

**COMMONWEALTH OF MASSACHUSETTS**

**WORKFORCE INFORMATION GRANT**

**ANNUAL PERFORMANCE REPORT**

**PROGRAM YEAR 2015**

**September 2016**

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

# **Massachusetts Workforce Information Grant Program Year 2015 Annual Performance Report**

## **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, with the vision of the Massachusetts Workforce Development Board (MWDB) 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 education and economic development efforts, workforce partners' job development, reemployment services, performance management and business planning, and customer needs at the state and local levels.

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

Focusing on real time information for individuals unemployed and seeking work, jobs, staffing patterns, demand occupations, occupational supply, wage information and labor force trends Statewide and for each local Workforce Development Area. 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, education and economic development goals.

Workforce Information Grant funds support subscriptions to the Conference Board's Help Wanted On-Line (HWOL) Analytics. Each Career Center (CC), Local Workforce Development Board (LWDB) and workforce partner agencies have licenses to access HWOL Analytics which provides instant access to analyze trends in job openings from the companies posting the job vacancies by occupation Statewide and by LWIA. The dashboard allows users to research each job order to assess skills, certifications and experience needed for each job opening. HWOL uses Wilson auto coder to identify the O'NET and Standard Occupational Classification (SOC) codes. The same software is used in DUA's UI On-Line system to identify occupational codes for all those claiming unemployment insurance benefits. SOC codes can be compared to the labor supply estimates of jobs and wages from the Occupational Employment Statistics (OES) program, the short-term and long-term projections, detailed staffing patterns at the State and LWIA levels and six digit SOC codes for UI claimants. These tools allow Workforce partner agencies and Local Workforce Development Area and Career Center Directors to access the trends in on-line advertised job postings overtime, by occupation, by skills and by employer. Expanding relationships with local businesses that post jobs included on HWOL and developing information from the job postings, the Occupational Employment Statistics and projections can be used to assist those unemployed and those seeking other career pathways or job opportunities through the services provided by the LWDBs, CCs. State and local workforce agencies can develop new ties to local businesses and produce products on job openings, trends and skills. Community Colleges, the Departments of Higher Education and Economic

Development also have access to HWOL Analytics' allowing all workforce partners to independently analyze the job openings available in the Commonwealth's on-line JobQuest.

EOLWD has the responsibility of ensuring the appropriate development and dissemination of workforce information and labor market 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.

Labor market and workforce information are available via the Internet and through customized information based on request. Direct assistance is provided to all individuals in person, by phone, or through email.

### **PRODUCTS, SERVICES and PUBLICATIONS:**

EOLWD'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. All grant-funded products, reports and workforce information are available on [www.mass.gov/lmi](http://www.mass.gov/lmi) in a manner accessible to the public and comply with Rehabilitation Act Section 508 requirements.

### **Workforce Information Database (WIDb):**

The Workforce Information Database has been populated with the most current labor market and workforce information for all data and information products developed through this grant and the BLS LMI Cooperative Agreement including formats requested by customers. WIDb 2.6 was populated, implemented and maintained Analyst Resource Center (ARC) designated core tables were populated following ARC guidelines.

### **Industry and Occupational Projections:**

Short term industry and occupational projections for 2015 to 2017 and long term projections for 2014 to 20124 were produced statewide and for each LWDA using the new Projection Suite software and incorporating the staffing patterns produced using LEWIS software. Files were provided timely to the projections Managing Partnership in the manner they specified. Projections, short term were published on the internet in February 2016 and long term published on the internet in July 2016, allow customers to select occupational projections by most job openings, fastest growing occupations and all occupations. Tables also array educational attainment levels and Occupational Employment and Wage Statistics (OES) wages. All of the data are available at the time of release through the Commonwealth's web site at [Projections](#). Separate tables for STEM occupations were published on the internet.

At the request of the LWDA's occupational employment and wage estimates and staffing patterns for each LWDA are produced annually. These high demand data can only be developed and published with Workforce Information grant funds and the EDS software system [Staffing Patterns](#).

