

CWIA OVERVIEW OF ETA GRANT

Program Year July 1, 2002-June 30, 2003

As Pennsylvania's agency designated to manage the statewide employment statistics system, the Center for Workforce Information and Analysis (CWIA) provides a wide array of services to numerous customers and stakeholders of the Commonwealth's workforce development system. Services range from the development and dissemination of labor market information (LMI) to participation in the many of Workforce Investment Act (WIA) mandates and initiatives.

CWIA (the Center) continues to be the premiere provider of labor market/workforce information in Pennsylvania. From the production of Bureau of Labor Statistics (BLS) program data to the development and provision of one-stop LMI products and services, CWIA provides base data and customer-specific information to assist employers, jobseekers and workforce development partners with their business, career decision-making and workforce investment planning strategies. This information is primarily delivered through its Workforce Information Center (WIC), the Center's single point of contact for customer inquiries; and via its website that includes the Pennsylvania Labor Market Information Database System (PALMIDS), Pennsylvania's ALMIS database application.

PALMIDS is also accessible through CareerLink, Pennsylvania's one-stop operating system, and is scheduled to be seamlessly integrated into CareerLink 2.0, which will be the upgraded version of the operating system resulting from the work of the Mid-Atlantic Career Consortium (MACC).

With the advent of the WIA, CWIA expanded its services to support workforce development at various levels. Through the creation of a Workforce Information Specialist (WIS) network, CWIA was able to provide customized, on-site support to the Commonwealth's 22 local workforce investment boards (WIBs) as well as the one-stop centers being deployed across the state. Support began by way of providing general LMI support for mandated strategic and operational plans and continues with customized information and product development, staff training, information analysis, and strategic consultation.

WIA has also required CWIA to work closely with the state WIB and its staff in its efforts to carry out the strategic and operational initiatives of Pennsylvania's Unified Plan for Workforce Development. CWIA's initial involvement with the state board was participating in the development of system indicators to measure the effectiveness of Pennsylvania's workforce investment system as a whole. Following their approval, the Center has been tasked with calculating the indicators. CWIA also plays an integral role in the state board's Employment Statistics (ES) Committee. The primary responsibilities of the ES Committee, which encompasses representatives from the state board, employer community, other state agencies and local boards, include:

- Assessing and meeting customer workforce information needs,
- Ensuring local and regional planning guidelines are being met and that the plans are being implemented and monitored, and
- Monitoring the program-specific performance measure and statewide system indicator process.

The products and services that will be developed and provided through the one-stop LMI funding will enable CWIA to continue to provide the critical information required by its employer and job seeker customers and allow the Center to enhance its intense support of Pennsylvania's local boards and one-stop system. In addition, continuous efforts will be made to better understand its customers and maximize its funding through customer outreach, target marketing, pilot projects, participation in interstate consortia and the mass marketing and customization of successful efforts.

All work plan activities and products have had input, support and approval from the state WIB and the local WIBs. The Center works within the WIA structure to further the strategic plan of Pennsylvania's workforce development.

WORK PLAN ACTIVITIES, PRODUCTS AND SCHEDULE

Priority Products and Services

ALMIS DATABASE

Estimated Costs: \$110,000

Pennsylvania's ALMIS database and its user application program (called the Pennsylvania Labor Market Information Database System or PALMIDS), is a full implementation of the ALMIS database structure. CWIA will continue to populate, maintain, and update all of the ALMIS tables, including those that are not designated as "core tables." Pennsylvania has included in PALMIDS not only state data, but also, where available, data for all substate areas (MSAs, small labor market areas, counties, minor civil divisions over 25,000 population, Team PA regions, and workforce investment areas [WIAs]). As part of the continuing implementation of the Workforce Investment Act, Pennsylvania has replaced the JTPA Service Delivery geography option in PALMIDS with data for 22 workforce investment areas, and in 2002 will remove the Job Center Region geography option.

Full upgrade to ALMIS 2.2 database and PALMIDS 2.2 software will require the purchase of a new server with a cost of \$22,000 plus additional software licenses.

