



THE COMMONWEALTH OF MASSACHUSETTS
EXECUTIVE OFFICE OF LABOR AND WORKFORCE DEVELOPMENT

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GOVERNOR

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February 22, 2013

Ms. Holly O'Brien
Regional Administrator
U.S. Department of Labor
Employment and Training Administration
John F. Kennedy Federal Building
Room E-350
Boston, MA 02203

Dear Ms. O'Brien:

Enclosed please find the PY2011 Workforce Information Grant Annual Performance Report for Massachusetts. The Annual performance Report notes the accomplishments in PY2011 which include the first phase of developing the required data for Massachusetts for the US Census to develop Longitudinal Employment Dynamics program including the Quarterly Indicators.

If you have any questions, please do not hesitate to call Rena Kottcamp at 617-626-6556.

Sincerely,

A handwritten signature in cursive script that reads "Joanne F. Goldstein".

Joanne F. Goldstein
State Workforce Administrator

A handwritten signature in cursive script that reads "Jennifer James".

Jennifer James
Acting Executive Director, Massachusetts Workforce Investment Board

Copy: Michelle Amante
Alice Sweeney

James F. Stewart

COMMONWEALTH OF MASSACHUSETTS

WORKFORCE INFORMATION GRANT

**ANNUAL PERFORMANCE REPORT
FOR
PROGRAM YEAR 2011**

February 2013

**Executive Office of Labor and Workforce Development
Department of Unemployment Assistance**

Massachusetts Workforce Information Grant Annual Performance Report for Program Year 2011

Statewide Workforce Information System Overview

Massachusetts' Workforce Development system is overseen by the Executive Office of Labor and Workforce Development (EOLWD). Workforce Information products and services are developed and disseminated primarily by EOLWD's Department of Unemployment Assistance (DUA) and Department of Career Services (DCS), in coordination with EOLWD.

EOLWD assures that products and services provided with these grant funds are consistent with the Governor's Strategic Plan and Goals and with the vision of the Massachusetts Workforce Investment Board (MWIB) and with the grant requirements. Labor market and workforce information resources provide the Commonwealth with information on jobs, wages, labor force, and occupations that support economic development efforts, workforce partners' job development, performance management and business planning, and customers' needs at the state and local levels.

The Department of Unemployment Assistance creates products and services designed to meet customers' needs and to offer the flexibility for adjustments with changes in the Commonwealth's economic climate and labor force, the state's strategic plan and new electronic delivery systems.

The Workforce Information grant provides the Governor and other state and local policy makers with tools to assist them in planning and meeting the state's strategic workforce and economic development goals. Grant resources have focused on producing real time job openings, employment and staffing patterns, demand occupations, and occupational supply and wage information at the state and local Workforce Investment Area levels. The data, information and products are readily available to policy makers, job seekers and citizens in real time access through the web site <http://mass.gov/lmi>.

DUA has the responsibility of ensuring the appropriate development and dissemination of workforce information and labor information, including economic, career, and occupational data to all state and local workforce development partners. Its key focus is identifying and serving the needs of Workforce Investment Boards, One-Stop Career Centers and their partnering organizations, as well as educators and job seekers, employers, students and parents served by local workforce providers. The strategies employed to ensure wide dissemination of labor market and workforce information include assuring availability via the Internet, developing specific targeted products, providing technical assistance in the use and availability of information, responding to requests for customized information and new products and making presentations to inform and educate. Direct assistance is provided to all individuals who contact them in person, by phone, or through email.

Core Products and Services

The Executive Office of Labor and Workforce Development's Department of Unemployment Assistance, Economic Research Department and the Department of Career Services, Management Information Systems and Reporting Office, developed and provided workforce information products and services in the following core areas as defined in the Workforce Information grant.

Populating the Workforce Information Database with state and local data:

The Workforce Information Database (WIDb), which contains the LMI and WI data, is current with all releases for version 2.5. All data and information products developed through this grant along with products developed through the BLS cooperative agreement including custom formats requested by customers are made available at the time of release through the Commonwealth's web site at <http://mass.gov/lmi>. The WID supports all of the electronic applications. The core LMI, and required workforce information database tables are populated for public use on date of release.

Producing and disseminating industry and occupational employment data and projections:

Using the methodology, software tools and guidelines developed by the Projections Consortium and the Projections Managing Partnership DUA developed statewide and sub-state 2010-2020 long-term industry and occupational projections and statewide and sub-state 2011 to 2013 short-term industry and occupational projections. These projections will be published in early PY2012.

All industry and occupational employment data produced through the BLS programs and the estimates done at the LWIA levels as part of the WI grant are available online.

Conducting and publishing economic analyses and special information determined to be of benefit to the state and local WIBs:

The Economic Analysis Report included in the Workforce Plan provided information on the most recent trends in job gains along with information on labor force status by educational attainment levels. Using labor force measures Massachusetts residents with high school education or less continue to experience long spells of unemployment while those with college degrees and higher education have greater employment rates.

The May 2011 occupational employment and wage estimates for all industries for each of the sixteen WIAs were produced and published in June 2012 along with revised staffing patterns statewide and selected sub state areas. These data continue to be high demand information that can only be developed and published with Workforce Information grant funds and software system.

