

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

## ***WORKFORCE INFORMATION GRANT REPORT PY 2012-2013***

The Alabama Department of Labor, 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 decisions at the local, regional and state levels.

During the extreme recession the country and our state has experienced, many aspects of the labor force has shifted. As a result, the strategic plans for both education and economic development have been raised to a higher level. This shift has actually boosted the desire for planners in the State of Alabama to seek labor market information more than in the past. This increased emphasis on labor market information is beginning to open doors to form partnerships with other workforce agencies. In addition the Alabama LMI division has increased its efforts to deliver information through all types of mediums, with the lofty goal of ensuring that all career counselors, career technical teachers, postsecondary teachers, urban planners, policymakers, economic developers, and workforce development boards can no longer say that they didn't know this information existed free of charge. Alabama LMI division continues to strive to reach as many customers as possible through personal interaction, because better understanding seems to come from this approach.

During PY 2012, Alabama LMI continued to work closely with the agencies, boards, and customers, as in the previous program year. In this program year, however, the division extended its reach to form relationships with the Economic Development Association of Alabama, Alabama Counselors Association, and other groups the division has never interacted with in the past. One new program initiated by Governor Robert Bentley, called the College and Career Ready Task Force, has required labor market information as part of the decision making process for the goals of the task force. This has allowed LMI staff to present information to upper level policymakers, when this has rarely occurred in the past. Through the members of this taskforce, the division became aware of the state's new economic development strategy, Accelerate Alabama. This strategy targets development of ten industry clusters, with the intent of bringing new companies to the state, sustaining existing companies, and providing staffing support for those companies. The LMI division did some research on the industry clusters, and made the decision to produce an annual synopsis of data for each of those clusters to support the effort and partner with the Department of Commerce. These reports will be available during the next program year.

Another exciting opportunity for Alabama LMI to create closer partnerships with Secondary Education is a new graduation requirement beginning in the 2013-2014 school year for all 9<sup>th</sup> graders to take a course called Career Preparedness. This class is focused in three areas; career development, computer skills, and financial basics. The Alabama LMI division presented its vast number of resources to the planning group for this class during the spring of 2013. The introduction of this class has led many more educators and guidance counselors to LMI resources

than in past years. The division will continue through the next year to closely work with Career Technical Education in the state to ensure that all teachers of this class and guidance counselors are equipped with our resources to assist students to make career decisions based on research.

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.

#### **C) Aggregated expenditures and variance**

There was no variance from the original estimated aggregate expenditures.

### **2) Produced and disseminated industry and occupational projections**

#### **A) Outcomes for this objective**

In August, 2012 publications of short term projections were made available in both hard copy publications, and on the LMI website. 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, in October 2012, the LMI division published the 2010-2020 statewide and workforce development region, industry and occupational projections, making it available both in publication and on the LMI website.

Through the Projections Managing Partnership, the division had received notification that the due dates for short term and long term projections would be changed in future grant requirements. Initially the division understood the short term deadline to be the end of April for short term projections. As a result, the Alabama LMI division made the decision to implement this new time table. The division altered its method and timetable of collecting data from QCEW and from the University of Alabama's economic model, and finalized the 2012-2014 projections by the end of April 2013. In addition, a publication was produced in May 2013. Long Term Projections are available on the LMI website at <http://www2.labor.alabama.gov/Projections/Default.aspx>.

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. Staff has participated in all Long-Term Projections training opportunities offered by the Projections Workgroup and Managing Partnership. 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**

An amended copy of the short term 2011-2013 projections was 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 were completed in October 2012, well ahead of schedule. In addition, the short term 2012-2014 projections were completed and submitted by April 30, 2013 due to the anticipation of this deadline being moved up in future program year guidelines.

#### **C) Expenditures and variance**

There was no 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 Labor, 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 most current report is available at <http://www2.labor.alabama.gov/workforcedev/WorkforceReports/Alabama.pdf> .