Initiate: July 2002

Complete: Ongoing

PRODUCE AND DISSEMINATE LONG-TERM PROJECTIONS

Estimated Costs: \$125,000

Long-term projections of industry and occupational employment provide estimates of employment data for a base year (annual average) and a projection year that is ten years beyond the base year. Since the outlook period consists of two or more business cycles in duration, the projections do not attempt to predict the business cycle; rather, they attempt to target a midpoint in the cycle. Industry detail includes all three-digit SIC lines, where publishable, while occupational detail includes 800+ lines where publishable. The primary customers of the data are economic developers, workforce development professionals, businesses, job seekers, and youth who need a long-term outlook on employment trends and job openings. Users of the data are generally focused on long-term economic development plans or four-year training programs that must accommodate trends/needs that will be in place regardless of the short-term business cycle. The data support Pennsylvania's WIA/Wagner-Peyser five-year plan to "provide Pennsylvania's workforce development customers with timely, relevant and accurate information to help guide business and individual career decision-making." The data will

also help communities and economic developers identify, “retain and compete for leading-edge industries and family-sustaining jobs.”

Industry 2000-2010 projections for statewide, workforce investment areas (WIAs) and metropolitan statistical areas (MSAs) are completed. Work on occupational projections will begin in November when three years of OES staffing pattern data become available on the new SOC code. Completion of the occupation projections for statewide, WIAs and MSAs is targeted for March 2003.

One time developmental work for industry and occupational employment projections for 2012 will begin for the state, all workforce investment areas (WIAs), and core-based statistical areas (CBSAs). Considerable efforts must be directed this year on work to convert the projection processes from the Standard Industry Classification (SIC) to the North American Industry Classification System (NAICS). This requires rebuilding the entire history file of employment by industry to the NAICS code and converting the Micro Matrix System to accommodate NAICS codes. This will set the stage for the next round of industry and occupational projections for 2002-2012. The conversion should be complete in December 2003.

Initiate: State and area occupational projections November 2002

Complete: State and area occupational projections March 2003

Initiate: Conversion of history files to NAICS early 2003

Complete: Conversion of history files to NAICS December 2003

PRODUCE AND DISSEMINATE SHORT-TERM FORECASTS

Estimated Costs: \$90,000

Short-term forecasts of industry and occupational employment provide estimates of employment data for two forecast years, by calendar quarter, beyond an historical base period of up to ten years of data. Since the outlook period is short, the forecasts attempt to identify gains or losses that would be expected due to expansions or contractions in the economic business cycle. Industry detail includes all three-digit SIC lines, where publishable, while occupational detail includes 800+ lines where publishable. The primary customers of the data are economic developers, workforce development professionals, businesses, job seekers, and youth who need a fairly short outlook on employment trends and job openings. The data support Pennsylvania’s WIA/Wagner-Peyser five-year plan to “provide Pennsylvania’s workforce development customers with timely, relevant and accurate information to help guide business and individual career decision-making.” The data will also help communities and economic developers identify, “retain and compete for leading-edge industries and family-sustaining jobs.”

Current forecasts will be done for the state for all quarters through the end of 2003. CWIA will produce industry and occupational employment forecasts using the

short-term industry forecasting system developed by the Short-Term Forecasting Consortium and the newly developed Occupational Micro Matrix system. A panel of industry analysts, economic developers, university researchers, and business professionals will review preliminary industry data. The Center's workforce information specialists solicit these reviewers through a network of customer contacts.

To provide better customer service, short-term industry and occupational forecasts will be available in various media.

CWIA's dates are shifted because it uses fourth quarter data in its forecasts.

Again, the Center will begin work on an effort to convert forecast processes from the Standard Industry Classification to the North American Industry Classification System.

Initiate: July 2002

Complete: Industry forecasts February 2003; occupation forecasts March 2003

DEVELOP OCCUPATIONAL ANALYSIS PRODUCTS

Estimated Costs: \$220,000

Demand Information

The Center produces demand occupation lists as part of its support to local workforce investment boards (WIBs). Pennsylvania's strategic plan requires the WIBs to oversee the allocation of local training funds. As part of the one-stop delivery system, local WIBs approve training services for Individual Training Accounts based on occupations determined to be in demand. These demand lists identify those occupations that would benefit from an infusion of training dollars due to high replacement or growth needs. Local WIBS also have the option to approve training courses based on information obtained from local sources using the CWIA list as a guide.

CWIA will produce these lists by workforce investment area for 2003.

