

Florida
Annual Performance Report
Workforce Information Grant
PY 2012

A. Accomplishments by Deliverable

1. Populate the Workforce Information Database (WIDb) with state and local data

Outcomes Compared to Planned Outcomes

Florida populated the WIDb using version 2.5 of the file structure with the latest labor force, industry, occupation, wage, performance, and administrative information in PY 2012. The database continues to provide information for several internet-based delivery systems, including the Florida Research and Economic Information Database Application (FREIDA), the What People Are Asking (WPAA) system, and the Labor Market Statistics (LMS) website. The WIDb was used for data extractions for special requests from state and regional workforce boards and local economic development councils.

Extent to Which the Activity Conformed to Planned Milestones

The activity conformed to planned milestones as specified in the PY 2012 Workforce Information Grant (WIG).

2. Produce and Disseminate Industry and Occupational Employment Projections

Outcomes Compared to Planned Outcomes

Long-term projections were completed for Florida, 24 workforce regions, and all large counties with employment above 100,000 for the year 2020. These projections are done on an annual basis in Florida even though they are only required every other year. Short-term projections at the statewide level were also completed as required by June 30, 2013, for the year 2014.

Employment projections were a critical input into the Florida Workforce Estimating Conference, which met two times in PY 2012 to recommend the statewide demand occupations for training. These demand occupations drive the regional Targeted Occupations Lists (TOLs) within Florida's workforce system.

Extent to Which the Activity Conformed to Planned Milestones

The activity conformed to planned milestones as specified in the PY 2012 WIG.

- 3. Conduct and publish relevant economic analysis, special workforce information, and/or economic studies determined to be of benefit to the governor and state and local Workforce Regional Boards (WRBs)**

Outcomes Compared to Planned Outcomes

Special workforce information products included: 111 custom census reports, 70 customized maps, 45 industry profiles, 18 economic impact studies, and special publications for the job vacancy surveys. Specialized presentation slides were also prepared for workforce boards, economic development, and executive management of the Department of Economic Opportunity (DEO) and the Governor's Office. A total of 17 custom presentations were prepared along with 12 monthly updates for the Governor's Office to use in cabinet meetings. LMS staff answered 10,579 individual data requests/studies in PY 2012. All of these studies required customized responses and many of these were major projects listed in this section.

LMS produced industry profiles for targeted sectors as requested by Workforce Florida, Inc. (WFI), Florida's state workforce board. These industry profiles support the development of linkages between business, economic development, and workforce development partners, in order to attract and train for high-value industries.

Industry profiles were completed for:

- Aviation and Aerospace
- Life Sciences
- Finance and Professional Services
- Information Technology
- Logistics and Distribution
- Manufacturing

The studies cover industry and occupational employment and wages in order to provide an overview of the industry as it relates to size, wages, and training requirements.

LMS also produced a lengthy economic outlook for Workforce Services' WIA State Plan and fulfilled a state requirement by preparing the economic analysis for the Long Range Program Plan (LRPP).

Extent to Which the Activity Conformed to Planned Milestones

The activity requirements were met and were targeted to support the state's major policy initiatives in workforce and economic development.

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

Outcomes Compared to Planned Outcomes

This deliverable continues to play a critical role as LMS data users prefer on-line usage. LMS deploys: FREIDA, WPAA, in addition to the LMS website, Florida Wages (the Estimates Delivery System), Targeted Occupations Lists (TOLs), and the Quarterly Workforce Indicators as major delivery vehicles for on-line uses. Total website pageviews and downloads were 1.73 million in PY 2012. Website activity now comprises the majority of data and publications provided to customers and partners.

Customers used the LMS website more frequently than the other applications. The LMS website had about 1.73 million pageviews and downloads in PY 2012.

- Received the following views by product:
 - Over 50,000 pageviews for WPAA
 - Almost 200,00 pageviews for the LMS website
 - More than 580,000 pageviews for FREIDA

- Website pageviews of products include:
 - 24,844 publications from the website
 - 17,791 maps and charts

- Website downloads of products include:
 - 105,523 publications from the website
 - 20,651 maps and charts

- LMS provides several types of continually updated maps on-line:
 - 92 commuting maps per year
 - 132 industry level change maps
 - 132 industry percent change maps
 - 36 unemployment rate maps

Extent to Which the Activity Conformed to Planned Milestones

The activity conformed to planned milestones as specified in the PY 2012 Grant.

5. Partner and Consult on a Continuing Basis with WRBs and other key workforce and economic development partners and stakeholders

Customer demand for LMS products and services from the workforce, economic development, and education system remains high. A major activity is the Workforce Estimating Conference (WEC) and the regional TOLs. In addition, LMS provides numerous other products and services in consultation with WFI; Florida's 24 regional workforce boards; Enterprise Florida, Inc. (EFI); and local economic development councils. These products and services are described below.