The LMI division also embarked on a more in depth analysis of the underemployment survey which has been conducted through our partnership with the University of Alabama for 5 years. The goal of this project is to provide a separate underemployment report to give a more detailed look at the results of this analysis. This is a two year project: Year 1 will produce just the 2012 underemployment data, but with much more detail than in the State of the Workforce Report, Year 2 will produce an analysis of the data over the time period it has been collected. The first of these reports was made available on the LMI website in May 2013. It contains the survey questions and responses by workforce development regions. This report is available on the site at <http://www2.labor.alabama.gov/workforcedev/Alabama%20Underemployment%20Report.pdf> .

The Alabama LMI Division has long tried to find a good source of supply and demand data that would reinforce the data that is already collected in the division, provide another resource to assist when producing industry and occupational projections, and provide customers with a better source that is more current. In January 2013, the division contracted with the Conference Board and acquired the Help Wanted Online (HWOL) data series. Through research of the use of this data in various states, LMI began producing a monthly HWOL report to release on the date that the state unemployment rate is released. The reports are produced for the state, metropolitan areas, and the workforce development regions. They are also being produced at a county level by request only at present. They have been very well received, and the data has been regularly reported in several news articles since their release. The reports are available on the homepage at <http://www2.labor.alabama.gov/default.aspx> and the following link provides an example of the statewide 2-page report <http://www2.labor.alabama.gov/WORKFORCEDEV/HWOL/AL.pdf> . The division hopes to do some time series analyses on job ads by occupation using this data during the next year.

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 March 2013, the division quickly began producing 2011 commuting reports. As of June of 2013, 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> . In addition to these simple one page inflow outflow reports, the LMI division released, only on the website, 2011 workforce characteristics in downloadable excel files for the state and workforce development regions. This decision was made based on consultation with economic developers in the state who regularly use this information for proposals to potential new industries. This information is available at <http://www2.labor.alabama.gov/workforcedev/default.aspx> under workforce profiles.

The Business Employment Dynamics (BED) Newsletters continues to be updated on a quarterly basis, and posted on the LMI website at <http://www2.labor.alabama.gov/workforcedev/BEDPR.pdf> .

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. During this program year 2010 and 2011 reports were added 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/OlderWorker2011.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.

The Older Worker Report for 2010 was behind its scheduled annual update, so during PY 12, both the 2010 and 2011 reports were updated. BED reports were completed on schedule, and updated reports will continue to be produced throughout the next year. Commuting patterns are quickly updated as soon as the LED program releases the latest commuting data. This time period is unknown though, because LED does not always have specific release dates for new data.

#### **C) Expenditures and variance**

The Alabama Department of Labor, Labor Market Information Division contracted to spend \$150,000 during this program year to partner in the development of the State of the Workforce Report along with the separate new Underemployment Report. The latest State of the Workforce Report was published January of 2013. It is expected that during the spring of 2014 a new report will be published. The Underemployment Report was

published at the scheduled time of the end of April 2013. It is expected that the next Underemployment Report will be available at the same time in 2014.

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

##### **A) Outcomes for this objective**

With the success of the LMI training that was conducted in May of 2012, the LMI division continued its partnership with the LMI Institute to conduct four webinars. The subjects were chosen and information approved by Alabama's LMI staff. A member of the LMI Institute team conducted the webinar sessions. The four sessions were on; Location Quotients, O\*Net-My Next Move, LMI for Job Seekers, and Quarterly Workforce Indicators. The most successful live sessions were the webinars on O\*Net-My Next Move and LMI for Job Seekers. There were over a hundred people who attended one of those sessions. The advantage, though, of doing webinars is that they can be recorded and uploaded from the website to view at leisure. After each of the webinars was conducted, the video and the PowerPoint slides which were used in the presentation were placed on the website at <http://www2.labor.alabama.gov/workforcedev/default.aspx> under the Webinars caption. This has proved extremely successful, for the webinars have been hit over 17,000 times since they were placed on the site.

