

**Pennsylvania Department of Labor & Industry
Center for Workforce Information & Analysis**

**Workforce Information Grant (WIG)
July 1, 2012 to June 30, 2013
Annual Report**

Introduction

The Center for Workforce Information & Analysis (CWIA) is the Governor’s officially designated overseer of Pennsylvania’s employment statistics system. In this capacity the Center collects and disseminates labor market information and is the one-stop-shop for the commonwealth for workforce intelligence including:

- **Career products** – products that help jobseekers find jobs, determine skill or education requirements, find training opportunities, or match jobseekers to jobs
- **Economy products** – data, analysis, or studies about some focused aspect of the economy
- **Labor market products** – data, analysis, or studies of broad labor market trends or outcomes

Career Products	Economy Products	Labor Market Products
<ul style="list-style-type: none">• Products that help students/jobseekers and educators determine skills and education for a job, find training opportunities, build career awareness through data• Examples: <i>PA Career Coach (career exploratory web-tool), Data-Dashboard of Ten Year Occupational and Industry Projections</i>	<ul style="list-style-type: none">• Data, analysis, or studies about some focused aspect of the economy• Examples: <i>Minimum Wage Report, Workforce Needs Assessment Report (for Reemployment or Economic Development), Input/output Analysis, Performance Measures, Profile of the Unemployed, High Priority Occupation model, SEWN model</i>	<ul style="list-style-type: none">• Data, analysis, or studies of broad labor market trends or outcomes• Examples: <i>Fast Facts series (includes Pennsylvania, Marcellus Shale, Workforce Investment Area, Manufacturing), Annual Pennsylvania Economic Outlook report, Employer Job Posting Analysis, Industry Cluster Report</i>

These products and services are used by a wide range of customers including,

- **Labor Market Actors:** customers that take a direct role in the interaction between workers (as the suppliers of labor) and businesses (as entities demanding those services)
- **Policymakers & Planners:** customers that facilitate and influence the interaction between labor market actors, thereby influencing the efficiency of the labor market
- **Value-added Disseminators:** customers that add value to and then disseminate LMI data through one or more communication channels

This report provides an overview of Pennsylvania’s work conducted with Employment and Training Administration’s ‘Labor Market Information Workforce Information Grant’ or the WIG. This ETA grant in Pennsylvania is expended utilizing a three pronged strategy that concentrates on upgrading and maintaining traditional products as well as continuously introducing products and services to help with local decision-making. It leverages CWIA’s diverse funding streams and units including,

- United States Bureau of Labor Statistics (BLS) federal-state cooperative programs that funds local area unemployment statistics, non-farm payroll data, occupational employment statistics, and the quarterly census of employment and wages data,
- Workforce Performance Measures, New Hires Reporting Program, Economic Research
- Unemployment Compensation Research and Reports,
- Economic Research

- Workforce Data Quality Initiative Grant,
- Survey of Occupational Illnesses and Injuries and Workers Compensation
- Estimates Delivery System (EDS) software that allows generation of sub-state occupational employment and wage data for Workforce Investment Areas (WIAs) and Counties.

Employment and Training Administration's (ETA) Program Year (PY) 2012 guidance via Training and Employment Guidance Letter (TEGL) 3-10 stresses that Pennsylvania must provide sound foundational data, information, and resources to the workforce system. Using this as an objective, the Center has been able to accomplish multiple improvements to Pennsylvania's Labor Market infrastructure including:

- Integration of Real-Time Labor Market Information to CWIA's traditional products by effective utilization of *Job-Spidering* technology that aggregates and reports on online job postings,
- Implementation of a robust *outreach strategy* that utilizing audience-specific electronic "toolkits" and E-learning modules in order to distribute labor-market products rather than producing, printing and distributing paper copies. This has resulted considerable annual savings which has been re-directed to product development.
- Focused research on *industry* sectors including Manufacturing and Marcellus Shale,
- Pennsylvania Career Coach (www.pacareercoach.pa.gov), a first-of-its kind, statewide, free online tool to help individuals make informed career choices
- Ensuring consistent production and dissemination of local data for local decision-making in CWIA's 'Fast Facts' publication series
- Production of a *LMI Products Inventory Matrix* to let help create a comprehensive listing of labor market products and tools and identify the customer base being served. This tool is comprised of a series of Excel worksheets within a single file that build off of input by the state and is being used by the national office of ETA

The next sections provide information on both required deliverables of the WIG as well as other products and services that CWIA was able to create using the ETA grant to complement the Center's other resources. It is important to recognize the sincerity and talent that CWIA's staff exhibits in doing this important task. Appendix 1 provides the agenda for the 2012 Annual Staff Day – one among multiple staff professional development venues that assists in maintaining skill levels necessary to conduct its complex work.

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Pennsylvania's 2012 Workforce Information Grant

I. REQUIRED DELIVERABLES

A. Workforce Information Database (WIDb) Population

The WIDb provides Pennsylvania with a common structure for storing information in a single database in each state. The database serves as the cornerstone for information delivery, workforce research, and product development for information that is standard and comparable across all states in the region. The database brings together critical workforce information from many sources to promote better analysis and professional interpretation of the state's labor market information.

