

**Florida**  
**Annual Performance Report**  
**Workforce Information Grant**  
**PY 2014**

**i. Workforce Information Database (WIDb)**

Florida populated the WIDb using version 2.5.1 of the file structure with the latest labor force, industry, occupation, wage, performance, and administrative information in PY 2014. 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.

**ii. Industry and occupational employment projections**

Long-term projections were completed for Florida, 24 workforce regions, and all large counties with employment above 100,000 for the year 2022. 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, 2015 for 2016 using a 2014 base year.

Workforce boards determine jobs in demand using long-term projections and real-time LMI. LMS continued to post the Demand Occupations List data (in Excel) for use in program planning. Policy changes giving the workforce boards more flexibility to select demand occupations resulted in many contacts from the workforce regions on data use and availability.

**iii. Annual economic analysis and other reports**

Special workforce information products included: 105 custom census reports, over 70 customized maps, 9 industry profiles, and 14 economic impact studies. 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 42 custom presentations were prepared along with 12 monthly updates for the Governor's Office to use in cabinet meetings. LMS staff answered 9,622 individual data

requests/studies in PY 2014. 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 CareerSource Florida, 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
- Financial 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, growth, wages, and training requirements.

#### **iv. Customer consultations**

Florida LMS maintains constant consultation with major customer groups by solicitation and feedback from executive directors of regional workforce boards, economic development, and education. These consultations are by regular meetings, conference calls, presentations/workshops, webinars, and collaboration on joint projects. This has resulted in providing many more industry analyses 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 2014-2022 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. Another example is providing custom projections reports for the Florida College System regions. LMS plans to provide a college system portal similar to the one developed for universities. The Florida College System is closely aligned with local business partners and economic development groups in their regions.

#### **v. Activities undertaken to meet customer needs**

##### **Post products, information, and reports on the internet**

This deliverable continues to play a critical role as LMS data users prefer on-line usage. LMS deploys: FREIDA, What People Are Asking (WPAA), in addition to the LMS website, Florida

Wages (the Estimates Delivery System), Regional Demand Occupations Lists (RDOLs), and the Quarterly Workforce Indicators as major delivery vehicles for on-line uses. Total website page views and downloads were over 1,300,000 in PY 2014. 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 1,341,096 page views and downloads in PY 2014.

- Received the following views by product:
  - Almost 14,000 page views for WPAA
  - Over 124,000 page views for the LMS website
  - Over 482,000 page views for FREIDA
  
- Website page views of products include:
  - 28,566 publications from the website
  - 8,619 maps and charts
  
- Website downloads of products include:
  - 78,510 publications from the website
  - 6,122 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

Program accomplishments greatly exceeded the plan due to the large demand for reports/products/data services from regional workforce boards, local economic development councils, education, and other customer groups. A total of 9,622 requests were logged into the LMS data request log in PY 2014, 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 108 special requests for occupational and wage data, and 105 census-related requests for demographic data.

### **Labor Supply Studies**

Labor supply studies for business recruitment are one of the more innovative products produced for Enterprise Florida, Inc. (EFI), the state's economic development entity, regional workforce boards, 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 identified using 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 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 34 labor supply studies were completed in PY 2014. These are high-demand, customized studies that require a fast turn-around cycle.

### **Regional/Special Group Reports**

During PY 2014, LMS prepared monthly Help Wanted OnLine (HWOL) data sets for 24 regional workforce boards, along with a monthly statewide summary of online labor demand. In addition, LMS prepared 92 customized reports of online demand for education, economic development, and workforce partners. Special HWOL reports for STEM occupations were also prepared for all RWBs on a monthly basis along with a monthly statewide report.

### **Industry/Occupational Projections**

LMS produced long-term employment projections for Florida, 24 workforce regions, and all large counties with employment above 100,000 for the year 2022. Short-term projections to the year 2016 at the statewide level also were produced.

To determine jobs in demand LMS developed statewide demand lists for occupations requiring a Bachelor's degree and a Master's degree using BLS training codes and Florida Department of Education training codes. This is to help identify high demand/high skill/high wage occupations at the university level and to meet the needs of business (economic development). Occupational projections have been used to align State University System programs with workforce and economic development needs, as required by the Florida Legislature.