### **Annual Economic Analysis Report:**

The Annual Economic Analysis Report provides information on economic trends in Massachusetts and highlights for each of the LWDA's. The report notes the slow growth in the labor and lower labor force participation rates and provides recent demographic information on the high level of educational attainment and aging of the working-age population age 25 plus. State's performance in job creation, slightly lower unemployment rates and tightness between employer demands for labor and supplies of unemployed job seekers. At the same time, the

BLS alternate unemployment measures continue to show high numbers of residents who are working involuntary part-time but seeking full-time work. [MA 2015 Workforce and Labor Area Review.pdf](#)

### **Providing Special information for Workforce Partners:**

Census' Local Employment Dynamics Quarterly Workforce Indicators and On-Map data for the Commonwealth were published. The On the Map application and the Quarterly Workforce Indicators for Massachusetts and each LWDA provide customized unique information on the labor force and work force not available through other data programs. The On the Map in and out migration flows show commuting patterns for each WDA. These data provide customers with enhanced understanding of the Local WDAs and improve the delivery of WIOA services.

During PY2015 there were 385,300 visits to the [mass.gov/lmi](http://mass.gov/lmi) site. The site provides 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, long and short term projections, staffing patterns and get access to all information in downloadable formats.

New visualization products include Monthly Claimant Profiles and Unemployment Rates by WDA. The Monthly Claimant Profiles provide demographic characteristics of residents claiming unemployment insurance published at the time of the statewide total unemployment rate release. Unemployment Rates by WDA provide page at a glance maps for the monthly local unemployment rates. [UI Claimant Profiles](#)

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. The annual with intoCareers out of the University of Oregon to use the national CIS program and to host the MassCIS at: <http://masscis.intocareers.org/> is funded by this grant. 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. Included in the MassCIS program are several career assessment tools, a resume development tool, a career plan, and military career information.

MassCIS is available free online to all Massachusetts residents. During PY2014 more than 198,300 user sessions were recorded. Of these users, approximately 88,200 could be identified as One-Stop Career Center staff, clients or affiliated partners, including youth programs and the state's Community Colleges. The remaining users were High Schools and Middle Schools within the Commonwealth, many of which have a working relationship with DCS partners.

During PY2014, the Reemployment Services & Eligibility Assessment (RESEA) and Trade Adjustment Assistance programs operated jointly by DCS and DUA have continued to integrate the MassCIS into the obligatory curriculums and mandate its use by job seekers.

One-Stop Career Center and workforce partner staff, trained on MassCIS, continued to conduct MassCIS training and workshops for job seekers. These sessions covered how to use MassCIS

to take assessments and obtain information on the labor market and occupations, including wages and outlook.

An introduction to MassCIS was provided during Massachusetts One Stop Employment System (MOSES) training, RESEA Program Training and Career Center Seminar (CCS) training sessions conducted for more than 600 Career Center and partner staff. Informal training by MassCIS staff on accessing and navigating the program averaged 3 inquiries each week.

MassCIS continues to maintain close relationship with its stakeholders. In November MassCIS conducted a training session for “Connecting Activities” with Blackstone Valley Region partners of Workforce Central in Milford.

A second training session was held in January for the Weymouth School District. Weymouth is using MassCIS as they implement two Massachusetts Department of Elementary and Secondary Education (DESE)’s grants, the Integration of College and Career Readiness (ICCR) Demonstration Site Grant and the Connecting Activities Grant. This is being done in conjunction with the South Shore Workforce Investment Board.

MassCIS staff also continues to work with the Commonwealth’s Community Colleges to incorporate MassCIS into their curriculum. Additionally, MassCIS enjoys favor among the Massachusetts educational community. The Massachusetts Department of Elementary and Secondary Education (DESE) 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 these are University of Massachusetts Lowell, Mount Wachusett Community College, Cape Cod Community College, Greenfield Community College, Quinsigamond Community College, Simmons College Library, Springfield City Library, Newburyport High School, Tantasqua Regional School District and Natick High School.

