Texas PY 2015 Annual Performance Report
September 30, 2016

This annual performance report covers all major deliverables under the Program Year 2015 Workforce Information Grant by the U.S. Department of Labor Employment and Training Administration to the Texas Workforce Commission's Labor Market and Career Information Department.

I.   Workforce Information Database

LMCI populates and uses version 2.6 of the WIDb, which powers LMCI's TRACER 2 interactive LMI delivery system (www.tracer2.com). LMCI has all WIDb 2.6 Core Tables populated and updated. This includes the (ETA-funded) Analyst Resource Center's (ARC's) Employer Database 2016 2nd edition and the required Licensed Occupations table. We populate seven supplemental (optional) tables, which are publically accessible via TRACER 2: Building Permits, Consumer Price Index, Revenue Sales, Income, Population, 2014-2024 Industry Projection, Occupational Projections and Staffing Patterns, and Manufacturing Wages by Council of Government Region. While not publically accessible, we also populate the following supplemental and non-standard table: national wages; national employment projections; national school files for all States; labor force files for all States; national QCEW; all States' wage files (2000-2014); also, the population, income, and commuting data for the adjoining States (AR, LA, OK, & NM). In addition, we include Demographic tables for southwest LA and Coastal Employment data before the 2010 Deepwater Oil Disaster. We also submitted the required (bi-annual) state Licensed Occupations information to the ARC on time and the next submission is on track. We have completed the transition to WIDb version 2.6, which ETA will require all States to use by June 30, 2016. Lastly, Texas is part of the ARC WIDb Structure Committee. After a long absence, Texas staff attended the national WID meetings in PY 2015 and participated in committee activities. We have plans to continue to do so in PY 2016.

II.   Industry and Occupational Employment Projections

Statewide industry and occupational projections are typically done in odd numbered PYs, with sub-state projections done in even numbered PYs. However, this results in sub-state projections that do not add up to the statewide numbers because of the year difference in data inputs into the ETA-funded projections software. We believe this discrepancy is unacceptable. As a result, we have, with ETA RO approval, for the last several years done the statewide and sub-state projections at the same time and run the results through tests to ensure the sum of the sub-state figures add up to the statewide totals. Besides the unique benefit of consistent local and statewide results, the sub-state projections are always completed and submitted nine months early. The only con is that statewide projections are submitted three months later than most (but not all) States. As a result, our long-term (2012-2022) industry and occupational projections were completed and submitted as expected on October 2014 for both (PY 2013) statewide and (PY 2014) sub-state. We published and posted our long-term projections in numerous publications and LMCI web-systems. We also provided projections training to local WIBs, employer organizations and others. Staff also produced short-term sub-state projections as a quality check for other projections work, but we did not publish them. Projections for 2014-2024 were completed in September 2016.

To improve the projections and transfer knowledge about the program, we augmented the lone staff member previously assigned exclusively to projections with three additional staff members from throughout the department. This spread out the workload, reduces the risk associated with having only one person assigned to any project and allows for succession planning. Beginning in PY 2016, we will add an additional staff member to the projections team.

III.   Annual Economic Analysis and Other Reports

As in past years, TWC has limited involvement in the production of statewide economic reports since the two recognized government entities that do this type of analysis and reporting in Texas are the Office of the Governor and the Texas Comptroller of Public Accounts. As a result, TWC does not produce competing or duplicative analyses to these officially recognized sources, as doing so would cause inter-agency issues, confuse the public and waste limited resources. We do produce an extensive library of publications, web applications and labor market reports listed in subsequent sections of this report.

Annual economic reports prepared by the state entities noted above can be found at the links below:
   A.   Overview of the Texas Economy: www.gov.texas.gov/files/ecodev/texas-economic-overview.pdf
   B.   Economic Outlook: www.comptroller.texas.gov/transparency/reports/forecasts/2015-16/
   C.   Economic indicators main page: www.comptroller.texas.gov/economy/key-indicators/

IV.   Customer Consultations and Activities to Meet Customer Needs

Customer consultations and activities to meet their needs are listed separately in the report requirements in the PY 2015 TEGL, but these functions are largely inseparable. Thus, they are both covered by this section of the report.

The department was participant in WIOA state and regional planning by providing data and consultative services to TWC stakeholders. The department participated in meetings and conference calls, provided training sessions at the annual Workforce Forum, and hosted training webinars.

LMCI staffed an informational booth at all Texas Business Conferences, hosted by the TWC Commissioner Representing Employers. The booths provided opportunities to disseminate LMI, train users on LMCI products and gather input from participants on their additional needs.