### **Maps**

Mapping is a major service to support workforce and economic development. Over 70 special request map projects were completed. Custom maps included: employment density, custom unemployment rates by county, radius maps of population, density of business support services employers for a workforce region, and small businesses for EFI. LMS prepared commuting maps for all 24 regional workforce boards in Florida. In addition, LMS prepared Career Center/jobseeker density maps for selected regions.

## **Occupational Licensing**

LMS maintains a publicly-accessible database of all required occupational licenses in Florida, collating data from 12 different state agencies covering 219 occupational licenses which cross over to 306 different occupations.

### **vi. New tools and resources**

Florida's Occupational Supply/Demand system provides indicators of labor supply and long-term and short-term labor demand with the purpose of improving education and training alignment to better meet the hiring needs of business. The Supply/Demand system has been designed for education, workforce, economic development, business, job seekers, and students. The system provides web-based data at the statewide and regional level. The indicators of potential labor supply by occupation are public and private postsecondary education enrollees, completers, and graduates by occupation, and job seekers registered at career centers. The indicators of labor demand are employment projections by occupation (long-term) and Help Wanted OnLine (HWOL) job ads by occupation (short-term). The system also provides information on current employment, wages, and required education for occupations. The system has been deployed to workforce professionals and a public-facing portal is in development.

Education and workforce will use the Occupational Supply/Demand data to create better alignment of education and training offerings in meeting the hiring demands of business. Economic developers will have the most comprehensive and timely occupational data to determine available labor supply to support business recruitment. Students will benefit from having real-time information on jobs in demand now and in the future. Jobseekers can use the information for reemployment purposes.

### **vii. Efforts to create and support partnerships and collaborations**

Customer demand for LMS products and services from the workforce, economic development, and education system remains high. Labor Market Statistics maintained and enhanced collaboration with the State University System and College System. These products and services are described below.

#### **Regional Demand Occupations Lists**

LMS continued to maintain Regional Demand Occupations Lists (RDOLs) for use by workforce regions. A new table was redeployed in January 2015 that allows the application of multiple filter criteria for the analysis of occupations. This will enable economic development and workforce regions to compare the same occupation across multiple geographies or for regions to analyze all occupations requiring postsecondary adult vocational education.

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

LMS, under the state workforce board's direction, finalized the 2014-2015 regional RDOLs 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, education, and economic development. Hundreds of people attended 23 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
- 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 regions. These reports include data tables and narratives.

### **Posters and Print Media Publications**

Demand remains high for innovative print media publications and posters, despite the change to electronic delivery. A total of 97,862 publications were distributed by mail, website downloads, and conference presenters in PY 2014.

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

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

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

Education and Training Pay flyers are available on the website and receive many requests from schools and Career Centers.

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 CareerSource Florida on data implementation for the Florida Career and Professional Education Act. LMS also worked to identify certifications that will advance students on the path to Science, Technology, Engineering, and Math (STEM) occupations and continued to advance STEM training in education and workforce development.

On the national level, LMS continues to participate in the Projections Managing Partnership Board (PMP). LMS helped develop methodologies for adjusting base year employment estimates for inclusion in each update cycle. LMS staff provided training at the PMP Summit on these methodologies. LMS continues to be a member of the LMI Training Institute and continues to support the institute.

### **viii. Activities to leverage LMI-WI funding**

LMS has leveraged additional Workforce Investment and Opportunities Act (WIOA) funds to help support regional workforce board reemployment activities (~ \$400,000).

**ix. Recommendations to ETA for changes and improvements to WIGS requirements**

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.

Modernization of the Local Employment and Wage Information System (LEWIS) would greatly facilitate delivery of data for economic development. For example, LEWIS does not have the capability to combine industries or geographic areas for economic development reports, and the confidentiality suppressions in the system are all based on single MSAs. This greatly limits the ability of states to analyze a single occupation or groups of occupations across geographic configurations that are of interest to economic development. LEWIS will also need additional funds to be reprogrammed for new BLS replacement rate methodology and the movement to an OES time series.

Best practices from individual states need to be better shared nationwide. ETA should remain engaged with BLS to understand data production and analysis capabilities of the states in able to support the Workforce System's goal of reemployment.