The identification of demand occupations in Pennsylvania, as well as the need for better information on the labor surplus/shortage status of all occupations, needs to be enhanced with expanded data development and analysis. Current information that is provided to CWIA's customers relies heavily on Occupational Employment projections and their associated Annual Openings. Additional resources, such as "education program completers" and "applicant/job order" information will be brought into a model development and analysis process to build a more complete and accurate picture of occupation supply and demand at the state and WIA level.

Initiate: July 2002
Complete: May 2003

Career Cluster Information

In an effort to enhance the understanding and useful application of occupational data, the Center will expand the scope, marketing and analysis of its 12 career clusters. Occupational data plays a significant role in workforce development and informed career decisions. Career clusters represent a better approach to the dissemination and understanding of occupational data.

The State Workforce Investment Board became aware of career clusters as defined by America's Career Resource Network and the Department of Education. They turned to CWIA to ask if it agreed with the existing clusters or if it would rather pursue another approach.

The Center, using the expertise of its staff, produced 12 career clusters that would assist its customers in their career decision-making. The initial application of career clusters is in the Pennsylvania Occupational Outlook Handbook. This six-volume set has been completed and will be distributed this winter. Additionally this will be placed on the Center's Internet site both as a publication and an interactive application.

The Center plans to expand on these clusters to provide career ladders, career analysis, one-page occupational profiles and other products that will provide its customers with quality and user-friendly information and delivery.

The Center has received positive initial feedback from educators and other users concerning career clusters. It will continue to monitor customer use and requests.

Initiate: July 2002
Complete: Final delivery via hard copy and the internet of the Pennsylvania

Occupational Outlook Handbook –Winter 2002 All other products—June 2003

In the current marketplace, the single approach of printed, static material is insufficient. CWIA is faced with a growing need to develop interactive, real-time products to assist its customers. CWIA works closely with the state WIB and the local WIBs in their efforts to carry out the strategic and operational initiatives of Pennsylvania's Unified Plan for Workforce Development. The Center has been asked by several local WIBs to coordinate the development of an on-line career exploration tool that primarily targets students, but has the functionality and flexibility to provide useful analysis to all local WIBs.

This tool will help address Pennsylvania's strategic plan's call for more timely and efficient access to labor market information. CWIA already uses advanced

technology to produce the information – similar advances in technology will be used to distribute its information.

Statistics on website usage will provide the primary success indicators for this project. Included in the system will be on-line solicitation of improvements and comments on its use and applicability to the needs of the user.

Initiate: November 2002

Complete: April 2003

Without a greater understanding of marketplace dynamics, strategic direction will fail to address the needs of the entire labor market both from the employer and employee perspective. Most of the information detailed in traditional labor market information addresses the demand side of the labor market. To more fully understand this marketplace, one needs to look at the supply side. The Center has partnered with the Pennsylvania Department of Education to examine the impact of supply statistics on workforce development decisions. The Center is developing a model to capture and analyze the missing components.

CWIA plays an integral role in the state WIB's Employment Statistics (ES) Committee. The ES Committee has viewed the preliminary results of the current model. All members see the value and potential to create the understanding of the labor supply as an economic marketplace. CWIA has the full support of the state WIB to pursue this project.

Feedback at ES Committee meetings will be the primary measure used to gauge success.

Initiate: July 2002

Complete: Ongoing

Career Guide

The Center will develop a *Career Guide* and a complementary *Teachers' Guide* directed at students and teachers for career exploration. Included in this annual publication is detailed occupational information to assist student in understanding the skills required to excel within a chosen occupation.

These two products have been extremely successful within the educational community. The Center has received positive feedback from its customers. Last year CWIA initiated an electronic survey to gather feedback on the *Career Guide*. It will continue with the electronic survey housed on the Pennsylvania Department of Education web site. The information collected from the survey was used in the new design for this year's *Career Guide*.

The Center has placed the *Career Guide* on the Internet and plans to measure the number of hits on its website. In addition to this data, CWIA will convene customer focus groups to identify strengths, weaknesses and proposed modifications and enhancements to future editions of the *Career Guide*.

Initiate: Fall 2002

Complete: 2002-2003 *Career Guide* – January 2003
2002-2003 *Teachers' Guide* – January 2003

PROVIDE AN EMPLOYER NAME AND ADDRESS LIST

Estimated Costs: \$7,500

CWIA will provide a current employer name and address list accessible to the public through PALMIDS. In addition, an extract of this employer name and address file will be made available to support workforce development initiatives.

