

ARKANSAS: WORKFORCE INFORMATION PY'12 ANNUAL REPORT

In accordance with the U.S. Department of Labor/Employment and Training Administrations' Training and Employment Guidance Letter (TEGL) 27-11, dated May 2, 2012; this is Arkansas's annual report of accomplishments on the five core products and services contained within this grant.

POPULATE THE WORKFORCE INFORMATION DATABASE WITH STATE AND LOCAL DATA

All mandatory core tables of the Workforce Information database were updated by June 30, 2013. This is a continual project, as we update the information in the Workforce Information database as it is made available. Arkansas also populates many of the Workforce Information database's non-required demographic and economic tables and has built tables that will power local WIB Area profile reports in the "Discover Arkansas" system. We maintain the Uniform Resource Locators (URL) of <http://www.discoverarkansas.net> and <http://www.discover.arkansas.gov>, both being official website addresses for our Internet delivery of Workforce Information database information. Version 2.5 of the WIDb is being populated.

All required licensing data was updated and submitted to the National Crosswalk Service Center on June 27, 2013. The on-line version of the 2013 *Directory of Licensed, Certified, and Registered Occupations in Arkansas* was released on July 8, 2013. This publication can be viewed and downloaded at:
http://www.discoverarkansas.net/admin/uploadedPublications/2289_DLO2013.pdf

The hard copy printed version of this publication was released on August 13, 2013.

PRODUCE AND DISSEMINATE INDUSTRY AND OCCUPATIONAL EMPLOYMENT PROJECTIONS

Long-Term

With a good upswing, but still some uncertainty in the Arkansas economy the effects of the different occupational layoffs along with new occupational hiring in different parts of the State has the LMI Department endlessly looking for any major changes in the State's Sub-State Industry and Occupational Employment Projections for 2010-2020, since these are only performed on a biennial basis. These projections were finalized on June 10, 2013, and submitted to the Workforce Information Database Administrator. With the "Discover Arkansas" re-write continuing and database testing now taking place, some current database files have not and could not be updated within the Database Analysis Tool.

Statewide long-term projections can be viewed and downloaded from our Workforce Information database website when the re-write and testing is concluded at:

http://www.discoverarkansas.net/admin/uploadedPublications/1959_LT_WIA_08_18.pdf

The Long-Term projection's sub-state hard-copy publication will be released on or before September 30, 2013.

Short-Term

The Statewide Industry and Occupational Projections for the 2012-2014 period, utilizing a base period of 1st quarter 2012 and projected out to 1st quarter 2014, were completed on May 15, 2013, for Demand Occupation purposes. The necessary statewide projection files were sent to the Projections Management Partnership Consortium on June 3, 2013. Database files were submitted to the Workforce Information Database Administrator on June 3, 2013, but due to the "Discover Arkansas" re-write and testing these projections will not be updated until the "Discover Arkansas" revision takes place. The printed version of the 2012-2014 statewide short-term projections was released on July 22, 2012.

Arkansas completed the 2012-2014 sub-state Industry and Occupational Projections on May 16, 2013, and they were submitted to the Workforce Information Database Administrator on July 1, 2013, for inclusion when the re-write is finished. Printed versions of the 2012-2014 sub-state short-term projections will be released on or before September 30, 2013.

State and sub-state level Short-Term Projections can be found through our Workforce Information Database website at: <http://www.discoverarkansas.net> or <http://www.discover.arkansas.gov>

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

Completely throughout PY'12, the LMI Department, within the Arkansas Department of Workforce Services, has made itself available for research and provided all types of economic and labor market information, as well as, conducting numerous special studies for our various partners and customers, including the Arkansas Economic Development Commission, Governor's Office Staff, Area Chambers of Commerce, Departments of Education and Higher Education, and Local Workforce Investment Boards. To provide these studies we have utilized BLS data, the Local Employment Dynamics (LED) system, "Discover Arkansas", the Estimates Delivery System (EDS) and our EMSI Strategic Advantage system to relay information, answer questions and concerns that different customers have had about the State or Local Area labor markets, economic conditions, and special initiatives.

