Workforce Information Grant
Annual Performance Report
Program Year 2015
Georgia Department of Labor
Workforce Statistics & Economic Research

Workforce Information Grant funds for Program Year 2015 were used to produce deliverables covered under USDOL Training and Employment Guidance Letters --TEGL 29-14 and TEGL 39-14. The deliverables include the population and maintenance of the Workforce Information Database (WIDb); the production of industry and occupational employment projections; conducting and publishing relevant economic analyses and special workforce information and economic studies; posting products, information and reports on the Internet; and partnering with workforce investment boards and other key workforce and economic development partners.

Summary of Accomplishments

Populate the Workforce Information Database (WIDb) with state and local data
Product: Georgia Labor Market Explorer

Required Work Deliverables:
- Implement and maintain the most current version (version 2.6) of the Workforce Information Database (WIDb) to ensure a common structure for storing information and providing interstate access to workforce information.
- Populate all tables designated as core tables in accordance with the Analyst Resource Center (ARC) guidelines.
- Update Workforce Information database content in a timely manner to be as current as the state's most recent publications and data releases. Information and technical support will be provided on the ARC Web site at: http://www.workforceinfodb.org.
- Populate the database with the license.dbf and licauth.dbf licensing files. Licensing data must be updated every two years.
- Submit licensing data through the National Crosswalk Service Center (NCSC) for inclusion on America's Career lnfoNet (ACINet) site at: http://www.CareerInfoNet.org.

Achieved Work Deliverables:
- The Workforce Statistics and Economic Research (WS&ER) division used the most current version of the Workforce Information database resource (version 2.6) in order to meet national, state and local customer information needs during the program year 2014.
- The designated core tables were populated in accordance with the Analyst Resource Center (ARC) guidelines with content periodically updated in a timely manner as to keep current the state's most recent publications and data releases.
- Occupational licensing data was updated by populating the license.dbf and licauth.dbf database in PY 2013.
- The licensing data was submitted through the National Crosswalk Service Center (NCSC) for inclusion on America's Career lnfoNet (ACINet) site in PY 2015.

The Workforce Statistics & Economic Research database is an all encompassing data center providing user-friendly information for all types of customers. These data types include, but are not limited to, Labor Force, Economic, Industry, Occupational, Educational, and Demographic information which allow customers to conduct labor market analyses for their various needs.

Specifically, Labor Force data includes labor force employment and unemployment figures, unemployment rates and unemployment insurance claims data for Georgia's various geographical delivery regions and user-defined regions. Economic indicators data includes per capita income, consumer price index, property values and taxes. Industry data includes quarterly reports of number of establishments, employment and wages, and projected long/short term occupational employment and occupational wages for Georgia's various geographical delivery regions and user-defined regions. Occupational data includes occupational employment by industry, licensed occupations, projected long/short term occupational employment and occupational wages. Education data includes information on schools that provide educational programs and training as well as specified program completers. Demographics data includes commuting patterns, income and population.

In addition to the aforementioned, the WS&ER database provides both individuals and businesses with educational and recruitment services.

Produce and disseminate Industry and Occupational Employment Projections
Product: Statewide and sub-state industry and occupational employment projections

Required Work Deliverables:
- Produce and disseminate statewide and sub-state industry and occupational employment projections by using appropriate methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Managing Partnership.
- Produce and populate the Workforce Information Database with statewide and sub-state long-term projections (10-year projection period)—statewide projections in odd numbered years and sub-state projections in even numbered years; as well as statewide short-term (2-years projection period) projections each year. Sub-state short-term projections are optional.
- 2015-2017 statewide occupation projections must be posted on the PMP Projections Central website.
- 2012-2022 sub-state occupation projections must be posted on the state's own LMI website (Note: the PMP Projections Central website does not support sub-state projections).

Achieved Work Deliverables:
- The WS&ER division produced and disseminated statewide and sub-state industry and occupational employment projections using the appropriate methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Management Partnership (PMP).
- The division also populated our own website and the Workforce Information Database with the statewide and Workforce Investment Area (WIA) short-term (2015-2017) projections data.
- The division also posted our short-term (2015-2017) statewide occupation projections onto the PMP Projections Central website by the end of February 2016.
- The division also posted, on our own website and the Workforce Information Database, statewide long-term (2014-2024) projections data.

