment system was interested in studying and pursuing for further action. For example, we compiled a special report on the impact of the recent recession on youth for a WIB member. We've often been asked to prepare presentation materials for WDC speeches, asked to reproduce labor market material for distribution, and take notes for summarization of panel findings. Our attendance at council meetings and frequent informal contacts with the WDC office, especially regarding work on green jobs, agriculture, and healthcare, provided direction that allowed us to work collaboratively on developing appropriate products to inform state and local customers about the current state of our workforce situation. Staff produced customized files for users of our data, providing industry and occupational employment projections, occupational wages by industries, and labor force information for affirmative action programs.

#### **Part D: Recommendations for Improvements or Changes to the Deliverables.**

As the state slowly emerges from the recession, the R&S office needs ETA's continued support for more labor market information tools to produce quality workforce intelligence so that people will know where they can receive appropriate training to acquire the skills necessary for future employment. The projects listed below are critical to our delivery of quality labor market and workforce information for our customers and partners. These tools include:

- The *Hawaii Workforce Infonet* (HIWI), which is the primary delivery system of LMI, is where updates of the WID database are available online. The WI system continually needs upgrading as newer technologies evolve for improved information processing and delivery. Additional resources will be necessary to afford the upgrades to the current Internet delivery system. Recent funding cuts have reduced the amount of real-time job postings data.

- The Green Jobs Portal website that began in May 2011 will need funding to maintain this vehicle of displaying green jobs data that had been collected through the Green Jobs survey. With prospects of collecting green jobs material on an annual basis through the Occupational Employment Statistics survey, more support will be necessary in the future to maintain this portal and continue to integrate green information into existing programs such as industry and occupational employment projections as well as produce new products. Another recently developed website that allows employers to update their contact, employment, and occupational information, the Hawaii Directory of Green Employers, will also require funding for maintenance.
- Since our state is experiencing a healthcare shortage of physicians and specialty trained nurses, the healthcare industry is seeking to address this issue by applying for a federal grant so that we can obtain more specific occupational employment data than what our agency currently provides through the OES system. For example, they would like to see registered nurses divided into neonatal, surgical, intensive care, etc. More detailed coding in the health field would be helpful.
- Estimates Delivery System (EDS) needs continued funding and technical support from the Projections Management Partnership (PMP). EDS produces county level occupational wages and employment projections, which interests many of our customers and the WIBs. Industry staffing patterns are also produced from the EDS software and used in the MicroMatrix system to create occupational projections for the state and counties.
- Each new version of Local Employment Dynamics (LED), a Census Bureau product in partnership with the states, provides more detailed analysis with regards to labor market areas. LED provides demographic and socio-economic information on the workforce for the state, counties, and smaller census areas that is always of interest to the non-MSA residents. Another helpful Census product is the OnTheMap feature that has useful tools within the LED program. With Census support, staff was able to attend the annual LED Partnership Workshop in Washington, D.C. in March 2012.
- R&S is also developing the Workforce Longitudinal Data System (WorLDS), a Workforce Data Quality Initiative grant project, which will integrate data sets from within our department and other state, county, and non-profit agencies' workforce development programs with data from the University of Hawaii and the state's Department of Education to track the supply and demand for skilled workers to determine where students and workers are headed in Hawaii's labor market. Staff will need additional funding to support and work closely with grant-funded staff in order to sustain the maintenance of the data after the grant ends.