Regional Targeted Occupations Lists (TOLs)

LMS continued to maintain the TOLs website for the regional workforce boards to update their preliminary TOLs and for WFI to review these submissions. LMS provides this system to accommodate the appeals process for regional workforce boards to request additions to or deletions from TOLs. Education program linkage files were also posted on the TOLs website so regional workforce boards and their workforce training partners could ensure appropriate program linkages were established for each targeted occupation. Almost 4,700 web pageviews for TOLs were received in PY 2012.

In addition, LMS assisted WFI with the compilation, review, and labor market analysis of the regional workforce boards' requests for additions to the TOLs.

LMS, under the state workforce board's direction, finalized the 2013-2014 regional TOLs that included occupations based on local input from the regions and occupations suitable for statewide training due to high demand.

Presentations and Training

LMS continued to provide technical training and presentations for workforce and economic development. A total of 1,389 people attended 26 LMS presentations.

State and Local Area Press Releases

Monthly state press releases are very comprehensive and include:

- Narrative release with tables
- Questions and Answers
- Briefing Paper for DEO Executive Director
- Positive Indicators
- Charts on job creation for the state and nation
- Charts on unemployment rates for the state and nation
- Maps
- Recession Graphs

- Travel Report for the Executive Director (PowerPoint)
- Cabinet Report for the Governor covering growth industries (PowerPoint)

As a special service, LMS produces customized monthly press releases for all 24 of Florida's RWBs. These reports include data tables and narratives.

A monthly conference call is conducted with RWB directors and their communications staff covering the major issues related to the data releases, including information on local areas.

Posters and Print Media Publications

Demand remains high for innovative print media publications and posters, despite the change to electronic delivery. A total of 155,734 publications were distributed by mail, website downloads, and conference presenters in PY 2012-2013.

Wage Conversion Posters (10,000 small; 1,000 large) are produced and distributed annually, with Florida's new minimum wage posted prominently. A total of 46,000 Occupational Highlights brochures, with occupational forecasts statewide and for all 24 regional workforce boards, were produced.

After a new printing of 4,700 sets of Career Posters, distribution continues for this item that remains popular with One-Stop Career Centers and Florida schools. To aid middle-school career counselors, LMS updated and reprinted 5,000 sets of Career Comics and continued the wide distribution of these popular sets.

One thousand Job Vacancy Survey brochures were produced and mailed to the RWBs.

In addition, the Resource Guide (a tri-fold brochure to inform the RWBs and the public about the resources and publications available from LMS) remains a popular item especially for distribution at conferences and seminars.

The flyer "A Sample of Jobs in a Green Economy" originally produced to aid educational efforts by WFI remains available on the LMS publications website. The Education and Training Pay flyers are available on the website and receive many requests from schools and One-Stop Career Centers.

Revised Data Wheels were distributed to all 24 RWBs and to more than 80 One-Stop Centers. The purpose of the Data Wheel is to provide an easy way to compare Florida's industries and workforce regions.

The Labor Market Trends newsletter is a public monthly reference tool for accessing the latest labor market statistics in Florida, the counties and metro areas.

The Florida Pocket Card is a handy monthly publication containing Florida unemployment data and employment data by area and industry.

Current Employment Statistics (CES) Industry Maps show the percent and level change from the CES program by industry super sector for all published metropolitan statistical areas in Florida.

Strategic Partnerships

LMS continued to work with the Florida Department of Education and the state workforce board on data implementation for the Florida Career and Professional Education Act and on occupational training codes for the 2013-14 regional TOLs. LMS also worked to identify certifications that will advance students on the path to Science, Technology, Engineering, and Math (STEM) occupations.

LMS assisted the WEC in deciding which system of educational codes to use for screening detailed occupations for inclusion on the Statewide Demand Occupations List (DOL). Linking educational codes to detailed occupations is highly important because only occupations that require postsecondary training of two years or less are eligible for the DOL. (There are other criteria regarding wages and projected job openings that also must be met.) A system of educational codes produced by the Florida Department of Education is currently used for the purpose of screening occupations, but there is a proposal to replace it with a system of educational codes produced by the U.S. Bureau of Labor Statistics (BLS). The 2013-2014 Statewide DOL, which was based on Florida DOE educational codes, contained 87 occupations. LMS determined that the 2013-2014 DOL would have contained only 25 occupations if it had been based on BLS codes.

On the national level, LMS made an assessment of a proposed change to the projections cycle. The change was recommended by the Projections Managing Partnership Board (PMP) and would center on moving short-term projections activity toward the beginning of the federal program year. The 2014-2016 projections period would be 2014:q1-2016:q1 instead of 2014:q3-2016:q3. Florida agrees with PMP's goal of enabling states to publish short-term projections earlier in the year, but is concerned that the change would necessitate using older occupational staffing patterns than the staffing patterns that are used with the current cycle.

