

State of California
Program Year 2015-2016
Workforce Information Grant Annual Performance 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 (LMI) 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 (WIDb) with state and local data.
- Production and dissemination of industry and occupational employment projections.
- Collection and dissemination of occupational licensing data.
- Collection of visual and spatial analysis of data using geographic information systems (GIS) technology.
- Dissemination of information packaged to respond to the various data 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.
- Production and dissemination of industry cluster and occupation analyses for economic regions in California.
- 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.

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

1. Continue to populate and maintain the Workforce Information Database (WIDb) with state and local data (including updates to occupational licensing data)

- a. **Activity:** Populate and maintain the WIDb, version 2.6.1, with core data tables in accordance with Analyst Resource Center guidelines. This database provides the information that drives our Internet website and is essential to our service delivery.

Summary of accomplishments:

- Data updates occurred monthly, quarterly, and annually.
- 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 integrated the *2016 2nd Edition Infogroup Employer Database* to our Internet site to complement WIDb elements and distributed the *Infogroup* DVD to 17 eligible sub-licensees and 23 LMID local Labor Market Consultants (LMC) staff and managers, who assist local customers in mining these data.

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

Summary of accomplishments:

- The 2016 licensing survey file was submitted to the National Crosswalk Service Center on June 28, 2016.
- The next update for this file is scheduled for September 30, 2018.

2. Produce and disseminate industry and occupational employment projections

- a. **Activity:** Produce and disseminate short-term industry and occupational employment projections for California.

Summary of accomplishments:

- Produced California short-term 2015-2017 industry and occupational employment projections and fulfilled the February 28, 2016 ETA deliverable to transmit the occupational results to the projectionscentral.com website for public dissemination.

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

Summary of accomplishments:

Produced California long-term 2014-2024 industry and occupational employment projections and fulfilled the June 30, 2016 ETA deliverable to transmit the occupational results to the projectionscentral.com website for public dissemination. An integral part of projections is the data that are compiled using the Local Employment Wage Information System (LEWIS). These data are used to help estimate occupational projections and identify confidentiality issues.

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

Summary of accomplishments:

- Attended Projections Managing Partnership-sponsored webinars through the LMI Training Institute.
- Attended the Projections Managing Partnership Summit and training provided by the LMI Training Institute in June 2016.

Customer Reactions:

- A grant writer for the Yuba Sutter Economic Development Corporation requested industry and occupational projections for the Yuba Metropolitan Statistical Area

(MSA), annual average industry employment data for 2015, as well as national, state, and MSA unemployment rates. The customer responded, "This looks perfect and I thank you very much."

- Fabiola Miranda, Employment Development Specialist for Workforce Services in Marysville, asked for suggestions of LMI information that could be helpful to job seekers that the staff could share at their Reemployment Assistance Workshops. The LMC provided occupational tip-sheets, occupational projections, and Help Wanted Online (HWOL)TM job ads data. Fabiola responded. "Thank you very much!"

3. Conduct and publish relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the Governor, state legislatures, and state and Local Workforce Development Boards (LWDB)

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

Summary of accomplishments:

- The 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 current employment situation.
- The LMID published ["California Labor Market Trends Report: STEM in California."](#) This report highlights the skills utilized by California workers founded on science, technology, engineering, and mathematics (STEM) and provides examples of STEM-related jobs. This report also identifies that by 2022, California is projected to have the largest share of STEM jobs compared to other states.
- The LMID 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.
- The LMID issued ["California Labor Market Trends Report: California Export Trends in 2015"](#) that features how exports have aided California's business expansion through revenue and the support of goods-related jobs.
- As part of ["California's Unified Strategic Workforce Development Plan for 2016 – 2020."](#) the LMID provided the California Workforce Development Board with an analysis of the economic conditions in the state and the current workforce, employment and unemployment data, and labor force participation. Also included in the report are labor market trends by regions, job growth trends, and the educational skill levels of the workforce as well as California's fastest growing industries and emerging industries.
- The LMID produced ["California's Veterans Workforce 2015"](#) report that highlights the accomplishments of our nation's veterans, provides an overview of workforce trends related to veterans, and offers information on the types of services California's Employment Development Department (EDD) offers veterans.

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

Summary of accomplishments:

LMID publishes detailed regional monthly agricultural employment data from 2002 forward. We are working to provide this data from 1990 to date. This data series continues to be the most current agricultural employment data available. The web page containing these data has been redesigned to make accessing it easier. This has been

useful for conducting analysis of the effects of the ongoing drought in California on economic activity.

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

Summary of accomplishments:

LMID produces small area industry employment estimates, allowing partners in the workforce development system to access 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 MSAs in the state.

- d. **Activity:** Produce disaggregated county-level data from multi-county Metropolitan Statistical Areas (not funded by the BLS).

Summary of accomplishments:

Data for multi-county MSAs are disaggregated into single-county data sets annually. This allows customers to make county-level data driven decisions, which would not otherwise be available.