To coincide with the webinars, the division began placing all presentations made during the year on the website for people who attended the meetings or anyone else who might be interested in the information that was presented. As a result, a section was added entitled "Training Materials and Archived Webinars" on the website at <http://www2.labor.alabama.gov/workforcedev/default.aspx>, and the left column contains the presentations by meeting, and the right contains the recorded webinars.

New to the LMI homepage at [www.labor.alabama.gov/lmi](http://www.labor.alabama.gov/lmi) are several general resources which are important for customers who wish to have more information. First, a document was created called LMI Resources. This contains terms which are used frequently during lmi discussions. They consist of agencies, statistical terms, other labor market information resources, and especially all of the acronyms for each term, along with their definitions. It is located on the LMI homepage on the left side. Also on the left side of the homepage is the Labor Market Information Users Guide publication. New to this section on the homepage is a link to The Catalogue of Workforce Information Sources. This is an excellent source for those who wish to know more about the methodologies behind the data that is collected in the LMI division. Also added to the homepage is a Quick Links of Hot Topics dropdown menu. This allows customers to look through the list of subjects, click on the subject, and go directly to either the specific report, or to the page where the information is located. There are some limitations to this method, but for now it is still something that can help users locate information faster on the website.

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.

After Long Term Projections for 2010-2020 were completed, several publications were update, and several new publications were developed to incorporate this new data. Both the Industry and Occupational Projections were posted on the website at the following link <http://www2.labor.alabama.gov/Projections/Default.aspx>. Through customer request, location quotients

were added to the industry projections publications. In addition, occupational location quotient reports were added to the website for customers at the following link

<http://www2.labor.alabama.gov/workforcedev/LQs/StateNationLQ.pdf> .

The Hot 40 Demand Poster was updated and is available in hard copy and on the website at

[http://www2.labor.alabama.gov/OES/OES\\_Posters/HotJobs.pdf](http://www2.labor.alabama.gov/OES/OES_Posters/HotJobs.pdf)

The Career Exploration Guide was updated in hard copy format. Work is still being done to incorporate a revision of the appearance of the Career Exploration Guide on the website. It should be available in August 2013.

Through partnership with the AL State Department of Education, Career Technical Education, Alabama's LMI division developed a set of 16 Career Cluster Posters, and 16 Career Cluster brochures to coincide with the clusters adopted by the state's education system. These were first introduced to the public in October 2012, and the demand for these products has been almost overwhelming. The pdf files for these products are located on the website for people to print if they wish. We have even provided the original files to some educators who wish to increase the size of the posters and print them with their own funds. An example of a poster on the website is at

<http://www2.labor.alabama.gov/workforcedev/MapsandPosters/CareerClusters/MfgCC.pdf> . An example of a brochure is on the website at <http://www2.labor.alabama.gov/workforcedev/Brochures/Government.pdf> .

As a response to a meeting with Human Resource Managers from companies around the state, the wage data that was released in May 2013 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/>.

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 2012 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> . In addition to these maps, the LMI division also added bar charts which display employment trends for 10 years by age group. With the increasing interest in the aging workforce, and knowing that certain industries have a much higher percentage of older workers, the LMI division chose to include charts for those industries with the highest population of older workers; education, healthcare, manufacturing, and utilities. For each industry, a chart is available in a pdf format for the state and each workforce development region. An example is located at the following link <http://www2.labor.alabama.gov/workforcedev/IndEmpbyAge/AL/total.pdf> . The division also produced for the state and all the workforce development regions a comparison chart of the top

industries in 2002-2003 as compared to those in 2010-2011. These industries were those with the highest average across the 8 major quarterly indicators produced by the LED program. An example of the statewide can be found at <http://www2.labor.alabama.gov/workforcedev/IndRankComparison/AL.pdf> . Similarly, pie chart reports were prepared to compare the employment by industry from 2001 to 2011. An example of these is located at <http://www2.labor.alabama.gov/workforcedev/IndustryComparison/AL.pdf> .

