

COMMONWEALTH OF MASSACHUSETTS

WORKFORCE INFORMATION GRANT

**ANNUAL PERFORMANCE REPORT
FOR
PROGRAM YEAR 2012**

March 2014

**Executive Office of Labor and Workforce Development
Department of Unemployment Assistance**

Massachusetts Workforce Information Grant Annual Performance Report for Program Year 2012

Statewide Workforce Information System Overview

Massachusetts' Workforce Development system is overseen by the Executive Office of Labor and Workforce Development (EOLWD). Workforce Information products and services are developed and disseminated primarily by EOLWD's Department of Unemployment Assistance (DUA) and Department of Career Services (DCS), in coordination with EOLWD.

EOLWD assures that products and services provided with these grant funds are consistent with the Governor's Strategic Plan and Goals and with the vision of the Massachusetts Workforce Investment Board (MWIB) and with the grant requirements. Labor market and workforce information resources provide the Commonwealth with information on jobs, wages, labor force, and occupations that support economic development efforts, workforce partners' job development, performance management and business planning, and customers' needs at the state and local levels.

The products and services are designed to meet customers' needs and to offer the flexibility for adjustments with changes in the Commonwealth's economic climate and labor force, the strategic plan and new electronic delivery systems.

Focusing on real time information on those unemployed and seeking work, jobs and staffing patterns, demand occupations, occupational supply and wage information at the state and local Workforce Investment Area levels, the data and information products produced with the Workforce Information funding provide the Governor and other state and local policy makers with the tools to assist them in planning and meeting the state's strategic workforce and economic development goals. Beginning in January 2013 Workforce Information Grant funds provided annual subscription licenses to the Conference Board's Help Wanted On-Line (HWOL) Analytics for each Career Center, Local Workforce Investment Area and workforce partner agency. The data, information and products are readily available to policy makers, job seekers and citizens in real time access through the web site <http://mass.gov/lmi>.

EOLWD has the responsibility of ensuring the appropriate development and dissemination of workforce information and labor information, including economic, career, and occupational data to all state and local workforce development partners. Its key focus is identifying and serving the needs of local workforce boards, One-Stop Career Centers and their partnering organizations, as well as educators and job seekers, employers, students and parents served by local workforce providers.

The strategies employed to ensure wide dissemination of labor market and workforce information include assuring availability via the Internet, developing specific targeted products, providing technical assistance in the use and availability of information, responding to requests for customized information and new products and making

presentations to inform and educate. Direct assistance is provided to all individuals who contact them in person, by phone, or through email.

Core Products and Services:

The Executive Office of Labor and Workforce Development's Department of Unemployment Assistance, Economic Research Department and the Department of Career Services developed and provided workforce information products and services in the following core areas as defined in the Workforce Information grant.

Populating the Workforce Information Database with state and local data:

The Workforce Information Database, which contains the Labor Market and Workforce Information data, has been populated with the most current labor market information for all data and information products developed through this grant and the BLS Cooperative Agreement including custom formats requested by customers and the 2010-2020 Long Term Projection data both statewide and by Workforce Investment Area. All of the data are available at the time of release through the Commonwealth's web site at <http://mass.gov/lmi>. Census population data for 2010 for all geographies were also populated. WID version 2.5 has been built and populated.

Producing and disseminating industry and occupational employment data and projections:

The Projections Suite software has been installed and maintained and staff attended several webinars provided through the Projections Managing Partnership. Prior to producing the 2012 to 2014 Short Term Projections, staff completed the Short Term Projections Training Program developed by the Projections Managing Partnership. The 2012 to 2014 Short Term Projections, statewide and at the Local Workforce Investment Areas (LWIAs) were published via the internet. IN March the statewide and LWIA Long Term projections for 2010-2020 were revised and the education level for the occupations was incorporated into the web page display.

The May 2012 Occupational Employment and Wage Statistics (OES) estimates for all industries for each of the sixteen LWIAs and the statewide and LWIA staffing patterns for 2012 were developed using the Estimates Delivery System and published on the website. At the request of the LWIAs both the OES LWIA estimates and the staffing patterns are updated annually. These data continue to be high demand information that can only be developed and published with Workforce Information grant funds and software system.