- e. **Activity:** Produce static and interactive maps and geospatial analyses reports for workforce development, America's Job Centers of Californiasm (AJCC), policy decision makers and others.

Summary of accomplishments:

- LMID staff continued 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, our EDD UI staff and allowed decision makers to stay informed during actual emergency events.
- LMID staff continued to [produce maps](#) for customers including AJCC decision makers and Local Workforce Development Boards (LWDB). 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 various projects. Examples of the above include:
 - Produce maps of Local Workforce Development Areas (LWDAs) with AJCC locations;
 - Produce maps of agricultural employment, other industry employment and unemployment;
 - Calculate employment in various geographic areas such as Congressional and Assembly districts, fire districts, and city boundaries;
 - Assist AJCCs by providing data visualizations for inclusion in their strategic plan development.
- LMID continued to create, evaluate, and use sub-county data sets in analysis and mapping. The data include Census Bureau data; UI claims data, disability insurance claims data, and data from the BLS Quarterly Census of Employment and Wages (QCEW) Program.
- LMID's GIS staff produced maps containing AJCC sites and local staff residence locations for the EDD Workforce Services Division (WSD). These maps will assist WSD in planning future office locations and service levels.

- f. **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 responded to internal and external customer requests to provide customized occupational estimates of employment and wages. Using LEWIS, staff is able to produce the most current custom estimates for detailed geographic areas not otherwise available from the base Occupational Employment Statistics (OES) survey data such as 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.
- LMID collaborated extensively with The California Department of Human Resources (CalHR) using detailed OES data to produce their 2015 Salary Survey Report for California state employees. These data, produced using LEWIS, allowed CalHR to compare California state employee wages to those offered to private sector, local government and federal government employees in the same occupations.
- LMID provided analysis of minimum entry-level wage information for jobs established through the Joint Venture Program of the California Prison Industry Authority. By providing detailed wage information on selected occupations, they are able to determine acceptable wages and the effects of jobs provided to inmate workers.

4. Consult with customers to determine data needs

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

Summary of accomplishments:

- The LMID facilitated the [LMI Advisory Group](#), which meets on a quarterly basis. LMID highlighted products, reports, and tools and provided 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 and stakeholder participation has increased over the past year. LMID publishes the [agendas, presentations, and meeting minutes](#) to the website (www.labormarketinfo.edd.ca.gov).
- Staff survey the LMI Advisory Group participants at each quarterly meeting to obtain feedback on our website and LMID services.

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

Summary of accomplishments:

- LMID continued to solicit feedback from customers using focus groups, online customer satisfaction surveys, and social media to improve LMI products and services to identify emerging needs.
- LMID participated in over 250 meetings, conferences, job fairs, presentations, training, and workshops attended by over 10,000 LMI customers.

5. Activities undertaken to meet customers' needs including any training provided

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

Summary of accomplishments:

- During 2015-16, LMID disseminated LMI products and publications primarily via electronic format through its website (www.labormarketinfo.edd.ca.gov). From July 2015 through June 2016, there were 420,285 visitors to the website. These customers viewed 4,397,198 pages. The Division tracks website page and subject interest trends over time to better understand our customers and their needs.
- The LMID initiated a new platform called the EDD Data Library. This is an Online Application that improves the way we deliver non-confidential California labor market information to our clients, and furthers the Department's goal of providing our clients' with easy access to our quality data. The new EDD Data Library is user-friendly and incorporates a responsive design that provides the same user-experience across multiple platforms. Additionally, it further enhances open access to our data by providing an extensive array of tools that allow users to interact with the datasets and create visualizations, custom datasets, filtered views, and dynamic connections via the API for real-time updates.
- LMID continues to work with our customers to revise our products and services to meet their needs. As the local Labor Market Consultant attend meetings and deliver presentations, feedback is always encouraged. Customer feedback is also monitored as it is received from the online [Comments, Complaints, and Suggestions](#) form.

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

Summary of accomplishments:

LMCs out-stationed throughout the state continually worked with EDD/AJCCs and LWDBs to assess their training needs. LMCs provided training, upon request, on how to navigate and find information on the LMID website (www.labormarketinformation.edd.ca.gov) and with commonly used sites such as the U.S. Census and California's Department of Finance. Training includes information on what data are available and how those data may help staff assist job seekers, employers and other customers. Additionally, consultants developed "tip sheets" and "guide cards" that include step-by-step instructions on how to find specific labor market information on our website.

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

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

Summary of accomplishments:

- In 2015, the LMID released an interactive industry cluster/occupational analysis [web page](#). This new web page features an interface that allows customers to view 28 industry clusters, occupations, wage data, and online job ads for California, 8 economic markets, 19 sub-markets, and 14 regional planning units. These data provide a vast array of economic industry clusters and highlight all occupations with projected job opportunities, and HWOL™ online job ads. The web page provides:
 - Data for 28 industry clusters which include occupations within the industry, education levels, new and replacement job openings, total projected job openings, and HWOL™ online job ads for all economic markets, sub-markets, and regional planning units.