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.

#### **B) Extent to which activities conformed to schedule**

Due to the workload and inexperienced staff who work on the website, the time period for placing new products on the site is rather unpredictable. In addition, the LMI division is trying to work with the website staff to update the appearance of the website to be more streamlined and easy to use. This is a process that will take some time and effort, but is a priority for the division.

#### **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.

The LMI division has been printing large numbers of Career Cluster Posters and brochures due to the minimal cost for printing. The presence of a printing shop in the Alabama Department of Labor allows the division to print these resources at a much lower cost than most private printers could. However, there has been discussion to leverage funds from education grants to pay for the printing of these resources in the future. Since the Career Centers have been distributing Hot 40 posters to their clients, they have been using their own grant funds to cover the cost to print the posters. This is a move in the right direction to assist the division in leveraging funds to support the resources that the division produces with Workforce Information Grant funds.

### **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.

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. Continuation of LED program (cooperative program with U.S. Census Bureau) and Quarterly updates to LED are ongoing. 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.

More specifically, through meetings with workforce development boards around the state during the program year, the division has received positive feedback which has encouraged the division to add certain reports to its current array of products. Both the Workforce Profiles and the Occupational Location Quotient reports were added due the website due to feedback from board members.

**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. Working with the Center for Business and Economic Research (CBER) and the Office of Workforce Development, we intend meeting with all agency partners to schedule dates to present the PY 2013 labor market information to every workforce development board over the next year. It has not always been an easy task scheduling these meetings through the State Office of Workforce Development.

**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 2012, LMI staff answered over three 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. A larger number of request this year were made by reporters gaining information for stories on high demand careers, and information about the economy. In addition an increasing number of researchers have requested industry and occupational projections data in excel format, which our division does not supply on the LMI website. The assumption is that most of these researchers work for private vendors who want the information to repackage and sell. Nearly 60% of the specific data requests have come from economic developers. More resource requests come from education. Between October 2012, when the career cluster posters were released, and the end of the program year, nearly 1,100 sets of posters were requested. Additionally, over 1,000 sets of brochures were requested during the short 5-month period they were produced. Finally, the career centers began distributing Hot 40 posters to their customers, and gave out over 15,000 of them during the program year.

In PY 2012-2013, the division acquired a subscription to survey monkey to allow for better customer feedback on training, presentations, and website presentation. This form of customer feedback is in infant stages of development, and the division is still pursuing the most efficient means of gaining feedback from the variety of groups it is involved with. An example of the results of two of the customer surveys is included at the end of this report. It is widely thought that different groups require various methods of customer feedback. The division will continue to try to come up with the most effective and efficient method to gain customer feedback from all its customers in the upcoming year.

During PY 2012 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**

Attended monthly lunch SHRM meetings

### **Economic Development Association of Alabama (EDAA)**

Obtained membership into this association during spring of 2013

### **Meetings Attended**

- DYS Advisory Council Meeting, Montgomery, AL
- Economic Development Outlook Conference, Montgomery, AL
- Annual Workforce Development Conference

### **Resource Requests**

- Career Cluster Posters 1,094 sets of 16
- Career Cluster Brochures 1,021 sets of 16
- Hot 40 posters 40
- Over 50,000 Hot 40 posters have been distributed in Career Centers in the state

### **Meetings Where LMI made Presentations**

- Annual Alabama Career Development Center Conference, Gardendale, AL, 55 attendees
- WDR 7 Board quarterly meeting, Trenholm Technical College, 15 attendees
- WDR 10 Board quarterly meeting, Dothan Chamber of Commerce, 25 attending
- WDR 8 Board quarterly meeting, Southern Union Community College, 27 attending
- WDR 4 quarterly meeting, Jefferson State Community College, 88 attending
- WDR 6 quarterly meeting, 21 attending
- WDR 2 Board quarterly meeting, 24 attending
- WDR 9 Board quarterly meeting, 16 attending
- Unemployment Compensation Call Center Managers Meeting, ADOL, 9 attending
- Success Unlimited Academy, 65 attending
- Alabama Community College Association Annual Conference, Birmingham, 3 attending
- Alabama Counseling Association Annual Conference, Montgomery, 42 attending
- Alabama National Guard Planning Meeting, 13 attending
- Governor's College and Career Taskforce, Montgomery, 26 attending
- Resource Fair for New Career Preparedness Class in all Alabama High Schools, 23 attending