This program year, redesign and updating to the look and navigation of MassCIS continued. Updates and improvements to MassCIS, which will be released late fall 2015, include:

- Portfolios can now be updated as well as created using a batch upload.

- Course Planner editor, messages, groups and checklist editor administrative tools have updated interfaces to match the CIS 2014 interface enhancements.

- A new uniform style guide for graphics was implemented.

- CIS financial aid, occupations, programs of study, schools, curriculum, favorites, messages and portfolio sharing modules below have updated interfaces to match the CIS 2014 interface enhancements.

- Occupation videos have been updated to a newer format to make the viewing experience easier and better.

- Users who can't answer their security questions can now have a reset link sent to the e-mail for their account.

- Users can now delete portfolios in Account Settings.

- Standard CIS will be updated in September 2015; Junior will be updated in October 2015.

- Checklist activity records are now based on item status.

Attribution and Intellectual Property Rights language has been added to the MassCIS information page on the DCS website and to the *About Us* section of the MassCIS Program.

An information session was conducted for educators and administrative staff at Framingham State University detailing long term industry and occupation projections. The training was targeted specifically towards the Metro South/West Workforce Development Area and which were jobs were estimated to lose ground or see gains from replacements or growth.

Introductory “LMI 101” sessions were conducted for the Commonwealth Workforce Coalition’s networking series. New workforce practitioners working with jobseekers across Massachusetts were trained to use LMI and site like O\*Net to improve effectiveness of their clients work search activities.

Supporting regional planning efforts, DUA partnered with The Department of Elementary and Secondary Education and the Division of Capital Asset Management to develop a gap analysis of occupational demand versus the pipeline of graduates coming from both the community and private college system. The goal is to develop data to better inform capital investment decisions in the Commonwealth’s education system in order to maximize a return on investment when it comes to support businesses need for a talented workforce.

**Partnering and Consulting with Workforce Development Boards:**

LWIAs, CCs and partner agencies were provided with HWOL analytics to assist in analyzing trends by occupation and for use with customers in the Career Centers. Several of the LWIAs have requested additional licenses for career counselors to assist in more timely and efficient placement of claimants, long term unemployed and other customers. HWOL analytics 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, tools and products that provide more timely information on vacancies to help workforce development officials understand labor and workforce information that enables them to build the capacity of their regions to analyze, interpret, and use labor market data on an ongoing basis.

Multiple trainings surrounding the effective use of labor market information have been provided to local Workforce Development Board and One-Stop Career Center staff, both from a technical standpoint and an implementation standpoint.

In-house training on the use of the Conference Board’s HWOL Analytics tool was offered to all of the Commonwealth’s workforce partners in an effort to ensure that all local Workforce Development Boards have immediate access to real time job positing data.

In addition, state staff in conjunction with a dissemination expert from the U.S. Census conducted several training sessions on the use of both Quarterly Workforce Indicators and On-the-Map. Site based trainings were also conduct for more remote area such as Berkshire County where travel into Boston is difficult.

The Workforce Innovation Act requires both WDA’s and OSCC to able to provide local labor market information to their customers and stakeholders. To this end, a full day training targeted towards at managers and supervisors was developed. Over forty individuals in a managerial capacity were trained on the following three components:

- An overview of primary BLS programs that included Quarterly Censuses of Employment and Wages, Current Employment Statistics, Occupational Employment Statistics and Local Area Unemployment Statistics,
- A detailed walk through of how to access regional LMI from DUA research's website: [mass.gov/lmi](http://mass.gov/lmi), Wanted Analytics and US Census tools,
- Effective practices for integration of LMI to daily operation and ensuring that staff are using workforce data reliably including performance review, documenting provision of LMI related services and outreach to business, economic developers and other stakeholders.