Conducting and publishing economic analysis and special information determined to be of benefit to the state and local WIBs:

The Economic Analysis Report provides information on the most recent trends in job gains, the changes in the labor force demographics and patterns of unemployment by age groups since the beginning of the recession, Job Vacancy Survey findings and information on the real time analytics provided to the LWIAs, Career Center, Community Colleges and State Higher Education.

In January 2013 the Massachusetts Executive Office of Labor and Workforce Development purchased subscriptions for the Conference Board's Help Wanted On-line (HWOL) analytics for the workforce development partner agencies, LWIAs and Career Centers for their use in analyzing the on-line job openings by occupation, area and employers for developing the delivery of services to claimants and other jobs seekers and for building new relationships with some of the employers. HWOL developed and added data to the system for each LWIA. Training was provided to all subscribers. The Community Colleges and State Institutions of Higher Education also are using the HWOL Analytics for developing their programs and monitoring trends in occupational openings. For two years the various Workforce partner agencies, State and LWIAs, Career Centers, Community Colleges and State Institutions of Higher Education are using a common tool and database to address the needs of Commonwealth's residents, job seekers and employers related to on-line job openings. In addition, the Department of Career Services began daily streaming of the HWOL job orders into the Statewide JobQuest system providing real time access to the job openings. Workforce Information grant funds were used to purchase the HWOL licenses for LMI, workforce partner agencies, LWIAs and Career Centers.

The second phase of the two phase development plan produced the required data files back to 2002 and a custom built IT system application for the Local Employment Dynamics (LED) project. Funded through this grant, DUA submitted all of the required historical information to US Census for LED the first week of May 2013. The On the Map application and the Quarterly Workforce Indicators for Massachusetts and each of the LWIAs will provide customized unique information on the labor and workforces not available through other data programs.

During the second quarter of 2013, 15,000 private sector employers were surveyed regarding job vacancies, benefits and other information. Estimates will be developed at the six digit occupational level for openings and related information and published in PY 2013.

All data and products follow BLS methodologies where applicable.

Posting products, information, and reports on the Internet:

All LMI and Workforce Information (WI) data, products and reports are released and publicly accessible through the web as required by the Workforce Information Grant. The economic data pages and data tools on the web meet Electronic and Information Technology Accessibility Standards (section 508) as defined by the Federal government and pass HTML validation.

The site provides for immediate access at time of release for all workforce information and LMI data and products. Customers can see at a glance the latest information on jobs, the labor force, the unemployment rate, wages by industry and occupation, projections and get access to all information in downloadable formats.

Customers accessing the LMI and WI electronic tools continue to increase. The website's query tools and the city/town data searches which are also linked directly from the mass.gov home page through the *Find resources in your community* search option remain popular and posted high rates of growth. During PY2012 there were 404,000 visits to the mass.gov/lmi site.

The state disseminates customer-focused occupational and career information through the Massachusetts Career Information System (MassCIS), which is managed by the Department of Career Services. Massachusetts contracts annually with intoCareers out of the University of Oregon to use the national CIS program, and to host the MassCIS at: <http://masscis.intocareers.org/>. There is a consortium of twenty-one states that contract with intoCareers to have a state-specific CIS.

MassCIS provides information on occupational skill requirements, user-friendly job descriptions, wages, and current and forecast employment by occupation, plus links to web-based job sites and to educational and training venues. These include colleges and universities nationwide, as well as proprietary training schools in Massachusetts. DCS develops the information on proprietary schools through an ongoing survey of the state's schools. In the last year significant time and effort has gone into updating the look and navigation of MassCIS. The redesigned Front Page welcomes users and highlights key career development information. Navigation includes a new global header with components grouped under related tabs and dropdown menus. Updates and improvements include:

- New summary pages that provide detailed information for CIS components.
- Updated wage information.
- Programs of Study now lists internship opportunities and training requirements
- The 550 occupation overviews in the standard version and the 386 occupation overviews in the junior version are now easier to read and focused on what is most important to know about an occupation.
- Content of Occupation FAQ's has been updated to reflect what users need to know about occupations, from how an occupation is different from a career to which occupations are growing and which occupations are decreasing.
- Started a multi-year project to update the 100 most frequently viewed videos with first-person interviews of people currently working in the occupation. These engaging videos will offer users a more accurate portrayal of today's occupations.
- Course Planner enhancements allow middle school students to start preparing for high school and postsecondary education. Additional enhancements such as a column to track credit hours and the option to select various career pathways will aid and motivate users to complete education while supporting postsecondary goals.
- Common Core Standards have been added to MassCIS Curriculum.

Additionally, industry standards for protecting online user accounts require encrypting passwords with hashing. The MassCIS login process was changed this year so that the password for any type of MassCIS account (User, Administrator, or Site) is now hashed.

MassCIS continues to be available free online to all Massachusetts residents and for the seventh year had an increase in the number of users. Over 244,000 MassCIS visitor sessions were recorded in PY2012, an increase of 29% from the previous year, and an increase of 154% from five years ago. Of these users, more than 122,000 could be identified as One-Stop Career Center staff, clients or affiliated partners, including the state's Community Colleges.

During PY2012, several programs run jointly by DCS and DUA have continued to integrate the MassCIS into the obligatory curriculums and mandate its use by job seekers. These statewide programs, which operate in all 33 One-Stop Career Centers, are:

- Re-Employment & Eligibility Assessment (REA)
- Re-Employment and Eligibility Services (RES)
- Emergency Unemployment Compensation (EUC)
- Trade Adjustment Assistance (TAA)
- UI Profiling

One-Stop Career Center and workforce partner staff, trained on MassCIS, now conduct MassCIS training and workshops for job seekers on how to use MassCIS to take assessments and obtain labor market information and occupational information, including wages and outlook. Four formal training sessions on MassCIS were held for new Career Center Staff. In addition, references to MassCIS were made in Moses Training classes conducted for more than 300 Career Center Staff, REA Training conducted for approximately 50 Career Center Staff, and, CCS training for approximately 50 Career Center Staff. Informal training by MassCIS staff on accessing and navigating the program continues with an average of five inquiries each week.

MassCIS continued to maintain close relationship with stakeholders. MassCIS Staff worked with intoCareers, Newburyport High School and the Department of Elementary and Secondary Education (DESE) to develop a template career education "Checklist" for use by MassCIS High School Sites. MassCIS staff also worked with several MassCIS Sites to transfer the accounts of individuals who had initially set up a Portfolio through another MassCIS Site.

MassCIS staff also continues to work with the Commonwealth's Community Colleges as they incorporate MassCIS into their curriculum.

Additionally, MassCIS enjoys favor among the Massachusetts educational community. The Department of Elementary and Secondary Education continues to recommend MassCIS as a resource for students to use when completing mandatory career development requirements. Several schools and libraries provide links to MassCIS on their websites. Among them are Simmons College Library, Springfield City Library,

Quinsigamond Community College, and Natick High School. Medfield Public Library offers an on-line MassCIS Login Tutorial, while both Greenfield Community College and Holyoke Community College have posted MassCIS overview / how to use videos on YouTube. BiblioTemps, an employment service of the Massachusetts Library System that provides experienced library workers for short-term placements in public, academic and special libraries throughout Massachusetts, offers a webinar on MassCIS.

Partnering and consulting with workforce investment boards:

As noted above the LWIAs and partner agencies were provided with a new analytics tool to assist in analyzing trends by occupation and for use with customers in the Career Centers. This tool, TORQ and MASSCIS provide an expanded set of products to assist job seekers and counselors. EOLWD consults with key members of the MWIB, and local boards, to ascertain which key indicators of labor market demand and supply are needed to assist the workforce development system and to develop new initiatives, and products. By providing access to relevant and easy to understand labor market information, workforce development officials will be able to build the capacity of their regions to analyze, interpret, and use labor market data on an ongoing basis.