## CUSTOMER QUOTES

### LMI Webinar Quote

The session was appropriate for the people we selected to attend. We had three. Two from WIA workload and one from Employment. We learned a great deal on how to use the system to help our clients. In addition, two of us were not aware how to use the system for military crossover skills. The session's length was perfect because it is often hard to get away for a long period of time AND because we were right here in our office, we were able to go right into the system to explore further. Nice Job!

**Susan Kozlowski**  
**Career Center Supervisor**

### General Quotes

It's not often that we receive unsolicited commendations from people we assist. It's even more meaningful - especially in today's era of electronic communication - when they take the time to handwrite a letter. Tonya has always been very professional and responsive when I've needed her expertise for a project so I'm not surprised that others have the same experience. I'm pleased to share the attached letter from Gary Huffman who I referred to Tonya and who represents one of the state's important existing industries.

**Cheryl H. Hatfield**  
**ALABAMA DEPARTMENT OF COMMERCE**

Thank you so much for this map. It is exactly what I was looking for to present to the Transportation Resource Team for our Community Livability project.

**Robin Caler**  
**Planner**  
**EARPDC**

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**

I just wanted to take a moment to thank each of you for your exemplary roles and assistance in helping us compile the new Bibb County Economic Development Guide! Without assistance from each of you, the guide would not have been possible. To view it, simply click on this address (it may take a minute or so to download):

<http://www.aces.edu/counties/Bibb/documents/BibbCoEcoDevGuide08.06.12.pdf>

**Matthew D. Hartzell, M. Ed.**  
**County Extension Coordinator, Bibb County**  
**Alabama Cooperative Extension System**

Wow! Thanks so much for sending that data. I've been reviewing it for the past hour or so, and from what I can see this is exactly the data we need to complete our travel demand model.

**Laszlo Medgyesy**  
**Project Manager**  
**CDM Smith**

Exactly what we need and a quick response – thanks again!

**Bob Higgins**

Thank you so much for the information and web link. I've enjoyed browsing through the website for needed information and have found specific data that will help us.

**Tina DeBruyne**  
**Alabama State Department of Education**

I double checked with the project manager and this attachment is very helpful. This covers Region 9 and individual counties. This is just what we need. Thank you for the information and the quick response.

**Al Ruffin**  
**Research Manager**  
**Mobile Area Chamber of Commerce**

Thank you both VERY MUCH for thorough answers to my question and also, thanks for the LEHD Census suggestion because the data I need don't have to be all that current, so it should work very nicely. I checked it out and it's really quite useful. Just what I needed!

**Gerry Caffrey**  
**Caffrey Research**

## Product Usage

### Scottsboro Middle School Display of Industry Posters



## Future LMI Goals

One of the major activities that LMI must do in the near future is presenting labor market information to various customer groups. The division still realizes that there are many customers that don't even know this information is available. 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.

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. The division also tries to improve the design of the LMI website so that it is easier for customers to find the information they are seeking. The division realizes there is much need of improvement on the website, and seeks to find a way to improve it.

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. With the growing distribution of labor market information throughout the education community in the state, the division is confident that the opportunities to form a strong partnership with the Alabama Department of Education, Career Technical Education division are going to soon materialize.

## Recommendations for Improvements or Changes to the Deliverables

It has been relayed to us that ETA has considered including skills gaps as part of the deliverables for the PY 2014 grant. While it is understood that this is needed, it is imperative that state staff are provided with resources which includes both funds and methods for doing these skills analyses. Currently there is not a good method of measuring skills gaps, especially those that are vital to employers. Most employers don't speak about skills gaps in terms of Onet. As a result, some research needs to be done concerning how to better measure skills gaps before it is put into the grant deliverables.