Dissemination of various projections data are in the form of: *Georgia Jobs –Short-term Employment Projections; Georgia Workforce –Long-term Employment Trends; Georgia Area Workforce Trends* (for each of Georgia's 19 Workforce Investment Areas)*; Georgia Hot Careers; Georgia STEM Careers; Licensed and Certified Occupations in Georgia*

Conduct and publish relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the Governor and State and Local Workforce Development Boards (WDBs)
Product: Customer defined area economic studies and analysis reports; economic development prospect reports

Required Work Deliverables:
- Conduct and provide economic analyses and special studies capable of informing the workforce and economic development policy and investment decisions to be made by governor and state or local WIBs, and to support the LMI/WI and economic development needs of other system stakeholders such as state and local economic and workforce development organizations, education and training institutions, community colleges and other state-identified partners.

Achieved Work Deliverables:
- The WS&ER division conducted customer defined labor-shed analyses, workforce area and workforce commuting analyses and customized project specific reports in support of the economic development needs of a wide array of workforce system stakeholders.
- The WS&ER division, in partnership with various ETA programs and other data providers, provided special reports for State Workforce Agencies, State and Local WDBs, economic agencies, workforce development organizations, chambers of commerce, education and training institutions, community colleges, and other state-identified strategic partners and stakeholders.

Economic development prospect reports consist of a user-defined geographical area; normally a buffer zone (radius), a Labor Draw Area (contiguous counties), a regional commission area (Georgia has 12 designated Regional Commissions), a WIA area (Georgia has 19 designated local workforce areas), or statewide data. A custom report or series of reports are created with wage and employment (skilled labor) for the requested area and combined with Employment Services active applicants (trained workers in the area that are ready to start work immediately) and standardized education and training levels (official requirement codes for education level, work experience and on-the-job training levels are used by the Bureau of Labor Statistics to reflect the usual requirements for entry into an occupation). These reports are designed to provide special focus on centralized areas with regard to the supply and demand of employment, skills transferability, staffing and wages. Areas that are smaller than statewide will also have comparison data provided for the attached Regional Commission and the state to show the difference in the area wage to larger Regional area wage and the statewide wage. These reports combine the data of Employment Services (ES) and Occupational Employment Statistics (OES). The reports can be generated for selected occupations or for an entire industry utilizing national OES staffing patterns available at the two, three, or four digit NAICS codes, utilizing six-digit Standard Occupational Codes (SOC). Special reports have been produced that provided additional information such as population, labor force demographics, local unemployment rates, and active applicant data with characteristics, etc.

Additionally, commuting reports are also created using data from *On the Map* (OTM). OTM is a web-based, interactive mapping application that shows where people work and where workers live on maps with companion reports on their age, earnings, and industry distributions, place of residence or employment, and quarterly workforce indicators for workers. Detailed information about the driving distance and destination of workers from a work or a home area are possible illustrating the movement of workers to a specific area or of the residents to a specific area. Additionally, data may be used to provide detailed comparison reports of specific workforce populations including basic age definitions, earnings levels and types of industry. The data is based on integrated data from the Local Employment Dynamics (LED), partnership with US Census Bureau.

During program year 2015, WS&ER staff worked on over 330 assorted economic projects to provide support and analysis for a wide variety of economic development projects across the state of Georgia. Reports ranged from comprehensive studies of special target groups across the state and in specific geographical areas, customized reports providing for a comparison of detailed active applicant, employment and wage data, and occupational wage reports for a specific Labor Draw Area or county. Project requirements are considered for each customer and the best configuration of data and reports are customized to meet each customer request. The Georgia DOL works closely with the Department of Economic Development, Chambers of Commerce and local level governments and Development Authorities regarding new business prospects. Through these collaborations, staff have been often asked to provide more report customization utilizing data from GDOL as well as data from other sources such the U.S. Census Bureau. Close partnerships with GDOL Regional Coordinators, who serve as local community brokers to request and deliver specialized data requests, benefit local WIBs and partner agencies, local businesses, and prospective businesses by making them aware of the availability of quality workforce information.

Post products, information and reports on the Internet
Product: Georgia Labor Market Explorer

Required Work Deliverables:
- Post grant produced products, reports and other workforce information on the Web
- Disseminate the information through other electronic media to facilitate use by the economic development system, other stakeholders and the general public.

Achieved Work Deliverables:
- *Georgia Area Labor Profiles* -A comprehensive collection of various data published for each of Georgia's 159 counties and includes data for each county's labor draw area. Labor draw areas consist of the primary county and each of its contiguous counties. Data series included are: Labor Force, Population, Industry Mix, Top Employers, Commuting Patterns, Education Levels, Annual High School Graduates, Technical Colleges and completers, Employment Profile and Active Applicants registered at the local area career center. The reference period of the data varies from series to series, but most are for the latest calendar year available. It is best used as a tool for assessing the overall economic and labor market climate for a local area.

