

State of California
Program Year 2012-13
Workforce Information Grant - Annual Report

Introduction

The Department of Labor, Employment and Training Administration (ETA), funds annual grants to the states to develop and disseminate essential state and local labor market information and workforce information for job seekers, employers, educators, economic developers, and others.

The Workforce Information Grant (WIG) is a critical fund source as it supports many value-added LMI products and services not supported by the Bureau of Labor Statistics (BLS). The following are examples of the major activities supported by the WIG:

- Population of the Workforce Information database (WID) with state and local data.
- Production and dissemination of industry and occupational employment projections.
- Visual and spatial analysis of data using geographic information systems (GIS) technology.
- Information packaged to respond to the differing needs and capacities of primary customer groups.
- Delivery of easily accessed and interpreted information through the Internet.
- Collection and delivery of fundamental data from which to base analyses of the economy, including agricultural and small-county data collection and analyses not funded by BLS.
- Identification of customer needs through the Labor Market Information Division's (LMID) customer response network.
- Ongoing communications with, and support of, a wide range of customers to include workforce development partners, employers, educators, economic developers, planners, career seekers, and more.

What follows is a summary of our WIG-funded activities organized by the major categories required by the grant.

1. Continue to populate the Workforce Information database (WID) with state and local data (including updates to occupational licensing data)

- a. Activity:** Update WID on a regular basis. This database provides the information that drives our Internet website and is essential to our service delivery.

Summary of accomplishments:

- Data updates occurred as frequently as daily or monthly.
- Information technology staff used an in-house application to load the data. In addition, back-end changes to the online application occur as necessary.
- LMID distributed the *2012/2013 infogroup Employer Database* to 21 eligible sub-licensees and 30 copies to LMID's local Labor Market Consultants (LMC), who assist local customers in mining these data when needed.

- b. Activity:** Conduct a biennial survey of occupational licensing agencies to update information on LMID's website (www.labormarketinfo.edd.ca.gov) and the national delivery system.

Summary of accomplishments:

- LMID surveyed California licensing entities and made appropriate updates in 2012.
- LMID sent the 2012 occupational licensing file to the National Crosswalk Service Center to update the national database, America's Career InfoNet (ACINet).
- LMID integrated updated licensing information into the Web-based *California Occupational Guides* and *Occupation Profile* applications.

2. Produce and disseminate industry and occupational employment projections

- a. Activity:** Produced and disseminated California short-term 2012-2014 industry and occupational employment projections and fulfilled the ETA deliverable to submit occupational employment projections files to North Carolina LMI by June 30, 2013.

- b. Activity:** Produce and disseminate long-term sub-state employment projections.

Summary of accomplishments:

- As of September 2013, LMID has published 2010-2020 industry and occupational employment projections for 23 sub-state areas. An integral part of projections is the data that are compiled using the Estimates Data System (EDS). These data are used to help estimate occupational projections and identify confidentiality issues.
- The remaining number of local and balance-of-state areas will be published by the end of 2013.

- c. Activity:** Attend Workforce Information System-sponsored projections training.

Summary of accomplishments:

- Attended Projections Managing Partnership-sponsored webinars through the LMI Training Institute.
- Attended various projections-related webinars (e.g., Report Manager, Creating Skills-based Output Projections, Process Improvement Proposal, and Projections Suite Office Hours).
- Attended the Projections Managing Partnership Summit and training provided by the LMI Training Institute in May 2013.

3. Conduct and publish relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the Governor and state and local Workforce Investment Boards (WIB)

- a. Activity:** Conduct labor market research and produce a periodic online labor market report providing analysis of statewide and regional labor market trends.

Summary of accomplishments:

- LMID continues to publish the monthly [California Labor Market Review](#). It is one of LMID's most popular publications and provides a current analysis of the California economy as it relates to the employment situation.
- *California Labor Market Trends* reports are periodic publications of major economic interest. The most recently published report, released in September 2012, is the [Disabled Persons in California's Labor Force](#). This report was produced using Current Population Survey data and provided an overview of the economic trends associated with the state's working disabled population. The 2007-2011 American Community Survey five-year estimates were used to provide insight into the demographic, economic, and educational attributes associated with these members of California's labor force.
- Completed the annual [Labor Day Briefing](#) that provides data on California's labor markets as the nation commemorates Labor Day. This report presents significant labor market trends and topical statistics relating to the California economy.
- LMID also produced monthly reports reflecting online job advertisements for California and the sub-state areas. The [Online Job Advertisements Data for California](#) and the [Help Wanted Online \(HWOL\) Local Area Data](#) reports fill in a critical gap in the current U.S. economic indicators by providing real-time, monthly measures of labor demand (advertised vacancies) at the national, regional, state, and metropolitan area levels. The data originate with The Conference Board, Help Wanted Online Data Series™.
- LMID continues to update the report series entitled [Vocations for Vets](#), originally created at the request of a special workgroup comprised of One-Stop Career Center representatives, Employment Development Department (EDD) Administrators and staff, including LMID staff, in an effort to improve services provided to veterans. LMID developed these special reports to assist veterans re-entering the labor market areas and tailored them for the various EDD regions in the state ([Northern Region](#), [Los Angeles/Ventura Region](#), and [Southern Region](#)). These reports identify a group of civilian occupations, which require a set of knowledge, skills, and abilities that are transferable from many common military occupations ([Infantry](#), [Transportation](#), [Administration](#), [Medical](#), [Aircraft Maintenance](#), [Radioman](#), [Electrical Specialist](#), [Machinist](#), [Telecom Technician](#), [Logistics](#), [Rifleman](#), [Information Technology](#), [Military Police](#), and [Machine Gunner](#)) identified by veteran clients in the three regions. These publications are included in special training that targets staff providing services to veteran clients. LMID's LMC staff provided training on this product to veteran services staff in areas throughout the state. PY 2012-2013 updates and revisions included the new BLS training levels, 2012 first quarter wage data, 2010-2020 California long-term and 2011-2013 California short-term projections, real-time job listing data from July to September 2012, regional two-year online posting trends, and regional supply and demand for the given occupation.
- Completed a report entitled [Biotechnology in California](#) that emphasizes the important role biotechnology and its innovative technologies has in California. The report

provided a brief overview of the key biotechnology-related industries and occupations in California. LMID published this product in April 2013.

- b. Activity:** Collaborate with other states and California entities to better define and describe green industries and jobs, and inform the workforce development community.

Summary of accomplishments:

- LMID participated in the National Association of Workforce Agencies Green Jobs conference call each quarter to discuss projects, best practices, issues, and products related to the green economy. State LMI researchers, DOL, and ETA representatives join these green jobs calls. This is an opportunity to share research ideas and products for possible application in other states.

- c. Activity:** Support the California Green Jobs Council of the California Workforce Investment Board.

Summary of accomplishments:

- LMID attends meetings, gives presentations, and reviews strategic planning documents as requested.
- Provided support to the California Multi-Sector Workforce Partnership-South Bay Workforce Investment Board to place green-related Career Pathways program completers in jobs using real-time job ads.

- d. Activity:** Collect and deliver agricultural employment data (not funded by the BLS or USDA).

Summary of accomplishments:

- LMID continues to publish the *California Agricultural Bulletin* on the LMID website (www.labormarketinfo.edd.ca.gov), highlighting recent quarterly data. The website also includes links to more detailed regional monthly data found in Excel spreadsheets. This data series continues to be the most current agricultural employment data available.

- e. Activity:** Produce small county industry employment data (not funded by the BLS).

Summary of accomplishments:

- LMID produces small area industry employment estimates, allowing access to partners in the workforce development system to consistent sub-state industry employment data across the state to assist them in making strategic and operational program decisions. This is in line with the ETA's strategic goal of generating the most current and local information. LMID continues to produce timely, monthly estimates for small areas, which are released at the same time as the BLS estimates for larger Metropolitan Statistical Areas (MSAs) in the state.

- f. Activity:** Produce disaggregated county-level data from multi-county metropolitan areas (not funded by the BLS).

Summary of accomplishments:

- Data for those counties that are a part of the multi-county MSAs are disaggregated annually. These monthly and annual averages of employment data at the county-level would not otherwise be available to customers.

- g. Activity:** Produce static and interactive maps and geospatial analyses for workforce investment/ America's Job Center of California (AJCC) decision makers and others.