Initiate: September 2002

Complete: March 2003

PROVIDE INFORMATION AND SUPPORT TO WORKFORCE INVESTMENT BOARDS AND PRODUCE OTHER STATE INFORMATION AND PRODUCTS

Estimated Costs: \$355,000

Support to ES Committee

The Center plays an integral role in the state board's Employment Statistics (ES) Committee. Through this involvement, CWIA is able to provide and receive direction, feedback and support on all workforce development issues. The Center will provide information and support to WIBs through a variety of means including the following.

Through the Workforce Information Specialist (WIS) network, CWIA has been able to provide customized, on-site support to the Commonwealth's 22 local WIBs as well as the one-stop centers being deployed across the state. CWIA will expand the role of its Workforce Information Specialists. This augmented role will include: one-stop staff training on the application of labor market information, enhanced consultation services to local WIBs, negotiation of WIA performance at local levels, providing technical assistance on WIA performance indicators, and development of specialized products to address the unique local needs of the WIBs and their partners.

Customer satisfaction data will be collected both formally through the Center's contact management system and informally through continued dialogue with CWIA's many customers.

Initiate: Ongoing
Complete: Ongoing

Support to State WIB Committee

CWIA will continue its participation on state WIB committees acting as both the primary source of labor market information and a consultant to understand the changing needs of workforce and economic development professionals.

CWIA plays an integral role in the state board's Employment Statistics (ES) Committee. Through this involvement, the Center is able to provide and receive direction, feedback and support on all workforce development issues.

Initiate: Ongoing
Complete: Ongoing

Industry Cluster Development

CWIA will develop statewide industry clusters. Industries that are significant to Pennsylvania's economy will be identified through location quotient analyses. The feeder and supporting industries for these significant industries will be determined in order to build the supply chains. These supply chains will create the foundation for the development and analyses of statewide industry clusters.

Industry clusters will be useful to local WIBs that are just beginning their industry clusters analysis, statewide economic and workforce development programs, and the further development of occupational data to include skills necessary to succeed.

The intended uses by local WIBs and workforce development partners will be validated through the WIS network and other consultation projects. Partner understanding of industry clusters will become evident through their use and application of industry clusters for strategic planning and implementation of workforce and economic development initiatives.

Initiate: Fall 2002
Complete: March 2003

LMI Marketing

Marketing has taken on increasing importance. It has become apparent that CWIA needs to embrace a market-oriented approach on how it develops and disseminates information. CWIA will continue its efforts to develop a marketing campaign to educate and inform its customers of its available products and services. Further, the Center's customers need to know that it is here to assist them in understanding the existing information as well as developing new products to satisfy their unmet needs.

CWIA has designated a group to develop a marketing plan. These individuals have been trained by the LMI Institute and will use this training to develop and implement a marketing plan. This plan will target employers, job seekers and educators. The first stage will concentrate on the education community. CWIA will develop a comprehensive package to meet their labor market needs.

The Center uses a contact management system to track customer requests as well as those requests that it cannot currently satisfy. CWIA is also concerned with the preferred medium by which its customers choose to receive this information.

A significant success indicator of this activity is customer recognition of CWIA as a source for workforce information.

Initiate: Fall 2002
Complete: Ongoing

Customer Satisfaction

The CWIA will develop and implement a Customer Satisfaction Survey through its Workforce Information Center (WIC). The WIC serves all customers: employers, job seekers and the workforce development partners, including the state and local WIBS. The survey will be both formal and informal. The informal approach will be through CWIA's numerous outreach efforts supported primarily by its Workforce Information Specialists, who have forged lasting relationships with local employers, CareerLinks, local WIBS and other workforce development entities. The formal approach will employ an electronic, hardcopy or combination survey to systematically collect customer feedback on products and services and their delivery. The focus of the satisfaction survey will be the eight core one-stop activities. The Center's Contact Management System will be leveraged to support the collection and analysis of this systematic and anecdotal customer satisfaction information.

Based on feedback the Center will enhance existing products and services and develop new ones. In addition, the Center will enhance delivery of LMI to include integration of LMI with its partners, improved Internet presence and others. Gaining direct feedback from customers is one of the efforts made to better understand its customers.