- *Georgia Employment and Wages*- Includes the average number of establishments, average employment, and average weekly wage during the calendar year. Data by month are available upon request. Employment for membership organizations, private households, and agriculture,

forestry and fishing is not all-inclusive. Many employers in these three categories are not covered by the Employment Security Law and thus do not report data to the Georgia Department of Labor.

- *Georgia Jobs: Short-term Employment Projections* -A brochure-style publication listing the jobs expected to be in the highest demand over the most current two-year period from a statewide perspective. The data takes into account new job openings and job replacement openings. Wages from the most current *Georgia Wage Survey* are also provided for each occupation.

- *Georgia Wage Survey* -An annual publication providing the average, median and middle hourly wage ranges for occupations in all industrial classifications, except agriculture, private households, and self-employed and unpaid family workers. Data are produced for Metropolitan Statistical Areas and Georgia's 19 local workforce areas. The publication includes appendices, which give a brief description of each occupational title, along with a conversion table for wages paid on other than an hourly basis.

- *Georgia Area Workforce Trends* -A condensed view of industry and occupational trends published biennially for each of Georgia's 19 local workforce areas. Each booklet lists regional economic highlights with charts and graphs of the fastest growing industries, the top-growth industries, fastest-growing occupations, occupations with the most job growth, and occupations with the most projected annual job openings. The booklets can be used as starting points for generating lists of demand occupations, which can then be compared to job openings and data on active job applicants to identify local trends for customized workforce planning.

- *Georgia Workforce: Long-term Employment Trends* -A booklet-style report published biennially providing an overview of long-term employment trends for various industries and occupations. Lists the fastest growing, top-growth, and most declining industries. Also lists the fastest growing, top-growth, and most declining occupations, as well as the occupations expected to have the most job openings in Georgia. It also features the jobs with the most growth, provided by level of education or training required. The publication is commonly used in conjunction with the *Georgia Career Planner* to assist in career decision-making.

- *Georgia Hot Careers*- Information on occupations by education and training requirements, personal skills and abilities, work characteristics and occupational characteristics. Provides listing of careers with the fastest job growth, careers with above-average wages and careers with at least 100 annual job openings.

Georgia STEM Careers- Information on science, technology, engineering, and mathematics (STEM) occupations in Georgia with the knowledge, education, wage, and projected annual openings associated with them.

- *Licensed and Certified Occupations in Georgia* – Updated information about the occupations that require licensing or certification in Georgia as well as occupations that offer certification as an option. Seven types of information are provided for each occupation. A general job description is given along with the applicant requirements, licensing or certifying agency, fees, examination information, professional associations, and related occupational titles and codes.

- *Education Rocks!* –A resource presented to educators and other career guidance professionals. The Workforce Statistics & Economic Research division prepares labor market information, including an array of career planning resources, for the state. The statistical information contained in this publication/presentation introduces students to data on occupations that are growing, careers that will be in demand in the future, wages earned for certain occupations and the education and training required.

- *Occupational Staffing Patterns/Unpublished* -Unpublished staffing pattern data can be customized, upon request, to estimate the distribution of employees by occupation for selected industries in the state and workforce investment areas. Data are beneficial for determining the types of jobs required by employers in specific industries and can be used to enhance target industry analyses for business retention and recruitment as well as for preparing re-employment strategies for employees of firms announcing closures or staff reductions.

- *Employ Georgia* has officially replaced Georgia Jobs Plus. Daily updates still occur and the data are pushed to the *Employ Georgia* server every day.

- *Georgia Workforce: 2013 Annual Report* -An overview of the current economic conditions in Georgia. This publication is designed for policy makers, business leaders, workforce professionals and students seeking insight into the overall economic health of the state. The publication examines and analyzes the current year and the past decade in terms of population, labor force, jobs, unemployment insurance claims, industries, and wages in the Georgia.

The WS&ER division collects, analyzes, and publishes a wide array of information about the state's labor market. This information provides a snapshot of Georgia's economy, job market, businesses, and workforce. These publications can be found on our Internet version of *Georgia Labor Market Explorer,* which is updated on a monthly basis and can be accessed at https://explorer.gdol.ga.gov/gsipub/index.asp?docid=356

Partner and consult on a continuing basis with Workforce Development Boards and other key workforce and economic development partners and stakeholders

Required Work Deliverables:
- Consultation with state workforce agencies, state and local workforce investment boards, economic and workforce development organizations, education and training institutions, community colleges, and other appropriate state-identified strategic partners and stakeholders.
- Establishing and maintaining strategic partnerships that work to jointly identify and address job seeker needs as well as those of state and local workforce system staff users and other state-identified stakeholders.
- Collaborating with stakeholders including economic development agencies, education and training institutions, industry associations, business and labor groups and those state-identified to gather and analyze a wide variety of workforce and economic data.