Summary of accomplishments:

- LMID staff continues to map employment and related data to assist policy makers and staff responsible for responding to various emergencies, such as drought, fire, and earthquakes. Staff created and updated real-time fire perimeter maps that illustrated and tabulated employers and employment potentially affected within actual fire perimeters and various radii of those perimeters. These efforts assisted the workforce delivery system and Unemployment Insurance staff and allowed decision makers to stay informed during actual emergency events.
- LMID staff continues to produce maps for customers including AJCC decision makers and local workforce investment boards. Staff also conducted geo-spatial analyses using GIS tools, provided geocoding services in support of mapping requests, provided mapping assistance, and prepared data files for use in all projects. Examples of the above include producing maps of local Workforce Investment Areas (LWIAs) with AJCC locations; producing maps of agricultural employment, other employment and unemployment; calculating employment in various geographic areas such as Congressional and Assembly districts, fire districts, and city boundaries; and assisting AJCCs in planning for scheduling of UI claimants.
- LMID continues to create, evaluate, and use sub-county data sets in analysis and mapping. The data include Census data, Unemployment Insurance Claims data, Disability Insurance Claims data, and data from the BLS Quarterly Census of Employment and Wages (QCEW) Program.
- Staff is participating with the state Workforce Services staff using GIS technology. In this effort, LMID uses GIS to maximize the nexus of office locations and services needs throughout the State.
- Using the findings from the California Green Economy Survey, LMID expanded GIS services to include a variety of new geospatial products. These products highlight the innovative work related to the green research data and address the increasing interest in the California green economy. These maps allow the workforce partners and others to explore quickly the geographic characteristics of some of the data findings in the *California's Green Economy Summary of Survey Results*. The visual displays add value to the data and provide an effective resource to interpret the survey results.

- h. Activity:** Produce detailed occupational employment and wage data for customers, including joint projects with other government agencies, and various regional workforce boards for career and economic development.

Summary of accomplishments:

- LMID responds to internal and external customer requests to provide customized occupational estimates of employment and wages. Using the Estimates Delivery System (EDS), staff is able to produce the most current custom estimates for detailed geographic areas not available from the base OES data; wage estimates at various percentiles; staffing patterns by industry; employment and wage estimates by education and training levels; and other data critical for in-depth occupational research. Staff uses this system to store and produce occupational data at a detailed level that would not otherwise be available for the above described purposes.

4. Consult with customers to determine data needs

- a. Activity:** Collect customer satisfaction information and interpret the collected information.

Summary of accomplishments:

- LMID actively seeks ongoing feedback from our customers on how we can improve our products and information services as well as identifying emerging information needs. Activities associated with our customer outreach and customer satisfaction efforts, particularly for our primary customer sectors, include focus groups, online customer satisfaction surveys, and use of social media.
- LMID participated in over 300 meetings, conferences, job fairs, presentations, training, and workshops attended by over 11,400 LMI customers.

5. Activities undertaken to meet customers' needs

- a. **Activity:** Assess the principal customers' satisfaction with the products and services LMID provides.

Summary of accomplishments:

- During 2012-13, LMID disseminated LMI products and publications primarily via electronic format through its website (www.labormarketinfo.edd.ca.gov). From September 2012 through August 2013, there were 425,555 visitors to the website. These customers viewed 5,933,613 pages. The Division tracks website page and subject interest trends over time to better understand our customers and their needs.
- LMID has taken an active role in the Workforce Information Council's (WIC) effort to develop and implement methods for retrieving feedback from customers regarding the relevance, adequacy, and usability of available LMI and the methods of delivering that information. The Division's Web liaison analyst is participating in these efforts as a member of the WIC's Customer Consultation Study Group.
- LMID continues to work with our customers to revise our products and services to meet their needs. We received feedback during meetings, conferences, training, and presentations we provided. We also monitor customer feedback as it is received from the online *Comments, Complaints, and Suggestions* form.

6. Provide up-to-date tools and resources on the Internet

- a. **Activity:** Develop, maintain, and post needed information and products on LMID's Internet and intranet websites.

Summary of accomplishments:

- LMID maintains the Intranet Customer Database (ICDB) for tracking customer requests, contact information, and product inventory. The ICDB allows staff to compile information by type of customer and request so that LMID can assess those customer contacts and requests and be more responsive.
- LMID updates and maintains the state and local Internet-based career product, [California Occupational Guides](#). Staff continues to develop new *Guides* and update information in the existing online *Guides*. This product delivers statewide and local area occupational information, which includes detailed job descriptions, and information on wages, employment outlook, benefits, and education and training requirements drawn from data contained in the WID. Printable summary or detailed career reports are available to customers 24 hours a day, seven days a week.
- LMID remains committed to improving the delivery of labor market information on its website with the staffing of a Web liaison analyst position. This analyst works with LMID staff, LMI staff from other states, and EDD Public Affairs Branch staff to ensure the continuous improvement of the website.

- LMID Staff continues to host, maintain, and update LMID's website (www.labormarketinfo.edd.ca.gov). Information technology (IT) staff is responsible for day-to-day maintenance activities and the installation and implementation of improvements. The IT staff uploads reports prepared by LMID, updates the WID as data becomes available, and incorporates established usability standards to enhance our customers' ability to use the website.