Massachusetts began the first phase of a two phase development plan to produce the information required for the Local Employment Dynamics (LED) project. The project will be completed in the spring of 2013 with the submission of the required historical information to US Census. The Quarterly Workforce Indicators for Massachusetts will provide the customized unique information on the labor and workforces not available through other data programs.

Massachusetts also produces a statewide Job Vacancy survey to measure the number and types of job openings that employers need to fill. The survey tool and sampling methodology were improved over the past year. Just over 14,000 private sector employers are being surveyed regarding job vacancies during the second quarter of 2012. Estimates will be developed at the six digit occupational level for openings and related information and the first report will be published in Spring 2013.

All data and products follow BLS methodologies where applicable.

Posting products, information, and reports on the Internet:

All LMI and Workforce Information data, products and reports are released and publicly accessible through the web as required by the WI Grant. The economic data pages and data tools on the web meet Electronic and Information Technology Accessibility Standards (section 508) as defined by the Federal government and pass HTML validation.

The site provides for immediate access at time of release for all workforce information and LMI data and products. Customers can see at a glance the latest information on jobs, the labor force, the unemployment rate, wages by occupation, projections and get access to all information in downloadable formats.

Customers accessing the LMI and WI electronic tools continue to increase. The website's query tools and the city/town data searches which are also linked directly from the mass.gov home page through the *Find resources in your community* search option remain popular and posted high rates of growth. During PY2011 there were 395,000 visits to the mass.gov/lmi site. There were 2.9 million hits during PY2011 up from the 2.7 million hits in PY2010.

The state disseminates customer-focused occupational and career information through the Massachusetts Career Information System (MassCIS), which is managed by the Department of Career Services. Massachusetts contracts annually with intoCareers out of the University of Oregon to use the national CIS program, and to host the MassCIS at: <http://masscis.intocareers.org/>. There is a consortium of twenty-one states that contract with intoCareers to have a state-specific CIS.

MassCIS provides information on occupational skill requirements, user-friendly job descriptions, wages, and current and forecast employment by occupation, plus links to web-based job sites and to educational and training venues. These include colleges and universities nationwide, as well as proprietary training schools in Massachusetts. DCS develops the information on proprietary schools through an ongoing survey of the state's schools. Improvements were made to MassCIS in the last year.

- Updates were made to current wages and employment by occupation (including projections).

- A filter was added to the Occupations component which allows the user to search for occupations by specific factor, such as wage and education level.
- A new component, Industries, presents factors impacting each industry, the occupations within each industry and which of these occupations are *green*.
- A new component, Green Jobs, contains information and six videos explaining what makes an industry or occupation green, and which industries and occupations are considered green.
- A new component, My Career Plan (a quick and comprehensive planner to help adults map their career and life plans), was added to the adult version (Career Centers/Colleges).

Additionally, the greening of MassCIS Occupation files continued. There are now 71 existing occupations that have a green Overview and Task List and green icons were added to the occupations index designating them as green occupations.

MassCIS continues to be available free online to all Massachusetts residents and for the sixth year had an increase in the number of users. Over 189,000 MassCIS visitor sessions were recorded in PY2011, an increase of 5% from the previous year, and an increase of 96% from 5 years ago. Of these users, more than 75,000 could be identified as One-Stop Career Center staff, clients or affiliated partners, including the state's Community Colleges.

During PY2011, several programs run jointly by DCS and DUA integrated the MassCIS into the obligatory curriculums and mandated its use by job seekers. These statewide programs, which operate in all 33 One-Stop Career Centers, are:

- Re-Employment & Eligibility Assessment (REA)
- Re-Employment and Eligibility Services (RES)
- Emergency Unemployment Compensation (EUC)
- Trade Adjustment Assistance (TAA)
- UI Profiling

One-Stop Career Center and workforce partner staff, trained on MassCIS, now conduct MassCIS training and workshops for job seekers on how to use MassCIS to take assessments and obtain labor market information and occupational information, including wages and outlook. Informal training by MassCIS staff on accessing and navigating the program increased the last 4 months of PY2011, with 2 – 3 calls per week, versus one call every 3 – 4 weeks previously, indicative of the increasing use of the application.

MassCIS continued to maintain a close relationship with stakeholders; DCS's MassCIS staff worked with the Massachusetts Educational Financing Authority and ConnectEDU to assist in the launching and follow-up of *Your Plan for College* a statewide portal for students, parents and teachers to organize and access student records and simplify college applications. MassCIS staff also worked extensively with North Shore

Community College (NSCC), to ensure that the school's information in MassCIS is complete and accurate. This relationship with NSCC is expected to continue, with MassCIS providing training and technical assistance, as NSCC incorporates MassCIS into its curriculum.

Additionally, MassCIS enjoys favor among the Massachusetts educational community. The Department of Elementary and Secondary Education continues to recommend MassCIS as a resource for students to use when completing mandatory career development requirements. Several schools and libraries now provide links to MassCIS on their websites.

Partnering and consulting with workforce investment boards:

New tools, information and products are developed based on discussions and input from the WIAs and partner agencies. EOLWD consults with key members of the MWIB, and Workforce Investment Boards, One-Stop Career Centers and stakeholders, to ascertain which key indicators of labor market demand and supply are needed to assist the workforce development system and to develop new initiatives and provide new tools that provide real time access to online openings and analytics. By providing access to relevant and easy to understand labor market information, workforce development officials will be able to build the capacity of their regions to analyze, interpret, and use labor market data on an ongoing basis.