Achieved Work Deliverables:
Executive Research Committee member of the Governor's Office of Student Achievement (GOSA) – Georgia Academic and Workforce Analysis and Research Data System (GAAWARDS).

GAAWARDS primary goal is to support educational and workforce development research and improvement through a Statewide Longitudinal Database System (SLDS) made available to approved, qualified, researchers. The GAAWARDS SLDS is a data repository that contains quality information for researchers to use for analysis and implementing improvements across Georgia's educational enterprise. The Executive Research Committee membership includes representatives from Department of Early Care and Learning (DECAL), Department of Education (DOE), Department of Labor (DOL), Georgia Independent College Association (GICA), Georgia Professional Standards Commission (GPSC), Georgia Student Finance (GSF), Governor's Office of Student Achievement (GOSA), State Charter Schools Commission (SCSC), Technical College System of Georgia (TCSG), and University System of Georgia (USG).

Project member of the State of Georgia Education-to-Workforce initiative. Education-to-Workforce is a project to help the State of Georgia to understand current and future talent supply/demand to help it chart a course to achieve future education and workforce goals, with an objective to create an understanding of Georgia's talent supply and demand and key gaps in order to help employers get the talent and skills sets they need, help workers gain marketable skills, and inform policy and changes that will enable both employers and workers. Project members include representatives from Accenture, Atlanta Regional Commission (ARC) (WIA #7), Department of Labor (DOL), Metro Atlanta Chamber of Commerce (MACOC), Technical College System of Georgia (TCSG), and the University System of Georgia (USG).

Partner in Georgia's Workforce Innovation Funds (WIF) Grant Application process. Georgia's WIF grant application seeks to provide enhanced services to long-term unemployed in Southeastern Georgia. The targeted area includes three workforce regions; LWIA's Heart of Georgia-Altamaha (WIA #16), Southern Georgia (WIA #18), and Coastal Georgia (WIA #20). The purpose of the initiative is to leverage resources from stakeholders to remove barriers to employment for long-term unemployed and create a sustainable pipeline for the long-term unemployed to enter the workforce. Services include work readiness, assessment, short-term training, and work based learning activities. Partners include representatives from Georgia department of Economic Development – Workforce Division (GDEcD-WD), GDEcD-WD Existing Industry Team, Department of Labor (DOL), Department of Education (DOE) – CTAE program, Camden County High School –CTAE program, and Coastal Pines Technical College.

The WS&ER division maintains ongoing data sharing agreements with many varied entities in the state to support and facilitate economic research. These agreements are renewed annually and allow the release of confidential workforce information to requesting entities who guarantee to observe all confidentiality requirements. These data sharing partners include, but are not limited to, the Georgia Institute of Technology, the Georgia Tech Enterprise Innovation Institute, Georgia State University, the GSU Andrew Young School of Policy Studies, the Governor's Office of Student Achievement, and the Atlanta Regional Commission.

 Standardized training presentations include the following topics:

10 Secrets of Presenting: How to Avoid Giving Mind-numbing Presentations -Training session looking at the most common training pitfalls associated with delivering training of a technical nature. This training class was originally requested and developed for local WIA directors for a regional conference.

Community Construction: Painting in the details using data and graphics (LED) - An introduction to the Local Employment Dynamics On-the-Map mapping tool. This session introduces the user to mapping software

that utilizes state created industry employment data as a foundation for creating commuting maps and reports detailing where workers reside and/or where workers report for work.

Data Mining- An overview centering on using on-line resources to pull data from different sources including the Georgia Department of Labor, the U.S. Department of Labor and the Census Bureau. The overview includes an introduction into the Local Employment Dynamics (LED) products and detailed instructions on using each of the two LED products.

Economic Trends- Customized for a specific geographic area and addresses the workforce, economy and resources of an area. This presentation includes an overview of the state as a whole, which offers a comparison for the local area being studied.

Education Rocks! Train-the-Trainer- This program has expanded to include two separate versions, one geared toward elementary and middle school students, the other toward high school students and young adults. The Train-the-Trainer session includes a full demonstration of the many different career planning resources available to local workforce areas, education partners and career guidance specialists.   Each participant receives a full version of the Education Rocks! Resource CD and the Education Rocks! Teacher's Resource Manual.