Overall, during PY 2015, this department responded to approximately 17,612 requests for information by telephone, e-mail, fax, mail, and other methods on numerous LMI topics. Many were requests for Career Information assistance from students and education counselors through LMCI's toll-free Career Information Hotline – 1-800-822-PLAN (7526). LMCI provided 28 LMI presentations at Workforce Solutions locations in PY 2015. We staffed informational booths at 56 Job and Career Fairs and related conferences, which reached more than 38,270 students and job seekers, conducted 30 teacher-counselor in-service professional development presentations and 72 student presentations. In all, the department conducted more than 256 training sessions and informational presentations statewide, reaching over 67,045 students and adults across Texas. The Education Outreach team also conducted 4 Webinars during the year.

In addition, TWC distributed more than 208,505 hardcopies of LMCI publications spanning books, brochures, posters, magazines, career tabloids, bookmarks, and brochures. During PY 2015, we updated and printed the following hard copy materials (hard copy only, name of publication and volume printed):

Bookmark: Texas CREWS   30,000
Bookmark: 1-800-822PLAN   50,000
Bookmark: Reality Check   50,000
Pocket Resume   50,000
Brochure: Starting the Conversation   30,000
Brochure: General LMCI   10,000
Brochure: Top 10 Tips   30,000
Brochure: Where Do You Find Jobs   30,000
Brochure: Are You A Doer?   30,000
Brochure: Succeed at Work Today   30,000
Poster Set: Top 10 Tips.   3,500
Foundation High School Plan Bulletins   40,000
Beyond High School   20,000
Job Hunter's Guide.   8,000
Succeed at Work   10,000

We also currently release five different LMI announcements a month. The Career Exploration and Education Outreach list in our "GovDelivery" service doubled over the previous year to 10,093 subscribers. The monthly Texas Labor Market Review list has 4,741 subscribers. In PY 2015, 52 regional email groups with 368 members were also shift to GovDelivery.

The department reaches even more customers via our numerous web applications. During PY 2015, we recorded nearly 1.3 million individual web sessions and over 30 million page views. Major LMI systems include:

LMCI Portal Homepage (www.lmci.state.tx.us/): Not a traditional LMI website, but a web-portal site that links users to the 13 other LMCI web-systems. In addition, this portal connects users to LMCI's publications, products and resources by parents and students, counselors and teachers, and career hunters. The portal accounts for six percent of LMCI's web-system user.

TRACER 2 (www.tracer2.com): TRACER 2 is the department's primary workforce information delivery system. It draws its information from the WIDb and the O*NET occupational database to provide access to Local Area Profiles, Wages, Employment and Unemployment information, Industry information, Workforce Information publications, Occupational information, employer contact information, plus other information such as population, staffing patterns, building permits, income and revenue sales. TRACER currently accounts for seven percent of our total web sessions. We plan to pursue a re-write of the system once funding is secured. The re-write will improve functionality, make the site compliant for access by people with disabilities and make it more efficient and faster.

Texas Industry Profiles (www.TexasIndustryProfiles.com): Texas Industry Profiles provides industry-based information and regional analysis tools to help local Workforce and Economic Development professionals better understand, and clearly describe Texas' regional industry structure and workforce dynamics. The site addresses aspects of industry distribution, employment dynamics, labor supply, industrial clustering, and related analyses to provide a foundation for Texas economic development activities. The system provides 33 tools spanning industry information, analysis, and planning, grouped in eight key categories.

SOCRATES (socrates.cdr.state.tx.us/): The Standardized Occupational Components for Research and Analysis of Trends in Employment System (SOCRATES) is a unique web-based application supporting local WIBs. It is a set of tools to assist local Texas planners perform a regional labor market analysis. SOCRATES offers an array of complimentary labor market analysis tools designed as integral modules for additional area economic analysis and career information scenarios. In addition to the Targeting Process Module, the complementary tools (which LMCI also leverages as key components in Texas Industry Profiles and/or TRACER 2) are: County Narrative Profiles, Occupational Profiles, Employer Search, Texas Wages and Occupational Projections, Shift-share Analysis, and Regional Occupational Evaluations.

SWAP (www.texasindustryprofiles.com/apps/swap/): The Strategic Workforce Assessment Program (SWAP) provides workforce supply and demand information to better connect employer hiring requirements, workforce training, and education. SWAP simplifies the complex challenge of identifying the necessary skills and training programs related to any industry cluster or sector. SWAP organizes and analyzes labor market data to help assess education and employment prospects. Users can analyze any single or multiple local Texas WIB areas for single or multiple timeframes.