B. Industry and Occupational Employment Projections: Short-term and Long-term

Pennsylvania continues to produce and disseminate state and sub-state industry and occupational employment projections, using the methodology, software tools, and guidelines developed by the Projections Workgroup and the Projections Managing Partnership consortium of states.

Training opportunities offered by the Projections Workgroup and the Projections Managing Partnership were attended by CWIA.

- **Long-Term Industry Employment Projections** – These publications include estimates of employment levels by industry 10 years in the future by various geographical areas (statewide, Metropolitan Statistical Areas and Workforce Investment Areas). (Updated: Bi-annually)
Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=809913&mode=2>
- **Long-Term Occupational Employment Projections** – These publications include estimates of employment levels by occupation 10 years in the future by various geographical areas (statewide, Metropolitan Statistical Areas and Workforce Investment Areas). (Updated: Bi-annually)
Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=814813&mode=2>
- **Short-Term Industry Forecasts** – These publications include estimates statewide employment levels by industry two years in the future. (Updated: Annually)
Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=809916&mode=2>
- **Short-Term Occupational Forecasts** – These publications include estimates statewide employment levels by occupation two years in the future. (Updated: Annually)
Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=814816&mode=2>

C. Annual Economic Analysis or Special Reports

Based on customer, stakeholder, and partner consultations identifying workforce information needs, Pennsylvania used the WIG to develop, publish, and submit an annual state economic analysis and special studies capable of informing workforce and economic development policy and investment decisions to be made by the governor and state or local Workforce Investment Boards (WIBs). These analyses supported the labor market information and economic development information needs of other system stakeholders such as state,

regional, and local economic and workforce development organizations, education and training institutions, community colleges, and other partners.

Pennsylvania submitted portable document format (.pdf) copies and hyperlinks to .pdf files of the economic analyses to the Employment and Training Administration timely.

All grant-funded products, reports, and other workforce information were posted on the Internet at www.paworkstats.pa.gov. Dissemination of the information was also done through emails and CDs to facilitate use by the workforce and economic development systems, other partners, stakeholders, and the public. CWIA also engaged in work throughout the year to improve the current website as well as developing additional web tools.

Pennsylvania's 2012 Economic Analysis Report – This report contains an analysis of Pennsylvania's workforce composition, and focuses on future trends of the commonwealth's economy, industries, and occupations.

Understanding the potential obstacles the future workforce will have to overcome is important in developing policies and strategies for Pennsylvania to remain economically competitive. Workers from the baby-boom generation will be moving into their 60s during the decade and will be retiring in large numbers. They will take with them key skills that kept industry growing and prosperous. Far fewer youth are available to enter the labor market, forcing greater efficiencies and competition for key skills. This report examines the demographic, economic, and labor market developments unfolding in Pennsylvania. (Updated: Annually)
Link: <http://www.portal.state.pa.us/portal/server.pt?open=18&objID=1278989&mode=2>

Pennsylvania Fast Facts – *Pennsylvania Fast Facts* is a monthly publication that provides a quick snapshot of Pennsylvania's many different labor market and economic datasets. The publication includes data on labor force statistics, unemployment demographics, population demographics, workforce indicators, unemployment compensation and claims, jobs, industry employment, industry highlights, employer activities, economic indicators, mass layoff statistics, new hires, other state's unemployment rates, business employment dynamics, online job postings data, economic forecasts, news of the month, definitions section, and a county unemployment rate map. (Updated: Monthly)
Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1217887&mode=2>

Pennsylvania Big Picture – This is an executive summary of the *Pennsylvania Fast Facts* and the audience is the Governor's Cabinet. Disseminated monthly, it is available upon request. (Updated: Monthly)

Workforce Investment Area Fast Facts – *Workforce Investment Area Fast Facts* is a monthly publication that provides a quick snapshot of a Workforce Investment Area's different labor market and economic datasets. There are 22 Workforce Investment Areas (WIAs) in Pennsylvania and each gets its own *Fast Facts* publication. The publication includes data on labor force statistics, unemployment compensation and claims, industry employment, industry highlights, employer activities, new hires, online job postings data, news of the month, common measures, definitions section, and a county unemployment rate map. (Updated: Monthly)
Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1217887&mode=2>

Marcellus Shale Fast Facts – Each of the *Marcellus Shale Fast Facts* sections provides a quick snapshot of LMI for Pennsylvania's Marcellus Shale (MS) industries and related economic activity. *Marcellus Shale Fast Facts* is

updated each month with the most current and relevant information available. The publication includes data on jobs, industry employment, wages, occupations, online job postings data, new hires, workforce indicators, training programs, maps, and a definitions section. (Updated: Monthly)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1217887&mode=2>