The Labor Market Information section of the Department of Workforce Services will release the seventh edition of the *Arkansas Labor Market and Economic Report* on “Discover Arkansas” prior to September 30, 2013. Printed versions of the report will be submitted to Arkansas’s Governor and the State Workforce Investment Board at their next full board meeting on October 8, 2013. The Annual Economic Analysis Report can be found on our Workforce Information Database website at:

<http://www.discoverarkansas.net> or <http://www.discover.arkansas.gov>

POST PRODUCTS, INFORMATION, AND REPORTS ON THE INTERNET

Arkansas’s major deliverables, as well as Projections and the Directory of Licensed Occupations, can be viewed through the Internet at:

Discover Arkansas (www.discoverarkansas.net or www.discover.arkansas.gov):

“Discover Arkansas” is the state’s web-based LMI delivery system supporting the WIBs, business, education, other agencies, and the public, utilizing information in Arkansas’s Workforce Information database. This fully ADA compliant system was officially released on January 31, 2005, and is continually updated with new information, reports, and consumer products. Since the system is becoming dated, Arkansas entered a consortium with three other states (Montana, Nevada, and Michigan) and recently added a new state (Illinois) to update the system into a .NET environment which will allow us to utilize the most modern and advanced Internet and web design technology.

2012-2013 Career Watch Arkansas (www.careerwatch.org): Arkansas distributed approximately 60,000 copies of this very popular tabloid-type career magazine in PY’12. *Career Watch Arkansas* provides students (and their parents) with over 20 areas of interest in exploring the world of work. Topics covered included career planning, resumes, apprenticeships, work ethic, military opportunities, top occupations, occupational profiles with wage information, scholarship information, financial aid programs, higher education in Arkansas, and more. The 2012-2013 *Career Watch Arkansas* magazine is also available for viewing and downloading at:

www.careerwatch.org or

http://www.discoverarkansas.net/admin/uploadedPublications/2136_CW_2012.pdf, until approximately October 15, 2013, when the 2013-2014 issue will be loaded into the “Discover Arkansas” system. *Career Watch Arkansas* can also be followed through media accounts of Facebook, Twitter, and Pinterest at the following sites:

<https://www.facebook.com/CareerWatchAR>

<http://pinterest.com/careerwatchar>

<https://twitter.com/careerwatchar>

High Demand Targeted Jobs – National Governor’s Association (NGA) Skills Matching System: To provide information on the skill needs of jobs/occupations in Arkansas, we

created a skills matching prototype system, through the support of the NGA “Pathways to Advancement Policy Academy”. This tool was updated with the newest information on December 13, 2012, and will continue to be incorporated into the “Discover Arkansas” LMI portal. It links Arkansas’s growth industries to the nationally recognized Educational Career Clusters. It also identifies if a growth industry is a targeted industry by the Arkansas Economic Development Commission (AEDC) or an industry that has been identified by the Department of Labor’s High Growth Job Training Initiative. The tool identifies occupations related to each growth industry and career pathway and provides information on skills, projections, wages, training programs, licensing requirements, and notes if it is a high demand occupation in Arkansas. The LMI section worked with AEDC and its consultant during the process of defining the newest list of Arkansas’s Targeted Jobs. Those are now listed within the High Demand Targeted Jobs system found at: <http://www.discoverarkansas.net/?PAGEID=67&SUBID=152>.

Career Interests, Training, and Job Outlook System

Working with the Department of Career Education and the Arkansas Association of Two-Year Colleges, the Arkansas LMI section developed this system to simplify the alignment of the Career Cluster/Cluster Pathway organizational system. Included are long-term projected job openings and average annual wages for the state of Arkansas. This information is extremely valuable to schools that are planning curriculum additions or changes, as well as, to individuals seeking career changes and can be viewed on “Discover Arkansas” at:

<http://www.discoverarkansas.net/?PAGEID=67&SUBID=161>.

Affirmative Action (www.discoverarkansas.net or www.discover.arkansas.gov): In support of the SWIB and LWIBs, business, education, economic development, other agencies, and the general public, the “Discover Arkansas” website contains an entire Affirmative Action section with statewide, MSA, and county tables that can be downloaded onto the user’s PC.

Real-Life Arkansas: In our continuing support of our partners in Education and Employment, Arkansas’s Labor Market Information section developed and released “Real-Life Arkansas” in 2007. “Real-Life Arkansas” continues to be updated with the latest labor market information and new aesthetic looks. On September 3, 2013, the newest files were submitted to our programmer and we anticipate that all changes will be implemented with an updated program look and feel by December 31, 2013. “Real-Life Arkansas” is an interactive “lifestyle budget calculator” for students and job seekers and can be found at the web address of www.real-life.arkansas.gov. The website helps users discover how education impacts earnings and to learn about different occupations. The website’s objective is to inspire students, through a “real world” exercise, to take education seriously and pursue higher education/training after high school.