Texas Wages (www.texaswages.com): Texas Wages is a custom online wage system that supports WIBs, business, education, other agencies, and the public. Texas Wages is a query-based LMCI web-service that utilizes the LEWIS software system, formerly known as the Estimates Delivery System (EDS). Texas Wages contains the most recent wage information for State and local areas in a user-friendly format. Although Texas Wages is also a robust module within Texas Industry Profiles, the system retains a stand-alone Internet address to facilitate user access.

Monthly Help Wanted Online (www.texasindustryprofiles.com/apps/mHWOL/index.asp): The department's newest web based tool, Monthly HWOL, provides real-time labor market information useful in tracking the extent and nature of employers' demand for labor by occupation, industry, and geography, which helps users find the latest industry and employment trends for jobs in the State of Texas. The search options include by Occupational, County, Local WIB Area, Map, and Education Service Center Region. The job openings report options for the geography selected include the top occupations or the nominal and percent change of job openings for the targeted occupation.

Texas Skills to Work (https://texasskillstowork.com/): This still-new web system was updated in PY15. It assists transitioning Service Members and Veterans in Texas use their military experience, training, and skills to find jobs in the civilian workplace. By using DWAs for résumé development and matching specific skills to job listings in the region and city that users select, Texas Skills to Work helps translate military experience, training, and formal education into language employers can understand, which is currently the number one challenge facing transitioning Service Members and Veterans.

Texas AutoCoder 10.1 (http://autocoder.lmci.state.tx.us:8080/jc/onetmatch): This web-tool is an enhanced variant of initial O*NET Auto-Coder 1.0 that ETA made available to State Unemployment Insurance (UI) Departments. Our version was developed specifically to assign SOC-O*NET occupational codes to jobs, résumés and UI claims at an accuracy and consistency level that exceeds the level achieved by human coders and most other similar systems. The tool allows integration of the coding service into existing applications. We provided additional enhancements in its customized version as the result display shows not only the matching occupations from the search, but the O*NET Code, a graphical and numerical relevancy rating of the matches, and provides links to: O*NET-SOC Occupation Description and related Texas Common Lay Payroll Titles, The Occupational Profile (from SOCRATES),

Detailed Wage Information (from Texas Wages), Industry Staffing Profiles and Current Job Postings (from Work in Texas *and* now from *Help Wanted Online*).

Reality Check (www.texasrealitycheck.com): The site is currently being updated with completion scheduled November 2016. LMCI designed Reality Check to help students understand the connection between lifestyle aspirations and the importance of postsecondary education. This system allows students to make lifestyle choices, create a budget, and then to view the occupations and preferred education levels that support those choices. Users can use the tool from three perspectives. The first option is to start with an occupational choice and try to build a budget based on the median wage in a selected Texas city (the "Reverse Budgeting" option). The users can also elect to build a lifestyle budget and discover the occupations that might provide sufficient income. Lastly, one can select a specific dollar amount and discover the occupations that generally pay within that wage range. A complete occupational profile is included that covers various characteristics and usual education and training requirements. Whichever of the three exercise perspectives is selected, the user gets a "reality check" about the importance of postsecondary education and the connection with standard of living. Reality Check is one of the most popular LMCI websites, accounting for 46 percent of all LMCI web-system user sessions and 51 percent of all LMCI web-system page views, and has been widely replicated by other States.

Texas CARES Online (www.texascaresonline.com): The site has been re-written and rebranded as Texas Career Check (www.TexasCareerCheck.com). The new site was launched in September 2016 with ongoing improvements scheduled through December. Texas CARES Online (Career Alternatives Resource Evaluation System) and now Texas Career Check is a comprehensive career information web-system designed to help students and jobseekers interactively address education and career exploration questions, including the different careers and related educational opportunities in Texas and around the country. The web-system contains detailed O*NET occupational characteristics data, statewide and regional wage and occupational growth projections, employer contact lists, and information on colleges. Scheduled improvements include the addition of the O*Net interest profiler, a high school graduation planner and an educational activity. The system helps students and jobseekers learn more about the careers and associated training opportunities. Texas CARES has been one of the most popular LMCI websites, accounting for 33 percent of all LMCI web-system user sessions and 45 percent of all LMCI web-system page views.