Analysis of Help Wanted Online Job Postings – Help Wanted Online (HWOL) data is provided to CWIA from The Conference Board, via Wanted Analytics. HWOL data is collected from online job posting sites such as CareerBuilder, Monster, etc., and can be used as a tool to analyze trends in employment demand at various grouping levels. The data allows for real-time tallying of online job posting data by area, industry, occupation, and employer. CWIA distributes real-time job ad reports compiled by WIAs to the local WIBs via email. This enables the WIBs to determine where and in what industries and occupations job demand growth is occurring to help align local PA CareerLinks® and education providers with properly placing and training the unemployed. (Updated: Monthly)

New Hires by Workforce Investment Areas – New Hires data are an informative and exciting new dataset for workforce and economic development professionals. The dataset shows those industries that are hiring, by WIA. The data are available for the most recent complete quarter, and can be used to determine where and in which industries employers are hiring; and to find emerging or declining industries based on year-ago comparisons. (Updated: Quarterly)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1223066&mode=2>

Industry Cluster Reports – Each report contains a unique focus on a specific industry cluster and includes a comparison of industries within the focus area to larger geographical areas (including MSAs and the state). These reports include cluster employment statistics in the region, top employers by size and location quotient, and information on occupations and/or High-Priority Occupations associated with the cluster. In addition, these reports also provide some Shift-Share analysis as well as real-time job postings data for relevant occupations. The template for these quarterly reports was a direct result of a local WIB request. CWIA creates these reports for various clusters based on the request. (Updated: Quarterly)

Analysis of Pennsylvania Minimum Wage in 2012 – This report highlights the statistical information on Pennsylvanians who earn at or below the minimum wage; analyzes the demographic characteristics of hourly workers making at or near the minimum wage; details the industry characteristics of those making at or near the minimum wage; discusses the issues of inflation and poverty in relation to the minimum wage; and considers other states' minimum wage data. A comparison is made between the years 2011 and 2012 to determine the impact of the minimum wage increases on Pennsylvania workers, businesses and economy. (Updated: Annually)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=18&objID=1326395&mode=2>

Actuarial Evaluation – This publication provides analysis of Pennsylvania's unemployment compensation system regarding current and forecasted Unemployment Compensation Trust Fund activity. (Updated: Annually)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=18&objID=1279851&mode=2>

Staffing Patterns – Based on the statewide long-term employment projections, this data set identifies the occupations that are most commonly found within a selected industry. An inverse staffing pattern will identify which industries are most likely to employ workers in a given occupation. Customized upon request. (Updated: Biannually)

Industry Cluster Staffing Patterns – Based on the statewide long-term employment projections, this data set identifies the occupations that are most commonly found within a selected industry cluster. Traditional staffing patterns, at the 4-digit NAICS level, are used in conjunction with the most current data from the Quarterly Census of Employment and Wage program to estimate the staffing pattern for each 6-digit NAICS code within a cluster. Detail staffing patterns are aggregated into a complete staffing pattern for the cluster. This information is used in all cluster analyses and the High-Priority Occupations development process. (Updated: Annually)

Shared Occupations – An inverse look at the industry cluster staffing patterns, this data set identifies the occupations that share a common pool of labor across Pennsylvania’s industry clusters and therefore may compete for the same group of workers. It can also be used to see what other segments of the economy could benefit from training related to a certain occupation or what other employment opportunities exist for a job seeker in a given occupation. Customized upon request. (Updated: Annually)

Occupational Wages – These publications include wage estimates for selected occupations in various geographical areas (statewide, Metropolitan Statistical Areas, Workforce Investment Areas and counties). (Updated: Annually)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=814815&mode=2>

Strategic Early Warning Notice Database – The Strategic Early Warning Notice Database identifies probable companies of importance in a WIA. Early Warning companies are experiencing significant employment decline. Early Growth companies are experiencing significant employment growth. The purpose of the database is to highlight companies that may be candidates for further investigation by workforce and economic development professionals. The Early Warning companies are selected as potential candidates for intervention strategies. The Early Growth companies are selected as candidates for potential expansion. The database does not presuppose a cause for a company's decline or growth. Companies are selected based on an algorithmic model. An Early Warning company is defined as a company whose employment count has declined each quarter over the past year and has had unemployment claims activity. Only those companies having at least 20 employees at the beginning of the measurement period and having an employment decline of at least 10 percent are selected. An Early Growth Company is defined as a company whose employment count has grown each quarter over the past year. Only those companies having at least 10 employees at the beginning of the measurement period and having employment growth of at least 10 percent are selected. Employer size, industry classification, timeframe, geographic area, and annual percentage employment loss or gain can be adjusted. An additional wage filter parameter can be used to select those employers paying near or above the statewide average annual wage.

Area Snapshots – Developed in response to a request from the local stakeholders, area snapshots were created to inform a broader audience of what was happening in the regional economy. These ad hoc reports take a look at industry cluster information for a specific WIA and evaluate the data alongside other demographic data. The additional information may be age demographics, housing starts, commuting patterns, etc. This is used to help determine possible reasons why clusters are stronger in some areas rather than others.