- Regional Economic Analysis Profiles (static reports) that analyze occupations within the top three industry clusters.
- Online access to current and archived Regional Economic Analysis Profiles and Regional Planning Unit Summaries.
- The LMID maintained the state and local Internet-based career product, "[California Occupational Guides](#)." This product delivers statewide and local area occupational information which includes detailed job descriptions, information on wages, employment outlook, benefits, and education and training requirements drawn from data contained in the WIDb. Printable summary or detailed career reports are available on the LMID website.
- LMID published the *2016 2nd Edition Infogroup Employer Database* to our Internet site and distributed the *Infogroup* DVD to 17 eligible sub-licensees and 23 LMCs and managers, who assist local customers in mining these data.
- LMID maintained the Intranet Customer Database (ICDB) for tracking customer requests, contact information, and product inventory. The ICDB allowed 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 remains committed to improving the delivery of labor market information on its website with the staffing of a Web liaison research specialist position. This specialist works with LMID staff, LMI staff from other states, and EDD Public Affairs Branch staff to maintain the website's quality and to ensure continuous improvement.
- LMID staff continued 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 uploaded reports prepared by LMID, updated the WIDb as data became available, and incorporated established usability standards to enhance our customers' ability to use the website.

Customer Reaction:

- Infogroup Employer Database:
 - The Stockton Workforce Services Cluster Manager, Cornelio Gomez, annually requests and uses the Infogroup Employer Database as a marketing tool primarily for the Veterans representative's staff, who in turn help their clients find gainful employment. Mr. Gomez stated, "I am very pleased with the simplified report you created and would like it for two additional counties within the Central Valley region."
- LMID Website Visitor Feedback:
 - "The LMID website was very instrumental in providing information to complete a grant proposal." – Grant Writer
 - "I use the LMI website on a monthly basis and it is very easy to navigate." – Career Counselor
 - "The website provided information we needed to prepare a critical report." – Business Owner

7. Partner and collaborate on a continuing basis with Workforce Development Boards and key workforce and economic development partners and stakeholders

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

Summary of accomplishments:

Staff responded to calls, emails, and in-person requests (from staff at career centers) to assist with the interpretation of labor market information. Staff distributed informational

fact sheets and/or brochures about LMID's programs and labor market products, as well as responded to special (ad hoc) data requests. Locally-assigned LMCs routinely responded to media requests, developed products, and provided presentations and training to LWDBs, employer groups, economic development entities, local educational entities, Legislators, and others.

b. **Activity:** Regional Planning Unit Summaries

Summary of accomplishments:

In support of the WIOA, the LMID developed 14 new resource documents for the California Workforce Development Board and the Local Workforce Development Boards to assist with data application for regional planning purposes.

c. **Activity:** Research and reporting of supply and demand.

Summary of accomplishments:

The LMID continues to partner with the California Community College Chancellor's Office to receive program completers' data to gauge supply. This supply represents a population of newly trained and credentialed individuals ready to enter the workforce and will be compared to the current employment demand using real-time labor market information. The LMID extracted data from the Integrated Postsecondary Education Data System website in order to analyze and develop a robust supply and demand tool. This illustrates the big picture of the supply (degree completions) from both 2- and 4-year public and private educational institutions.

d. **Activity:** Partner Meetings and Presentations

Summary of accomplishments:

- LMID attended regular meetings with the California Community Colleges Chancellor's Office (CCCCO), Centers of Excellence (COE) staff. The COE's are LMI providers for the community college system and meeting regularly allows the opportunity for collaborations, partnerships, and staying apprised of current projects.
- At the request of the CCCO, LMID provided presentations on data and new products and their application for the COE's. LMID has supported the California Department of Education (CDE) to provide LMI for current and future grant opportunities. These grants are awarded to applicants who provide LMI justification certifying high-demand, high-skill, and high-wage occupations.
- LMID provided workshops at the semi-annual [California Workforce Association](#) conference to market and provide data application workshops to a variety of LMI users (e.g., LWDBs, educational entities, employers).
- LMID regularly attends the CWDB and the LWDB meetings to ensure our products and services meet the business needs of our partners.
- The LMID and UC Davis have partnered to conduct research related to the state's agricultural workforce. The LMID uses Unemployment Insurance (UI) payroll tax filings to identify how many unique individuals were employed in California agriculture, and examine their employment and earning patterns over time as follows:
 - California Farm Labor: Jobs and Workers
 - How Many Workers Are Employed In California Agriculture

8. Activities to leverage LMI-WIOA funding

- a. Developed marketing strategies for the REA Profile to assist in regional planning by LWDBs, AJCCs, and public education segments. This marketing effort includes meeting

with different customer groups and stakeholders about product application, which may result in other focused customized products.

- b. Expanded GIS capacity to produce maps and related data for LWDBs. The maps assisted local planners with labor market information organized by geographic areas such as political districts, fire districts, and customized boundaries.
- c. Leveraged existing LMI and WIOA 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 LWDBs and the Division is well positioned to continue to produce goods and services under the existing parameters, though increasing costs will eventually affect the quality and quantity of products and services provided to customers.