Texas Work Prep (www.texasworkprep.com): We, in partnership with other TWC departments, designed a full-function Learning Management System (LMS) called Texas Work Prep that manages the delivery of job search content and resources and facilitates "anytime, anywhere" access to job seekers in learning more about getting and keeping jobs of choice. Supporting the TWC's WIA and ES functions, Texas Work Prep contains three online courses, each designed to communicate unique aspects of successful job hunting and excelling on the job. In addition, each course ties into an existing popular LMCI publication: 1) *Texas Job Hunter's Guide*, 2) *Your Next Job*, and 3) *Succeed at Work*. The goal is to help job seekers master an effective job search process, get back to work quicker, and communicate the attributes of work excellence expected by Texas employers.

State Training Inventory (www.texasindustryprofiles.com/apps/sti/index.asp): The State Training Inventory (STI) is a compilation of Texas education and workforce training providers, their programs, contact information, labor market information, enrollment, and graduation data (where available). Education and training providers can be public, private, and proprietary institutions. The STI is designed to assist employers, workforce planners, students, and the public with information that might be helpful

in locating education and workforce training programs, see the connection between education and occupations, and estimate the formal supply of skilled workers.

Texas CREWS (www.thecb.state.tx.us/apps/txcrews): The site will be updated in PY 2016. The Texas Consumer Resource for Education and Workforce Statistics (Texas CREWS) is an interactive dashboard tool providing comparative information about Texas public 2-year and 4-year postsecondary institutions. The web-system evaluates programs and institutions on resulting wages and student loan levels, which allows parents and students to make informed decisions about college and get the best return on their educational investment. We expanded our partnership with the Texas Higher Education Coordinating Board to develop Texas CREWS under a Workforce Data Quality Initiative (WDQI) Round 1 grant. The department currently maintains the system through leveraged funding resources with some support from the ETA LMI grant.

LMI Search Page (www.tracer2.com/?PAGEID=67&SUBID=142): While not an actual stand-alone web-system, the LMI Search Page is a popular module in TRACER 2 that we migrated from Texas' long-discontinued static LMI website. The tool gives users quick access to LMI arranged by geographic area (Statewide, WIB Areas, Metropolitan Areas, Counties, and Cities) and the most frequently requested pieces of LMI, including unemployment rates, monthly employment estimates, quarterly employment and wages, economic profiles and analysis, wages, the occupational highlights, plus mapped LMI options, and more.

LMI Data Warehouse: Although not directly used by the public, this tool is essential to us as it populates the data for the majority of the WIDb and several LMCI automated tools.

Economic Profiles (www.tracer2.com/default.asp?PAGEID=94&SUBID=150): Monthly publications that provide key economic data for the State, each Metropolitan Statistical Area (MSA), and each local WIB area, including unemployment rates, initial and continued UI claims, weekly wage, industry composition, employer Size-class composition, quarterly industry employment, and the top 10 employers. In addition, annual Industry reports are available.

V.   New Tools and Resources

During PY 2015, the department added one additional education outreach specialist to further tie together LMI, career options and education resources.

New online products and applications were included in the previous section.

The LMCI main web page underwent a major overhaul to convert it from a search page that gave users no guidance to a portal to LMCI applications. Web tools were segmented by major user groups and product descriptions were added to further assist users.

Work continued on development of a soft skills inventory of Workplace Basic Skills, renamed Workplace Essentials. A research project with the Texas State Technical Institute concluded early in PY 15 that integrated Detailed Work Activities with nearly 400 Intermediate Work Activities and associated them with 30 Workplace Essentials. The project will lead to new systems to enhance job searches, résumé builders, and more.

VI.   Efforts to Create and Support Partnerships and Collaborations

TWC LMCI maintains cooperative programs and collaborations with the Texas Education Agency, the Texas Higher Education Coordinating Board, Texas State Comptroller, BLS, and the Census Bureau Local Employment and Household Dynamics program.

The department also has strong relationships with the Texas Workforce Investment Council in the Office of the Governor and the TWC Workforce Development Division, which is responsible for implementation of the WIOA. Our staff also support the agency's performance reporting program.

During the program year, we also maintained a growing partnership with the Federal Reserve Bank of Dallas. Dallas Fed financial literacy products are now included in TWC counselor packets and links to their web applications are being incorporated into the LMCI web site redesign. In turn, Dallas Fed outreach staff are now helping to distribute LMCI materials and information.

VII.   Activities to Leverage LMI-WI Funding

Under the partnership with the Texas Education Agency and the Texas State Technical College, TWC continues to develop and refine its library of detailed and intermediate work activities and workplace essentials. All three organizations contributed resources to the overall project.

VIII.   Recommendations to ETA for Changes

None at this time.