Career Posters - Colorful posters aimed at spreading career awareness through high schools and middle schools, although they are also used at many PA CareerLink® offices across the state. They are updated annually and focus on the Pennsylvania’s Industry Clusters while highlighting occupations within the cluster in a ‘career ladder’ format. The posters can be accessed online in printable PDFs for the area(s) and industry cluster(s) of interest. (Updated: Annually)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=809932&mode=2>

Education Instructional Program & Occupational Code Crosswalk – In conjunction with local WIBs, educational institutions and the PA Department of Education (PDE), CWIA has developed and continues to modify a Pennsylvania-specific version of the national Classification of Instructional Programs (CIP)-Standard Occupational Classification (SOC) crosswalk. The purpose of this crosswalk is to ensure that educational programs are aligned with the occupational coding structure maintained by the Bureau of Labor Statistics – the ongoing review ensures compatibility with changing industry skills needs. One of the primary uses of this crosswalk is connectivity to the state’s HPO list. (Updated: Annually)

Link: <http://www.portal.state.pa.us/portal/server.pt?open=18&objID=1281143&mode=2>

Pennsylvania Unemployment Compensation Activity - Initial and Continued Claims by Workforce Investment Area – The Initial and Continued Claims by Workforce Investment Area (WIA) provides a count of claims by WIA and county based on the address of the claimant and other record detail. Only regular unemployment claims are included, thus, federal and military claims are excluded, as are claims associated with other unemployment compensation programs such as Extended Benefits and Emergency Unemployment Compensation.

Link: <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1220201&mode=2>

Industries of Interest (IOI) – The purpose of the Industries of Interest report is to highlight growing industries in Pennsylvania. There are three data sources for this report: Quarterly Census of Employment and Wages, New Hires data, and Help Wanted Online Ads. Industries of Interest are determined by four consecutive quarters of employment growth totaling at least ten percent (Hi-Growth); or year over year growth of at least ten percent (Growth); and have an employment gain of at least 25. IOIs by online job postings are limited to the top 100 industries showing year over year growth. Confidential industry lines have been removed.

Link: <http://www.portal.state.pa.us/portal/server.pt/community/resources/19734>

D. Outcomes

The Center for Workforce Information & Analysis used ETA’s WIG to support Pennsylvania Department of Labor & Industry’s mission to increase opportunities for the state’s workers to acquire the skills to succeed in our knowledge-based economy and to strengthen the commonwealth’s economy through a skilled workforce. All deliverables from the WIG were completed as directed and in a timely manner by Pennsylvania.

A list of products and services is provided in the table below (Table 1). A detailed list of products and presentations that are available on our website is provided in Table 2.

Actuarial Evaluation	Marcellus Shale Industry Reports
Analysis of Pennsylvania's Minimum Wage	New Hire & Initial Claims Mapping
Areas of Substantial Unemployment	Older Workers in Pennsylvania
CIP/SOC Crosswalk(Class.Instr.Prog/Std.Occ. Class.)	Pennsylvania Employer Database
Civilian Labor Force Packet	PA Employers with more than 500 Employees
County Profiles	Pennsylvania Career Guide
Demographic Information	Pennsylvania New Hires (by State & WIA)
Economic Indicators	Performance Measures for varied programs
Economic Review of PA	Press Releases
High-Priority Occupations Policy Guidance	Profile of Pennsylvania's Unemployed

IMPLAN Analysis (Input/Output Analysis)	Reemployment and Economic Assessment Reports
Industry Cluster Analysis/Publication	Regional Data Analysis Tool
Labor Market Information E-Learning Videos	Regional Fast Facts
Labor Surplus Areas	Statewide Fast Facts
Local Employment Dynamics Database	Strategic Early Notice Database
Long-Term Industry Projections	Strategic Early Warning Network Data
Long-Term Occupational Projections	Targeted Employment Areas
Manufacturing Fast Facts	Top 50 Employers
Marcellus Shale Fast Facts	Unemployment Compensation Data

This is a representation of current products/services used. It is not a comprehensive list.