6. Conduct Special Studies and Economic Analyses

Outcomes Compared to Planned Outcomes

Program accomplishments greatly exceeded the plan due to the large demand for reports/products/data services from WFI, RWBs, local economic development councils, and other customer groups. A total of 10,579 requests were logged into the LMS data request log in PY 2012, many of these were major projects listed below.

The following is a list of the major projects that were completed under this deliverable. Special studies continue to be one of the most important activities under the WIG. LMS received 191 special requests for occupational and wage data, and 111 census-related requests for demographic data.

Labor Supply Studies

Labor supply studies for business recruitment are one of the more innovative products produced for EFI, the state's economic development entity, RWBs, and for local economic development councils. The studies are structured using occupational staffing patterns or occupations requested by the prospective employer including related occupations. Related occupations are now identified using the Transferable Occupation Relationship Quotient (TORQ) system instead of O*Net.

The purpose of these studies is to provide an aggregate measure of available labor supply by area and industry. Available labor supply consists of all those currently working in the occupations demanded by the prospective employer, all those enrolled or having completed training for occupations needed by the prospective employer, and all registered jobseekers looking for employment in occupations demanded by the prospective employer. Wage ranges are provided for each occupation. A total of 45 labor supply studies were completed in PY 2012. These are high-demand, customized studies that require a fast turn-around cycle.

Regional/Special Group Reports

During PY 2012, LMS prepared monthly Help Wanted OnLine (HWOL) data sets for 24 RWBs. Other studies included eighteen special studies of the impact of facilities closures or expansions. Special HWOL reports for STEM occupations were also prepared for all RWBs on a monthly basis.

Industry/Occupational Projections

LMS produced long-term employment projections for statewide, all 24 RWBs, and for all large counties with employment of 100,000 or more to the year 2020. Short-term projections to the year 2014 at the statewide level also were produced.

At the request of the WEC, LMS developed statewide demand lists for occupations requiring a Bachelor's degree and a Master's degree. This is to help the WEC identify high demand/high skill/high wage occupations at the university level and to meet the needs of business (economic development). Using occupational projects to align State University System of Florida programs with workforce and economic development needs is imminent.

LMS provided occupational employment information by industry and wage data by area for inclusion into the annual update of CHOICES, which is Florida's career information delivery system.

Maps

Mapping is a major service to support workforce and economic development. Over 70 special request map projects were completed. Custom maps included: SunRail stops employment density, custom unemployment rates by county, radius maps of population, employers within a 50-mile radius for an economic development prospect; university graduates locale maps, density of business support services employers for a workforce region, tropical storm impact maps, and small businesses for EFI. LMS prepared commuting maps for all 24 regional workforce boards in Florida. In addition, LMS prepared One-Stop Center/jobseeker density maps for selected RWBs.

Extent to Which the Activity Conformed to Planned Milestones

The level of activity exceeded planned milestones as specified in the PY 2012 WIG.

B. Customer Consultations

LMS maintains constant consultation with our major customer groups by soliciting ideas and feedback from executive directors of RWBs. In addition, we maintain close liaison with WFI and board members to modify our offerings and change our products and services. This has resulted in providing many more industry analysis and impact studies targeted to economic development planning in Florida.

Customer consultations and participation in policy and procedural workgroups has resulted in increased use of LMS data resources. An example of this is using the 2012-2020 occupational employment projections as the basis of educational demand forecasts generated for the Access and Educational Attainment Commission, established by the State University System of Florida (SUS) Board of Governors in 2012. The issue that was being addressed was whether there would be sufficient employment demand in the future to justify the Board of Governors' goal of having SUS produce 90,000 baccalaureates annually by the year 2025. Generating the educational demand forecasts involved linking BLS educational codes to detailed occupational employment projections to assess the demand for bachelor's degree-level workers and then extrapolating the 2020 projections data to the year 2025.

C. Recommendations for Improvements or Changes to the Deliverables

Florida adapts delivery of products under the six major deliverables based on the needs of the state and 24 RWBs. Some individual products are adjusted based on customer feedback and short-term needs of the state and local boards. The results of the customer satisfaction survey indicate that Florida has achieved high marks in meeting the needs of its labor market information customers.

ETA should compile the accomplishments of all states funded by this grant, and promote, publish, and share these products and services. ETA should continue to promote and share best practices and products/services developed by states under this suite of core products. ETA should include and fund additional products such as the Estimates Delivery System (EDS), Job Vacancy/Hiring Needs Surveys, and Benefits Surveys to help fill data gaps.

D. Expenditures

Grant opportunities were provided to LMS over the past few years, such as the Workforce Data Quality Initiative (WDQI) and support from WFI. It is certain that the Department will expend 100 percent of PY 12 funds by June 30, 2012. There will be no carry forward for funds allocated for PY 2012.