Initiate: Ongoing
Complete: Ongoing

SUPPORT STATE-BASED WORKFORCE INFORMATION DELIVERY SYSTEMS

Estimated Costs: \$171,300

A project currently nearing completion is a full upgrade of PALMIDS to the ALMIS version 1.1 standard; that upgrade is currently being tested and is expected to be in service at the end of December 2002. However, version 1.1 will simply be a “stepping stone” to an upgrade to ALMIS version 2.2, now that the standard has been finalized. It is the Center’s intention to complete the upgrade to version 2.2 by the beginning of calendar year 2003. The planned upgrade will include the adoption of a redesigned user interface, with better navigation tools, “intelligent searching” to prevent “dead-end” data querying, and full data download capacity in the PALMIDS web application. PALMIDS exists in two forms: a client-server system running on the CWIA local area network and an Internet application accessible through the Center’s web site. The upgrade to version 2.2 would give Internet users many of the same data download and graphing capabilities that are currently available only to CWIA staff who access ALMIS via the client-server system.

Pennsylvania’s current one-stop system (known as CareerLink) is currently undergoing an expansion and restructuring to enable it to serve as the One-Stop system for the Mid-Atlantic Career Consortium (MACC) states (Pennsylvania, Maryland, Virginia, and West Virginia.) In addition, data on job openings, registered job applicants, and other topics will be passed from the MACC/CareerLink system into PALMIDS to provide the labor market information system with a source of real-time data on labor supply and demand.

Both of the PALMIDS upgrades (to version 1.1 and version 2.2) are vital to the success of the integration of PALMIDS with the MACC/CareerLink system, since the upgrades will include the necessary software to permit the passing of parameters between the two systems. CWIA maintains a service contract with Geographic Solutions, Inc. (the developer of PALMIDS) to ensure timely upgrades to the system and the adoption of functionality revisions as needed. Additionally, Pennsylvania is looking at their Virtual LMI application to replace the out-dated PALMIDS.

Pennsylvania is also a member of the Workforce Informer Consortium. The ongoing and planned upgrades to PALMIDS will also position Pennsylvania to adopt Workforce Informer as a replacement to the PALMIDS application if it is deemed advantageous and cost-effective to do so.

Without the upgrade to ALMIS version 2.2, adoption of CWIA’s next generation LMI delivery system whether Workforce Informer or Virtual LMI would not be possible.

Pennsylvania will also maintain and update licensing data in the state through the National Crosswalk Service Center for inclusion on America’s Career Information Network site.

Initiate: Ongoing
Complete: Ongoing

FUND STATE WORKFORCE TRAINING INITIATIVES

Estimated Costs: \$130,000

CWIA is committed both to the external training of its customers to ensure their familiarity with labor market information (LMI) and to the internal training of its staff to develop their analysis skills and improve their ability to recognize opportunities where workforce data can fill information gaps.

With respect to the former objective, the Center's Workforce Information Specialists (WIS) will continue to offer Workforce Information Training to CareerLink staff and partners. The goal of this training is to educate front line staff whose services to CareerLink customers – both employers and jobseekers – would be enhanced by their knowledge and use of labor market information. Additional workforce training will be achieved by responding to requests for customized presentations. Already, the Center has agreed to share its LMI expertise with educators through a series of summer professional development workshops, one of which will include an educator site visit to its workplace. Staff involvement in selected state and national conferences will offer another training avenue – workshops which focus on CWIA's products and services, along with demonstrations of their proper use and application, will familiarize CWIA's customers with the use, benefits and limitations of LMI. An added advantage of conference participation will be the professional development of the Center's own staff by providing them with opportunities for networking with other LMI specialists to exchange ideas and share innovative practices. Of notable interest this year is the *National LMI Forum*, which the Center co-hosted in October with the LMI Training Institute. Pennsylvania has recently joined the LMI Consortium and Center staff was involved in all facets of conference preparation and delivery. This year's theme was "Electrifying LMI." Approximately 225 LMI professionals from across the country attended.

Finally, the Center's Training Committee remains committed to guaranteeing that the training needs of all staff are met. Schoolhouse Learning sessions – in-house, staff-led training sessions that focus on the Center's various programs – will be offered every quarter. The Committee will also monitor the training needs of staff, as identified through surveys and with management input, and nominate personnel for appropriate workshops and classes as they become available. These will include classes offered by the department, the Commonwealth, the federal government and by outside vendors. Where training needs cannot be met through traditional avenues, the committee will seek to develop or contract for the development of suitable courses.

Initiate: Ongoing
Complete: Ongoing