Table 2. Products, Information and Reports Available Online

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Pennsylvania Fast Facts	monthly publication that provides a quick snapshot of PA's many different labor market and economic datasets
http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1217887&mode=2	
Workforce Information Area Fast Facts	monthly publication that provides a quick snapshot of a WIA's different labor market and economic datasets
http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1217887&mode=2	
Marcellus Shale Fast Facts	monthly publication that provides a quick snapshot of LMI for PA's Marcellus Shale industries
http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1222103&mode=2	
Manufacturing Fast Facts	a new quarterly publication featuring snapshots of labor market information for Pennsylvania's manufacturing sector.
http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1434259&mode=2	
New Hires by WIAs	quarterly dataset showing industries that are hiring by WIA
http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1223066&mode=2	
High-Priority Occupations	annual lists containing the HPOs both statewide and by WIA
http://www.portal.state.pa.us/portal/server.pt?open=514&objID=814812&mode=2	
Pennsylvania Career Guide	annual publication designed to assist those exploring careers and making decisions about postsecondary education, training and work
http://www.portal.state.pa.us/portal/server.pt?open=514&objID=809063&mode=2	
Analysis of Pennsylvania Minimum Wage in 2012	annual report highlighting statistical information on Pennsylvanians who earn at or below the minimum wage
http://www.portal.state.pa.us/portal/server.pt?open=18&objID=1326395&mode=2	
Actuarial Evaluation	annual publication providing analysis of PA's unemployment compensation system
http://www.portal.state.pa.us/portal/server.pt?open=18&objID=1279851&mode=2	
Career Posters	annually updated posters aimed at spreading career awareness through high schools and middle schools
http://www.portal.state.pa.us/portal/server.pt?open=514&objID=809932&mode=2	
Pennsylvania Unemployment Compensation Activity	initial and continued claims by WIA
http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1220201&mode=2	
CIP-SOC Crosswalk	aligns training programs (classified by CIP codes) and occupations (classified by SOC codes)
http://www.portal.state.pa.us/portal/server.pt?open=18&objID=1281143&mode=2	

Presentations	
all presentations are available at http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1215945&mode=2	
Labor Market Information 101	covers a variety of data associated with the supply and demand for workers. This includes information on the labor force, employers, industries, occupations, wages, and skills
New and Updated Labor Market Information Products	discusses the latest LMI products released at CWIA, such as E-LMI Learning and Manufacturing Fast Facts
Overview of PA New Hire Reporting Program	presents the process for employers to report their newly hired employees
The Mechanics of the Monthly Employment Situation	Every month CWIA releases employment and unemployment statistics – this presentation talks about how the data is produced and what it means
Labor Market Information for Human Resources Managers	labor market information focused on the needs of human resources personnel
Labor Market Information (Data & Tools) for the Pennsylvania Department of Welfare	shows the Department of Welfare how to use LMI to help find their clients employment
LMI Update from the Center for Workforce Information & Analysis	interim year presentation on the state of Pennsylvania’s economy with associated new product releases
Occupational Data: New and Updated Products	talk on the newest release of Occupational Employment Projections and High Priority Occupations
Labor Market Information for the Office of Vocational Rehabilitation	LMI targeted to OVR on how to get their clients work
Labor Market Information (LMI) for CareerLink® Business Service Teams	LMI target to PA CareerLinks business services teams to find employers to recruit into the job order system
Occupational LMI - New and Updated Products	talk on the newest release of Occupational Employment Projections and High Priority Occupations and SOII
Industry LMI and Analytical Uses of Job Spidering	discusses new LMI and how to use Job Spidering data for analysis

II. CUSTOMER CONSULTATIONS

Consultation with the state workforce agencies, state and local WIBs, economic and workforce investment organizations, and education and training institutions has been conducted throughout the year to increase the scope and utility of workforce information. Strategic partnerships were established and continue in order to identify and address customer information needs, as well as those of state and local workforce investment system staff users. Concerted outreach was undertaken to economic development agencies to inform decision-making.

A. Activities Completed

Pennsylvania via the Center for Workforce Information & Analysis (CWIA) invests time to create, produce, and disseminate relevant labor market information on a consistent basis. Our goal is to maintain continuous communication with our stakeholders/customers (list of customers in Table 3 below) to improve the regional focus of our products.

Table 3. CWIA Customers
PA Workforce Investment Board
Local Workforce Investment Boards

Employers, Educators, Trade Associations/Unions
PA Department of Labor and Industry: Unemployment Compensation Deputate, Bureau of Workforce Development Partnership, Workers' Compensation Bureau, PA CareerLinks®, Industry Partnerships, Office of Vocational Rehabilitation, PennSERVE
PA Department of Aging
PA Department of Community & Economic Development
PA Department of Environmental Protection
PA Department of Education
PA Department of Revenue
PA Department of Health
PA Department of Public Welfare
Office of the Governor
Penn State Data Center
Policy Makers
Members of the Press/Media

A critical component of CWIA's customer outreach is the work done by our Customer Response Team (CRT). This group of analysts is dedicated to handling inquiries on a daily basis from a broad array of customers. They are responsible for answering questions on our products and publications, assisting with navigation through our website, and compiling data to fill requests. They also track requests and trends, which lead to the alteration of the website and creation of new products. Having a real person answer the calls from our customers helps build a good relationship and allows for a better forum for the callers to tell us about the things that are working well and provide feedback on what could be improved upon or is missing. Examples of select topics and presentations include:

Presentations Offered Through the Course of the Year

- New Hire Reporting Program (outreach to PA CareerLinks® and employer community): this has an audio recording prepared to help presenter
- Pennsylvania's High-Priority Occupations
- Labor Market Information for Workforce Investment Areas
- Labor Market Information for Data Users
- Labor Market Information for CareerLink® Business Service Teams
- Tools for Labor Market Information
- Job Spidering
- The Use of Fast Facts and Real-time Labor Market Information in PA

These presentations are available on CWIA's website at <http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1215945&mode=2> .

