

# NEVADA RESEARCH AND ANALYSIS BUREAU U.S. DOL/ETA ONE-STOP/LMI GRANT ANNUAL REPORT PY2003

Nevada has now fully recovered from the tragic events of September 11, 2001. After nearly two years of less than expected tourism and economic activity, the State is booming again. Nevada expects an employment increase of 4.5% or nearly 50, 000 jobs during CY 2004. This gain will lead the nation in job creation. Job gains are especially strong in construction, trade, education/health, and the leisure/hospitality industries.

Unemployment has steadily dropped reaching a four year low of 4.0% in August 2004. Joblessness is expected to continue to range at the mid-four percent level for the current year. Employer demand is strong and expanding. The Nevada Job-Connect system continues to provide quality full-service workforce development services to employers, job seekers and workforce system partners. The Nevada Workforce Information System provides an extensive array of services to help customers make informed choices about employment and business decisions.

Due to the extensive delays in receiving funding for this program year many of Nevada projects were also delayed. Nevada has received a no-cost extension through June 30, 2005 for this grant timeline.

The following is a review of the activities of the LMI/One-Stop Grant:

- **Continue to populate the ALMIS Database with State data:**

There were no significant variations from the Annual Plan for this item. Nevada maintained version 2.2 of the ALMIS Database with the most current data for all core tables and other primary files needed to operate within the Workforce Informer system. A number upgrades and revisions to data tables were integrated into the database. Costs to date are estimated at \$20,500. Standard and nonstandard updates to the database included:

- The new NAICS based 2002-2012 Long-Term Occupational and Industrial employment projections tables.
- The 1990 to 2002 Historical Labor Force data re-estimated by the Bureau of Labor Statistics.
- Two biannual versions of Nevada Occupational Wages estimated by the Occupational Employment Statistics program.
- Four quarterly versions of state and county based QCEW (ES-202) as well as an annual summary of the four quarterly versions of Nevada's Employer Directory.

- Monthly updates of Labor Force, Current Employment Statistics and Consumer Price Index.
- Annual updates of the State of Nevada Demographer population estimates, Bureau of Economic Analysis' annual wage estimates, and Nevada taxable retail sales.

- **Produce and disseminate industry and occupational employment projections:**

There were no significant variations from the grant plan. However, additional research and product support were undertaken to provide improved localized information. Estimated cost for the research, design and development of projections is \$129,500 to date. Costs for dissemination of much of the projections information are included in other core products of this grant.

Long-term projection work:

- Nevada produced 2002-2012 long-term industry/Occupational projections for Statewide, Las Vegas MSA, Reno MSA and the Balance of State.
- Additional base year industry and occupational estimates were produced for the Carson City and Elko Labor Market Areas using the Estimate Delivery System (EDS). Other rural areas were reviewed, but estimates have not been published at this time. Research is continuing on this effort.
- The industry estimates were developed for the first time using a newly produced four digit NAICS based historical dataset. Over 1,200 individual industry projections were completed across the four published areas. Estimates were derived using linear-nonlinear models, shift-share models and analyst-defined ordinary least squares models. NAICS-based industry estimates were published on the web and provided to the EDS program for the estimation of occupational projections. The dissemination of the long-term projections included Internet access to all industry, occupational and staffing data through the Workforce Informer/ALMIS database Internet delivered application. Additional projections reports and products are produced and distributed in other core products within this grant.
- Staff researched the feasibility of producing long-term occupational projections for the two LMA's (Carson City and Elko) and determined that the accuracy of the estimates would be in question due to the OES sample stratification and weights assigned to employers. The sample is selected and weighted based on estimating the entire BOS area and using this same sample to estimate the two LMA's produces inaccurate data for both the base and projected years.
- Additional consideration was given to staff time and other issues related to creating the ICT files and needs for this analysis. Since Nevada will be adding the Carson City MSA, occupational projections will be developed for this area during the 2004-2014 projection cycle. We will continue to reevaluate the feasibility of Elko LMA projection based on the new BOS sample characteristics.

- Work continued on refining the 10-year historical NAICS employment database for use in the projections program. Ongoing adjustments are made to account for non-economic code changes as well as adding current QCEW as it is released.

Extensive work continued on the development of short-term industry and occupational Projections. The following is a review of short-term projections work:

- Completed work on a 3-digit NAICS based historical industry file in preparation for production of sub-state industry projections. This included quarterly data from 1990 to current for Statewide, Las Vegas MSA, Reno MSA, and Carson City MSA based on Nevada's new Census 2000 areas.
- Produced 2003q4 to 2005q4 Statewide industry projections for all 3-digit NAICS industries and selected 4-digit industries and constructed the required Industry Control Total (ICT) file for additional analysis of short-term occupational projections.
- Statewide industry projections by NAICS Super Sectors were maintained on an ongoing basis throughout the reporting period using the most recent QCEW data and estimating for at least 8 quarters in the future. Estimates were produced for the 2003-2005 and 2004-2006 periods.
- Statewide short-term industry/occupational projections for the period were completed and submitted to the projections workgroup. Nevada publication of this information will follow at a later date.