7. Partner and collaborate on a continuing basis with workforce investment boards and key workforce and economic development partners and stakeholders

- a. **Activity:** Facilitate the Labor Market Information Advisory Group.

Summary of accomplishments:

- The LMID facilitates the [LMI Advisory Group](#), which meets on a quarterly basis. LMID highlights products, reports, and tools and provides economic updates while soliciting feedback through discussion or facilitated focus group sessions. Members represent stakeholders in education, workforce, job-training, and related areas; state, local and federal government entities; the workforce preparation community; economic development agencies; businesses; economists; and researchers; as well as labor, and the employer and job seeker communities. LMID has continued to hold quarterly meetings of the LMI Advisory Group since the mid-1990s. LMID posts the [agendas, presentations, and meeting minutes](#) to the Division website (www.labormarketinfo.edd.ca.gov).

- b. **Activity:** Provide public information services and field public requests for labor market information.

Summary of accomplishments:

- Staff responded to calls and email requests to assist customers in interpreting labor market information, distribute informational fact sheets about LMID's programs, brochures or labor market products, as well as respond to ad hoc data requests. LMCs routinely respond to media requests, develop products for, and give presentations to workforce investment boards, employer groups, local agencies, and others.

- c. **Activity:** Expand customer outreach, marketing, and feedback efforts.

Summary of accomplishments:

- LMID has expanded its customer outreach effort by adding a marketing and customer outreach unit that is consolidating these activities and related functions for the organization, and increasing efforts to meet customer needs.
- Staff developed a new online customer satisfaction survey.
- Staff surveyed the LMI Advisory Group (see reference above) to obtain feedback on our website and facilitated a discussion of their responses during a quarterly meeting.
- LMID gives routine customer orientations to other EDD management and staff.

- d. **Activity:** Offer labor market information training designed to meet local customer needs.

Summary of accomplishments:

- LMCs out-stationed throughout the state continually work with EDD, LWIB, and AJCC staffs to assess their training needs. LMCs frequently train new members of their staffs on how to navigate and find information on the LMID's website (www.labormarketinfo.edd.ca.gov). Training includes information on what data are

available and how those data may help their staffs provide services to job seekers, employers and other customers. Additionally, consultants develop “tip sheets” and “guide cards” to help individuals remember how to find specific information once the training session is over.

- e. **Activity:** Produce regional planning information prototypes of industry clusters and occupational analyses.

Summary of accomplishments:

- In support of the business needs of the California Workforce Investment Board, LWIBs, AJCC offices, educational partners, and economic developers, the LMID is creating a data-driven array of industry and occupational products. These products will provide our customers and partners with customized labor market information to support strategic planning efforts, promote strategic partnerships, and assist in making informed decisions on investing resources toward key industry clusters of opportunity and occupations. Tools that are integral to LMID’s efforts to customize data and serve customers at their local geographic level include Projections Managing Partnership (PMP) software for employment projections data and the Estimates Delivery System (EDS) for localized wage and staffing pattern data. LMCs may support these efforts through presentations, technical assistance, and participation in an advisory capacity.

- f. **Activity:** Research and reporting of skills gap analyses.

Summary of accomplishments:

- LMID has completed a thorough third-party literature review of a variety of skills gap analyses and has prepared a skills gap survey instrument. We continue to work (in pilot phase) with a few of our LWIB directors to obtain feedback on the survey instrument. It is the intent of the LMID to conduct a full-scale survey for these LWIAs and complete a skills gap analysis based on survey result. California has also provided presentations on a national level in recognition of this effort.

8. Activities to leverage LMI-WI funding

- a. Introduce industry cluster, occupational, and skills gap analysis to assist in regional planning by LWIBs, EDD Workforce Services offices, and public education segments. These workforce agencies will have locally oriented occupational employment and wage data, compiled by the Estimates Delivery System (EDS), to support decisions regarding the investment of their workforce development and job training resources.
- b. Expand GIS capacity to produce maps and related data for local workforce boards. These assist local planning with labor market information organized by geographic areas such as political districts, fire districts, and customized boundaries.
- c. Leverage existing LMI and WIA funding to continue the collection and preparation of agricultural and small-county data and providing analyses on these data that otherwise would not be available to customers.

9. Recommendations for changes or improvements to the required grant deliverables

LMID feels the current required grant deliverables adequately serve the Local Workforce Investment Boards (LWIBs) and is well disposed to continue to produce goods and services under the existing parameters.