Invited Presentations at Events:

- Opportunities & Strength of Pennsylvania's Manufacturing Sector: *An Economic Driver for the Commonwealth*
- PA's Marcellus Shale Industry

- Pennsylvania Workforce: *What Are the Jobs of Tomorrow?*
- Analyzing Pennsylvania’s Employment Picture
- Career Opportunities for Science, Technology, Engineering and Mathematics
- Industries and Occupations: The Keystone of Labor Market Information

B. Results

Throughout the year via conferences and symposia attended by staff and webinars and presentations provided by staff, we are able to interact with our customers and get their feedback on CWIA products. These are continually incorporated into our service delivery strategy.

Every year, CWIA explores the value of current and new products and services before the WIG funds become available – we adjust our plans based on our research and extensive outreach to our stakeholder base to understand what they need. This has resulted in expansion of traditional support and the infusion of new products and services as discussed in previous sections.

CWIA had 251,928 visitors to its website during the grant year; of which, 175,187 were for reports related information, and 76,741 were for data related information. The following table shows the number and type of requests responded to by our Customer Response Team. While a significant number of requests were captured, it is not a complete list due to requests coming into other program areas at CWIA.

Customer Type	Pct. of Total
Government	64%
Business	17%
Academic/Research	7%
Non-Profit	2%
Media	4%
Other	7%

The following table shows the Top Products Requested from CWIA’s website, www.paworkstats.pa.gov

Product	Page Views
High-Priority Occupations (HPOs)	13,999
Pennsylvania Career Guide	12,909
Fast Facts (Pennsylvania and Workforce Investment Areas)	11,184
Occupational Wages	6,921
County Profiles	4,104
Top 50 Employers	4,041
Marcellus Shale Fast Facts	3,852
Long-Term Occupational Employment Projections	1,886
Presentations	1,710
Civilian Labor Force Series	1,103

Pennsylvania Unemployment Compensation Activity	1,099
Monthly Update - Employment and Unemployment by County	1,096
Statewide Average Weekly Wage (SAWW)	560
Occupational Charts & Graphs	528
LMI E-Learning	518
Long-Term Industry Employment Projections	512
Pennsylvania Employers with 500 or More Employees	394
Occupational Outlook Handbook	385
Career Posters	375
PA New Hires by Workforce Investment Area	362
Labor Surplus Areas	327
Oil/Gas and Marcellus Shale Occupations	301
Employment by Size Code	270
PA Career Coach	226
Special Research & Analysis Reports	196

III. PARTNERSHIPS AND COLLABORATIONS

Leveraging Pennsylvania’s WIG to meet expanding partnerships, connecting with the workforce investment system and education/economic development communities is a driving force for the state - this was taken very seriously by Pennsylvania in the use of its Program Year 2012 WIG funds.

Pennsylvania via the Center for Workforce Information & Analysis (CWIA) invests time to create, produce, and disseminate relevant labor market information on a consistent basis. Our goal is to respond to an urgent need for good comparable workforce data to assess the continuing effects of the Great Recession both statewide and regionally. The work that we have been able to provide through the WIG has been appreciated and (more importantly) used on a regular basis to drive workforce intelligence in Pennsylvania.

Every year, CWIA explores the value of current and new products and services before the WIG funds become available – we adjust our plans based on our research and extensive outreach to our stakeholder base to understand what they need. This has resulted in expansion of traditional support and the infusion of new products and services. (Table 3)

Throughout the year via attendance at conferences and symposia and presentations provided by staff, we are able to interact with our customers allowing them to express their concerns and needs openly. New product development is based on acquisition of such knowledge.

Using technology to increase our customer responsiveness is also a focus. A series of webinars designed for PA CareerLink® and Workforce Investment Board (WIB) staff covering new products and tools highlighting real-time data were conducted throughout the program year. In addition, we interact with our customers through our Customer Response Team (CRT), staff dedicated to handling inquiries on a daily basis from a broad array of customers. The CWIA also works closely with the WIBs and other state entities on a regular basis to assist them in program evaluation, grant proposal, and training curriculum development. These entities include the Labor &

Industry's Office of Vocational Rehabilitation (OVR), Bureau of Workforce Development Partnership (BWDP) and Unemployment Compensation (UC) Deputate as well as the Departments of Public Welfare, Education, Corrections, Aging and Community and Economic Development.

As an example of a project in support of outside partnerships and leveraging WIB funding, the Department of Labor & Industry (L&I) partnered with the Department of Education to write a federal grant proposal under the U.S. Department of Labor's Workforce Data Quality Initiative. The initiative's main goal is to link education and workforce data to measure and improve a state's success in preparing and placing individuals in jobs. While CWIA was the main author for the grant proposal, we worked closely with representatives from Pennsylvania's Department of Education (PDE) and other internal L&I bureaus (OVR, BWDP, and UC) to complete the grant application. As a result, L&I was awarded a \$1 million grant to design a computerized system to link workforce to education data. PDE added another \$400,000 to achieve this goal. Furthermore, as an extension to this grant, L&I will link to the Department of Welfare's data as well (with the purpose of tracking the success of their program participants), further expanding our partnerships with other agencies.