Users of the website have three options to determine the costs and careers associated with their desired lifestyle. By identifying monthly living expenses in “Get a Real Life

Check,” the user finds out what careers provide the salary needed to cover those expenses. With “Future Salary,” the user enters a salary and chooses a desired education and occupational category. The occupations with that salary are then displayed. “Occupation Direct” is similar to “Get a Real Life Check” but allows the user to choose an occupation first. The living expenses for a desired lifestyle are then subtracted from the occupation’s salary to check whether the occupation’s wages will cover those chosen expenses.

The Future Awaits: Arkansas continues the distribution and updating of this publication, which focuses on teaching young adults pre-employment and basic skills, including resume preparation, how to apply for jobs, appropriate dress, interview tips, and even basic guidance on how to complete federal tax forms. Due to many requests, we have reproduced the “*Pocket Resume*” out of *The Future Awaits* into a stand-alone workforce tool for citizens to use in their everyday work search. In March 2013, we made another small redesign of the “*Pocket Resume*” utilizing its more compact occupational tool design for our customers to use. *The Future Awaits* can be viewed and downloaded from “Discover Arkansas” at:

http://www.discoverarkansas.net/admin/uploadedPublications/347_Future_Awaits.pdf

The “*Pocket Resume*” can be viewed and downloaded from “Discover Arkansas” at:
<http://www.discoverarkansas.net/?PageID=166>

Arkansas Consumer Report System (ACRS) (www.arkansascrs.org): Arkansas continues to actively maintain and provide customer service for ACRS on a daily basis. ACRS provides an interactive, customer driven, search engine to review all educational entities within state boundaries. On January 19, 2012, we contracted with the Arkansas Department of Information Services to re-write the ACRS into a .NET environment and make a few program changes to enhance the customer’s ability in finding information faster and easier. This re-write was completed on May 20, 2013.

Projected Employment Opportunities List (formerly the “Demand Occupations List”): Arkansas continues to produce this publication that identifies future job opportunities and links them to training programs within the state. The publication presents information in two columns, with the first providing the occupation's code, title, and a Statewide estimated average annual wage. The second column lists the corresponding Classification of Instructional Program training code and title for the occupation. A list is included for the State and each of the 10 Local Workforce Investment Areas. This product is distributed to help the workforce system and its users make better training decisions. Last updated on July 1, 2013, it can be viewed and downloaded at:

<http://www.discoverarkansas.net/article.asp?ARTICLEID=407&PAGEID=67&SUBID=120>

or through the Arkansas Consumer Report System (ACRS) at:

<https://www.employment.arkansas.gov/ACRS/>

Workforce Area Statistics and Profiles: Arkansas has created localized labor market profiles for each of its Local Workforce Investment Areas. The profiles contain the local

demand occupations with local wages and key important economic information for each Local Area. These can be found on “Discover Arkansas” at: www.discover.arkansas.gov or www.discoverarkansas.net as a left column heading of “Local Workforce Investment Area Statistics”.

Other Printed Publications with Web Access: During PY' 2012, the Arkansas Department of Workforce Services' Labor Market Information section has updated and produced various other LMI-based publications, such as the popular *Arkansas Wage Survey*, *Arkansas Labor Market*, *Arkansas's Hot 45*, *Career Watch Teacher's Guide*, and other reports, publications and information. Most of our publications are accessible on-line from the LMI Publications page of “Discover Arkansas,” while information and reports are scattered throughout the website at: www.discoverarkansas.net or www.discover.arkansas.gov.

Estimates Delivery System (EDS): Though EDS is not a web accessed tool for the public, it does provide extensive information that our LMI analyst's use to provide specialized reports to the Arkansas Governor's Office, Arkansas's Economic Development Commission, area economic developers and in our “Discover Arkansas” ALMIS and in our other web products.

EMSI (Economic Modeling System, Inc.): Arkansas continues its relationship with EMSI, so that we are able to provide our customers with economic information even when the in-house labor market information is unreleasable, due confidentiality issues.

CONSULT ON A CONTINUING BASIS WITH WORKFORCE INVESTMENT BOARDS AND OTHER KEY WORKFORCE AND ECONOMIC DEVELOPMENT PARTNERS AND STAKEHOLDERS

The Labor Market Information section is housed within the Arkansas Department of Workforce Services (DWS) and is part of the Office of Employment Assistance. We are co-located with the staff of the State Workforce Investment Board (SWIB), the State Dislocated Worker Unit, and the Temporary Assistance for Needy Families (TANF) staff. This arrangement allows for almost constant contact, association, and consultation with the different staff to identify and produce needed information in an ever changing economic arena. The LMI section also has a representative attend each State and most Local Board meetings which allows us to keep in touch with informational needs of the Boards. Also, almost daily, LMI staff is in contact with staff from one of the 10 Local Workforce Investment Boards and their one stop centers and/or one of the 32 full time DWS local offices. We provide information on a multitude of subjects from demand occupations that designate a WIA training requirement to labor supply information for a new industry that is considering locating in one of the Local Workforce Investment Board Areas (LWIB). Along with supplying labor information to the LWIBs, we constantly produce and provide various information to area economic development boards, educational partners, Chambers of Commerce, as well as, the Arkansas Economic

Development Commission to facilitate industry growth within Arkansas and its economic regions.