## Alabama Plans for Unused Funds from PY 2012-2013

Alabama's LMI Division realizes that a large amount of the funds from PY 2012-2013 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.

Most of the PY 2012-2013 funds have been allocated to various future projects. 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:

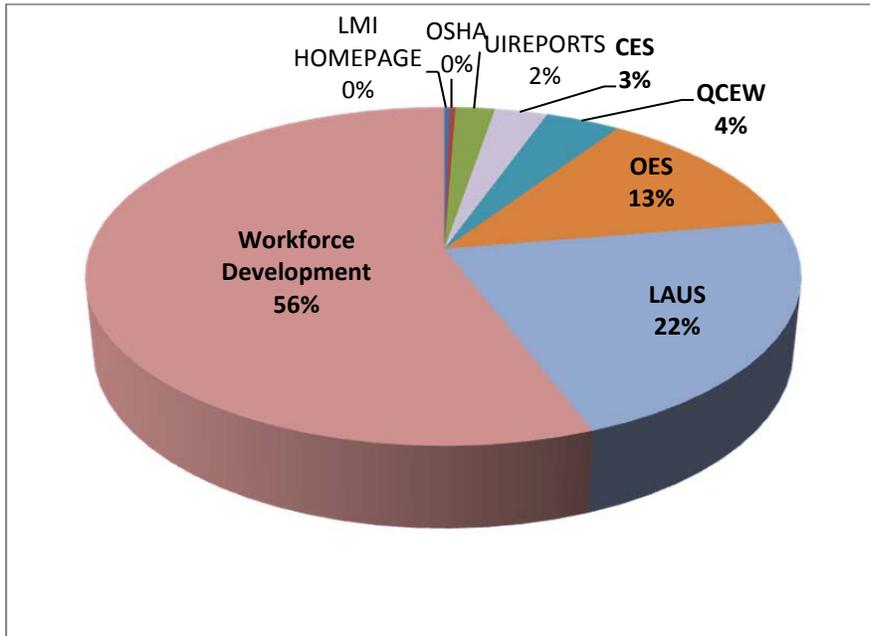
- Continued membership in the local SHRM Chapter
- Continued annual state membership with the National Labor Market Information Institute
- A new report studying the trends in Underemployment in Alabama and its workforce development regions. Partnership with the University of Alabama, Center for Business and Economic Research (CBER) to publish the final Underemployment Trend Report April 2014, and also the annual State of the Workforce Report.
- 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 updates to the career cluster poster and brochure sets that were created for Education.
- A new skills survey of three industries; manufacturing, utilities, and construction. We hear many employers say they can't find qualified people to hire in their companies. We made the decision to start with these three large industries in Alabama to find out exactly what their needs are. We intend to report the results in a hard copy report and place it online. We also will speak about the results to workforce development, education, and others who are training people for the job market.

### Alabama LMI Website Level of Demand

Website hits by category for the main LMI website at [www.labor.alabama.gov/lmi](http://www.labor.alabama.gov/lmi)  
July 2012 - June 2013

Program	Product	Hits	Program	Product	Hits
CES	CES	22,115	LAUS	LAUS	158,002
LMI HOMEPAGE	DIRECTORY	40	LAUS	NEWSLETTER	15,379
LMI HOMEPAGE	LMI HOMEPAGE	1,295	WIA	ALCRS	14,719
LMI HOMEPAGE	LMI TERMS	904	WIA	BENEFITS	6
LMI HOMEPAGE	MAPS	56	WIA	CAREER	167
OES	OES	102,932	WIA	HOMEPAGE	121,225
OSHA	HOMEPAGE	1,865	WIA	INFO	19,316
OSHA	FORM300	169	WIA	LABOR SUPPLYRPT	3
OSHA	FORM300A	142	WIA	LED	74
OSHA	FORM301	217	WIA	PROJ	151,984
QCEW	AAHW	1	WIA	VIDEO	117,216
QCEW	BED	254	WIA	WEBINARLMI	1,931
QCEW	QCEW	30,966	WIA	WEBINARQWI	15,640
UIREPORTS	STAT BULL	16,444			