As another example of ongoing activity and partnership, CWIA continues to collaborate with the BWDP in the development and enhancement of L&I's job match system for the unemployed - JobGatewaySM. Specifically, CWIA representatives gather feedback from customers at various presentation forums and have access to data behind the system in order to perform complex analysis of the individuals and employers registered in the system.

An example of a new tool that CWIA developed in support of collaborations with other agencies is an econometric model that uses employment, new hires, and online job ads data to identify industries (Industries of Interest) that are growing aggressively. CWIA is working with representatives from Pennsylvania's WIBs and Department of Community and Economic Development (DCED) to utilize this tool to help target growth industries. This information can be used to ensure limited resources are directed towards the maintenance and advancement of growth sectors in the state.

As a final example, CWIA is often asked to assist in the preparation of ad hoc surveys using online survey design tools in an effort to collect and analyze data from a variety of stakeholders and customers. Each survey is different in scope and has its own unique set of questions to gather pertinent data from the respondents. CWIA is asked to develop, and analyze results from, such surveys about 5-7 times per year.

A. State Activities Leveraging the WIGS

Information and knowledge gained through activities associated with this grant will be used in various other workforce-related activities. As mentioned previously, labor market information and workforce data expertise will be used to supplement activities associated with our WDQI grant. Knowledge of career information and its ties to educational attainment will be invaluable to the WDQI initiative. The High-Priority Occupation (HPO) process, which drives workforce education and training decision-making in Pennsylvania, relies heavily on occupational employment projections and projected job openings data produced through this grant. Information produced via this grant was also incorporated into the Department's state plan. In addition to working with our Bureau of Workforce Development Partnership and State Workforce Investment Board in the development of the Commonwealth's state plan, CWIA continues to provide information resources and input into the workforce strategies and policies in Pennsylvania.

B. New and Established Partnerships, Activities, and Linkages

Over the past year, new partnerships were developed and past partnerships were renewed. CWIA began working with the Department of Community and Economic (DCED) to assist them in their employer attraction activities and marketing activities. Specifically, we worked jointly with DCED preparing economic and labor market information for a trade mission to South America to attract employers from Chile and Brazil into Pennsylvania. We also assisted with producing materials for marketing the hospitality industry in Pennsylvania.

CWIA also began to partner with the department's Bureau of Workers' Compensation. The partnership started with producing their annual report of workplace injuries and has evolved into collaboration to assist them with future data collection and analysis.

Renewed relationship with the state's Department of Corrections took place over the past year. We will be working with them to assess their current educational programs offered as to their relevance to today's labor market. We also anticipate working with them to provide access to internet-based resources through alternative means as the internet is not available to those incarcerated.

C. Tools and Resources Created through or Supported

Regional Data Analysis Tool (RDAT) - The RDAT is an Access database tool that is provided to local WIBs to assist them with their industry cluster analysis. The tool provides the ability for the local areas to produce employment, wage and competitiveness statistics for Pennsylvania's Industry Cluster or customized industry clusters for any region. Data are displayed for each North American Industry Classification System (NAICS) code included in the cluster defined as well as the cluster as a whole. (Updated: Quarterly)

PA Employer Database - The PA Employer Database is provided to local WIBs and their partners to assist in outreach activities. The file includes employer names, contact information, NAICS codes, employment size ranges, and latitude and longitude of the employer for mapping purposes. The file also includes an indicator that identifies new employers. The database can be used to assist PA CareerLink® staff in marketing one-stop services and by local WIBs to attract employers for industry partnership activities. (Updated: Quarterly)

Local Employment Dynamics (LED) Analysis Database - The Pennsylvania Local Employment Dynamics (LED) database is a new product built using the publically available Census LED data. The PA LED Database contains data at the state, WIA, and county level. Standard queries are built into the database to analyze local economies based on the questions that can be answered by LED's Quarterly Workforce Indicators. For example, one feature of the database is specialized queries that focus on the growing cohort of older workers in the workforce. The database is distributed quarterly upon request and to the local WIBs.

Reemployment Assessment & Economic Impact Reports - Reemployment assessment & economic impact reports are commonly used to evaluate job prospects for individuals impacted by major layoffs or plant closings and analyze the potential economic effects of the layoffs to the area, including the estimated impact on sales, employment, income and tax revenue. These reports are produced upon request or, when possible, in anticipation of such events. CWIA completes about 10 to 15 reports annually and continues to market these services throughout the year.

IV. NEW TOOLS AND RESOURCES

Pennsylvania targeted some of its Program Year 2012 WIG funds to the enhancement of existing products and development of new tools. New tools and resources are often inspired by conversations with and suggestions from our diverse pool of customers. CWIA balances updates to current products with development of new resources to ensure that stakeholders have the tools they need. Technological advancements have afforded CWIA the opportunity to create more powerful tools and get them in the hands of stakeholders more quickly.