Arkansas's LMI section continues to be aggressive in our pursuit to accomplish all of its certified deliverables and as of this writing we have obtained 100 percent of our timed goals for PY'12. Working with our many varied customers throughout the year, which includes the Local Workforce Investment Boards (LWIB), the State Workforce Investment Board, and all our educational partners, we realize that each entity we serve requires a different set of information to meet their ever changing needs. In trying to meet those needs we are constantly trying to make the information simpler to understand, but yet providing the technical information that the customer desires or prefers. We are continually addressing this issue realizing that as more information becomes available we will be relied on more and more, as time passes, to provide this diversified information. To help in providing non-confidential information to our customers, we acquired the EMSI Analyst tool which includes very good graphing and charting characteristics that we utilize to incorporate eye catching graphs and ideas into our publications, whether in hard copy or Internet related. Another area that we have put effort into, but will continue to provide better service in the upcoming PY'13, is with our personal contact and communication with the Local and State Workforce Investment Boards. To adjust for this, we have again asked each LWIB area to submit their meeting dates for us to ascertain the possibility of having a LMI staff person present as often as possible. We continue to strive for excellence in developing our product mix, but our main goal will be furnishing the citizens of Arkansas with good, reliable, and accurate labor market information regardless of whether they are individuals, employers, agency partners, or local and state workforce entities.

Level of Demand for Labor Market Information Products and Services, Program Year 2012			
Table 2. Publications and Products			
Instructions: Please complete this page for specific publications and other products such as posters, brochures, data sets, etc. Report information for overall web sites on Table 1. For Product Format and Volume responses, enter your count (numeric only). If you do not have exact information readily available, please provide your best estimate. Please add lines to the worksheet if you need more space.			
State: Arkansas			
Publication or Product Name	Product Format and Volume		
	Print Number of printed copies distributed	Electronic Number of downloads	Total
Career Watch Arkansas	60,000	110,909	170,909
Arkansas Wage Survey	134	17,703	17,837
Directory of Licensed, Certified and Registered Occupations	3	8,017	8,020
Arkansas' Hot 45	8,400	2,430	10,830
Projected Employment Opportunities List	98	19,986	20,084
Future Awaits	-	14,606	14,606
Short-term Industry and Occupational Projections - Statewide	115	15,032	15,147
Short-term Industry and Occupational Projections - LWIAs	87	640	727
Long-term Industry and Occupational Projections - Statewide	25	25,995	26,020
Long-term Industry and Occupational Projections - LWIAs	1	568	569
Pocket Resume	2,000	376	2,376
Career Videos	-	-	0
Career Watch Arkansas Teacher's Guide	370	9,455	9,825
Arkansas Labor Market and Economic Report	85	21,210	21,295
Education Pays Poster	1,000	630	1,630
Pro Athlete Poster	1,000	129	1,129
All Publications CD	659	-	659
Career Watch Facebook Flier	1,000	-	1,000
			0
Total =	74,977	247,686	322,663

Level of Demand for Labor Market Information Products and Services, Program Year 2012		
Table 4. Other Activities		
Instructions: Complete this page for products or services not included on Tables 1-3. For Level of Activity responses, enter your count related to the activity (numeric only). If you do not have exact information readily available, please provide your best estimate.		
State:		
Name of Activity	Level of activity	
Requests received, e-mail alerts	Number of requests or alerts	Number of Recipients
LMI Requests received by phone, e-mail, fax, in-person	271	271
E-mail alerts issued		
Events	Number of events	Number of Participants
Job/Career Fairs	4	872
Conference exhibits	6	2,321
Rapid Response events		
Other events and activities (please list below):		
Judge Phi Beta Lamda State leadership Conference - Business Presentation	1	46
Press and Media Events	Number of press releases and events	Size of Audience
Press releases issued	12	2,191
Specific media events; e.g., radio interviews, TV appearances (please list below):		
All are unemployment rate related to TV/Radio Stations/Newspaper	36	????
Your comments:		