**Web hits by Section:**



**Alabama Green Jobs Portal Level of Demand**

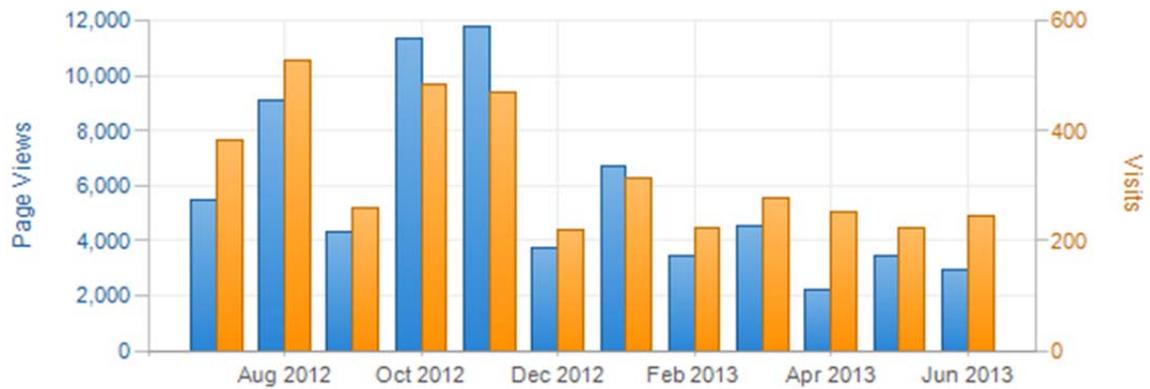
Summary	Total
Total number of Individuals that Registered	4,650
Total number of Individuals that Logged In	4,845
Total number of Distinct Individuals Receiving Services	4,868
Total number of Services Provided to Individuals	13,350

## 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](http://www.alabamavlmi.com)

### TRAFFIC TREND BY MONTH

DATE RANGE: 7/1/2012 TO 6/30/2013



Date	Page Views	Visits	Hits	Bandwidth
July, 2012	5,447 7.90%	382 9.86%	13,174 6.43%	133.1 MB 6.76%
August, 2012	9,087 13.19%	526 13.58%	21,090 10.29%	173.2 MB 8.79%
September, 2012	4,317 6.26%	258 6.66%	10,693 5.22%	102.2 MB 5.19%
October, 2012	11,378 16.51%	483 12.47%	24,839 12.12%	236.3 MB 12.00%

Workforce Information Grant Report PY 2012-2013

Date	Page Views	Visits	Hits	Bandwidth
November, 2012	11,755 17.06%	468 12.08%	23,732 11.58%	199.9 MB 10.15%
December, 2012	3,740 5.43%	220 5.68%	13,072 6.38%	112.6 MB 5.71%
January, 2013	6,708 9.73%	313 8.08%	23,142 11.29%	284.4 MB 14.44%
February, 2013	3,408 4.94%	224 5.78%	12,983 6.33%	145.4 MB 7.38%
March, 2013	4,507 6.54%	276 7.13%	19,331 9.43%	172.5 MB 8.75%
April, 2013	2,209 3.21%	253 6.53%	11,867 5.79%	108.4 MB 5.50%
May, 2013	3,434 4.98%	224 5.78%	14,913 7.28%	159.8 MB 8.11%
June, 2013	2,929 4.25%	246 6.35%	16,146 7.88%	142.3 MB 7.22%
<b>Total</b>	<b>68,919</b>	<b>3,873</b>	<b>204,982</b>	<b>1,969.9 MB</b>