Intro to LMI- A broad stroked overview of all the main data components in an LMI shop. The discussion centers on the primary data resources offered through the Workforce Statistics & Economic Research division. This session is in a classroom setting and includes interactive desk aids for future use.

LMI 101: EXTREME- This two-day course centers in all the most relevant data series and explores a wide range of electronic data sources available via the web. Presented in a computer lab, with dozens of data specific exercises, this course is best suited to the serious data user.

LMI 101- An overview of all data products and services offered through the Workforce Statistics & Economic Research division. This session is in a classroom setting.

LMI 101: Lab Version- An expanded class presented in a computer lab setting that includes a complete overview of all data products and services offered through the Workforce Statistics & Economic Research division.

Local Employment Dynamics (LED) - LED introduces the user to the types of data available and how to utilize them. This session also provides user basic guidelines for pulling data from the different data applications, creating maps, etc. This session works in conjunction with the Data Mining class.

Next Best Thing to a Data Crystal Ball, The- This session includes a detailed look into the wide variety of reporting options available from the Census Local Employment Dynamics (LED) On-the-Map (OTM) tool including a wide variety of demographic data.

In addition to standardized presentations, members of the WS&ER staff develop and deliver customized training. A customized training class is available for each labor market information publication, product and service or in any combination for those individuals and/or groups requesting assistance. Training may be delivered in person or via e-learning style in one-on-one situations, small groups or formal full day classroom training sessions to meet each group's needs. Additionally, members of the WS&ER staff are

often called upon to develop training and/or presentation materials for others to deliver, including WIA board members and other workforce development partners. Materials prepared are often scripted for the WIA staff or partner to assist them with their delivery and/or discussion of the data information provided.

While WS&ER division staff provides quality assistance to all customers, local workforce areas and career centers receive particular attention. The resources they utilize are shared with customers, partners and stakeholders, thereby expanding the reach of data valuable for each of their communities. These efforts allow WS&ER to leverage time, talent and resources to impact and assist the greatest numbers of individuals across the state.

Customer Satisfaction Assessment
Results from the customer training evaluations, responses from one-on-one contact, written comments and verbal responses indicate an extremely high satisfaction rate regarding WS&ER training opportunities, staff member assistance, WS&ER products and customized requests for research and data analysis. Written evaluations indicate that most customers expressed the highest satisfaction level.

WS&ER staff assisted at a wide variety of events during the year, serving as guest speakers and subject matter experts. Educational materials and variety of publications were provided for workshop presenters and exhibit booth sponsors, at local, regional, state and national events. As a result, the demand for WS&ER to plan, prepare and present for speaking engagements, to develop training sessions and to participate in resource fairs and exhibits continues to grow.

During program year 2015, WS&ER staff offered 8 full days of intensive LMI training in addition to a high volume of just-in-time mini personalized staff and partner training via in person (when possible) or over the phone technical demonstrations and targeted subject matter. Delivering training in this manner helps to minimize training travel and production costs while still providing a high level of customer support and supported learning. Training and exhibits included multiple regional and statewide conferences and events associated with workforce development associations, economic development authorities, various trainings and presentations for local WIA partners and associated organizations, various local WIB meetings and many others.

Recommendation for improvements or changes to core products

As stated in the Workforce Information Grant Plan -Statement of Work Deliverables for program year 2015, the division continued to explore and develop additional reporting options and offered a number of new reporting options into the economic development product lines. These options included several reports offering real-time LMI analysis created using Burning Glass technology to look at jobs postings data to address employer demand for labor, requested skills sets for job postings, what industries are showing the most demand, etc.

Additionally, staff finalized new reporting templates and designs for higher resolution commuting series reposts as well as presenting an annual statewide industry analysis report addressing real-time LMI data in conjunction with traditional LMI for a closer look at high-demand sub-sector industries to address industries of economic interest to our state. This report was used as a foundation for a presentation addressing demand occupations using real-time and traditional LMI for WIOA staff, community partners, and economic development. Lastly, a new, customized Intro to LMI training was developed and delivered specifically for front line staff to address local level LMI needs.

For program year 2016, WS&ER staff will continue to develop and fine-tune reports and data tools for economic development projects. Staff will review and explore the feedback from training sessions, customer contact and the WIOA community concerning the desire for additional training and support to help them address their individual areas especially demand occupations. Changes to future training courses will be made, as they are each year, as a result of feedback received.

In addition, WS&ER will consider some additional data reports, training opportunities and outreach for the next year. These may include youth centered materials for local WIOA staff and education partners as well as the possibility of offering expanded training developed for WIOA staff addressing the utilization of real-time LMI and traditional LMI data for determining demand occupations specific to their local areas.