LMI Products Inventory Matrix - The LMI Products Inventory Matrix was designed by Pennsylvania to let each state LMI shop create a comprehensive listing of their products and tools and identify the customer base being served. This tool is comprised of a series of Excel worksheets within a single file that build off of input by the state. Following the instructions on the first tab, states can enter their existing products/tools and categorize them into common groupings using a series of drop-down lists. This data entry section also includes the website location of the product and the number of website hits, if known, and/or hard copy printout counts, both of which can be useful to other federally-mandated reports such as the Employment and Training Administration's Workforce Information Grant annual report and the Workforce Information Council's (WIC) Level of Demand report. The information that is entered by each state is cross-referenced with the product-customer matrix created by the WIC's Customer Consultation Study Group (CCSG). Each state does have the option to customize the product-customer matrix as they see fit for their own state. As final products, the tool creates a state-specific product-customer matrix and two summary reports. These reports provide a listing of all products and tools entered, highlight customer groups who may be underserved and provide suggestions for additional products the state may wish to consider going forward. The CCSG has hosted several webinars and meetings to demonstrate the product and enhancements have been made based on the resulting feedback. The tool will be distributed to all states.

High-Priority Occupations (HPOs) - Pennsylvania's workforce development strategy targets education and training dollars to HPOs: job categories that are critical to Pennsylvania's economy, in demand by employers, have higher skill needs and are likely to provide family-sustaining wages. CWIA released an updated policy document regarding the HPO process in July 2012. The 2012 HPO list went into effect October 2012 and is located on the CWIA website. A draft version of the 2013 HPO list is currently in development and will be released in September 2013. (Updated: Annually). Link: <http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=504>

PA Career Coach - This web application helps people find good careers by providing current data on wages, employment, job postings and associated training. The career transition section allows users to compare wages, employment trends and other data for multiple occupations. The tool also identifies skills gaps between occupations. The job seeker can look for education and training available and schools that offer the courses for their desired occupation as well as look for real-time job posting. Occupations can be shortlisted by Marcellus Shale, Manufacturing, STEM and HPOs. CWIA released this tool in Fall 2012. (Updated: Quarterly) Link: www.pacareercoach.pa.gov

Manufacturing Fast Facts - After decades of contraction, the U.S. manufacturing sector is adding jobs. In order to highlight these gains and identify the occupations in demand, as well as necessary skills for those occupations, CWIA plans to produce a quarterly *Manufacturing Fast Facts* report. The *Manufacturing Fast Facts* will highlight Manufacturing sector growth from our Current Employment Statistics program, the Quarterly Census of Employment and Wages, and the Pennsylvania New Hires Program. Additionally, analysis will be conducted on

online job postings from The Conference Board, Manufacturing Industries of Interest, and demographic information from The Census Bureau’s Local Employment Dynamics data sets.

Projections 2020 Data Dashboard - Long-term employment projections are widely used by a variety of customers to complete various projects. This data dashboard provides a more comprehensive and easy-to-use tool that allows educators, career counselors, policy makers and the general public to access important labor market information that is crucial to decision-making. The existing Excel spreadsheets will serve as the primary input of this interactive tool. Users will be able to navigate back and forth between industries and occupations to get a more complete picture of Pennsylvania’s economy. Once an industry or occupation has been selected, additional labor market information will be provided and presented to the user in a customer-friendly format.

Labor Market Information E-Learning - CWIA recorded a series of E-Learning videos to introduce users to the various labor market information (LMI) products and services it offers. Awareness and knowledge of the tools and services the Center provides will help users make informed policy, business and career decisions. Periodically, the Center will add additional videos.

V. RECOMMENDATIONS

Pennsylvania has no recommendations for changes to the LMI-WI grants at this time. Pennsylvania does include the following language on the importance of the EDS software (referred in the first section) to maintaining its current level of work:

The Estimates Delivery System (EDS) software allows Pennsylvania to generate sub-state occupational employment and wage data for our Workforce Investment Areas (WIAs) and Counties. This information is also the primary input for the creation of our WIA-level occupational projections. These projections are very important as only 30 of Pennsylvania’s 67 counties are contained within a Metropolitan Statistical Area (for which the Bureau of Labor Statistics releases occupational data). Workforce Investment Boards (WIBs) in Pennsylvania are a prominent user of our labor market information and WIA and county-level data allow them to best analyze their local areas for continued prosperity. This detailed information is also very important to job seekers and employers as they are looking for jobs and/or a qualified workforce. This data has also become essential to workforce development initiatives in Pennsylvania over the past decade. WIA-level occupational projections and wages are driving factors in the creation of our High-Priority Occupations list, which target federally-funded training dollars in the commonwealth. Examples of how Pennsylvania uses data developed via the EDS system are plentiful throughout the Workforce Information Grant (WIG) annual report. This software is best-suited and best-aligned with ETA efforts to produce the localized labor market information in demand by our customers. There is a logical connection between the development of occupational projections and support of the local WIBs – both of which are clearly-defined deliverables in the WIG.