- **Provide occupational and career informational products for public use:**

Several new and expanded products were produced to meet customer needs. Estimated cost to provide information was \$73,000. The following is a list of the products:

- Created a publication of 2002-2012 Occupational Projections Data for Nevada, the Las Vegas MSA, Reno MSA and Balance of State areas. In addition:
  - Data was loaded into Workforce Informer for display in Occupational Profiles and to allow for additional analysis through the Data Analysis tools.
  - Nevada continued, on-going development of hardcopy (i.e. fliers and posters) media of projections information.
  - Completed a package of web content including, downloadable reports, tables, graphs and printable fliers for projections and demand occupations.
  - Created a series of Excel file reports for each published area that includes:
    - A color-coded file that provides data for each summary level occupational group and all detailed occupations.
    - Largest Occupations.
    - Fastest Growing Occupations.
    - Occupations Adding The Most New Jobs.
    - Occupations With The Most Annual Openings.

- Developed Demand Occupations for all published areas. Reports were created to provide all employment and projections data combined with current wages and educational requirements.
- A series of posters was produced for “Nevada’s Top 100 Demand Occupations by Education and Experience” along with similar posters for sub-state areas. These provide demand occupations grouped by similar education or training requirements along with current wages and average annual openings.
- Created Nevada Affirmative Action Data Reports that includes data from the 2000 Census EEO Special Tabulation file for Affirmative Action Planning. Each file includes multiple worksheets with data for Nevada and each of the 17 counties by race and sex for the various EEO Occupational Groups.

- **Provide an employer database that can be accessed by the public:**

There were essentially no variations from the annual plan. Nevada continued to provide updated employer information for customers. The cost to provide this service is estimated at \$7,500. Specific service provided included:

- Staff maintained semi-annual updates of ALMIS Employer Database and quarterly updates of publishable QCEW Data.
- The Nevada Workforce Informer website was improved to feature a page with Nevada’s Largest Employers. Reports for each county provides CIPSEA publishable QCEW data sorted by employment
- Two biannual versions of the Employer Database were provided as created by *infoUSA*, a DOL contractor.

- **Provide information and support to Workforce Information Boards (WIBS) and provide other special demand information and services:**

As of this date, Nevada has not implemented a Job vacancy Survey as planned. Staffing issues caused significant workload issues. This project will be initiated in coming months as staffing returns to normal levels. Other grant plan deliverables in this core product were undertaken with little variation from plan. An on-going dialog was maintained between the State and local WIBS. Customers were able to find information as needed and Research and Analysis staff were available on an on-going basis for support. Information provided under the “***Provide occupational and career informational products for public use***” core product is also used by state and local WIBS. Estimated cost to provide this core product was \$28,000. Information and support to WIBS included:

- Provided a comprehensive response to a Request for Information (RFI) issued by the Southern Nevada WIB for a labor market data system.
- Expanded the format for the monthly *Nevada Economy In Brief* publication. The format was expanded from a four-page single color document to an eight-page full color version. The new format includes significantly expanded analysis of the monthly employment and labor force data, a rural county summary and an area for monthly special interest articles.

- Developed a Workforce Information/Research and Analysis Bureau informational brochure for use within the Nevada JobConnect system to promote the availability of workforce information. Brochure highlights the variety of workforce information developed by Research and Analysis as well as how the information can be accessed via the Workforce Informer system and the Nevada Career Information System.

- **Improve and deploy electronic State workforce information delivery systems:**

There was little variation to date from the annual plan in this core product. The estimated cost was \$89,200.

In June 2003 Nevada officially launched the Workforce Informer web site. During this initial year of maintaining the system, staff worked to develop new content and integrate features that provide the most current, relevant subject matter to workforce boards, employers, job seekers and other workforce information customers. Operations included maintaining America's Labor Market Information System (ALMIS) database tables.

The functionality of Workforce Informer enables continuous real time website maintenance. Website administrators continuously audit the site for potential fixes and product improvement opportunities. For FY 2003-2004 major content developed included, creating pages, graphics, tables, reports and fliers for the following:

- 2004 Nevada Demand Occupations for Statewide, Las Vegas MSA, Reno MSA, and BOS MSA.
- 2000 Affirmative Action for all 17 Nevada counties.
- 2002-2012 Long-Term Occupational and Industry projections by region.
- 2003 and 2004 OES Wage – EDS developed output by MSA, LMA and county.

Bureau staff maintained a presence on the Workforce Informer Consortium/User group to continue the development and improvement of the application and to stay abreast of cutting edge technology and practices. Through the workgroup, staff assisted in the development of numerous enhancements and fixes. Enhancements focused on communication pathways to gather feedback from customers. Highlights include:

- a calendar feature, which allows the website administrator to notify users of scheduled releases of data, reports and content.
- a newsletter tool that enables staff to email messages to content managers and other registered users.

Development of the fully Internet delivered Nevada Career Information System continued. The product is being converted to a total Internet delivery by December 2004. The delivery of the O\*Net Work Importance Locator, the O\*Net Interest Profiler and the SKILLS package are being included in the delivery. File maintenance and updating continue on an on-going basis.

- **Support State workforce information training activities:**

All of the deliverables were met in the core product. Estimated cost to provide these services was \$39,600. Additional training activities are continuing.

Nevada provided support to several national training initiatives. This included training for the national projections program and training for the Estimates Delivery System (EDS). Staff were instrumental in the design, development and delivery of the training.

Training was also developed and provided for JobConnect front-line staff in the local one-stop offices throughout the State. Seven sessions were conducted and attended by an estimated 125 people. This training program provided an extensive overview of the Nevada Workforce Informer Website and other resources used to provide workforce information to customers, allowing them to make informed choices.

An estimated 3,150 Nevada Career Information System users were trained or provided information at 36 various sessions. They were provided information on how to best utilize the Nevada Workforce Informer and NCIS systems. Customers were given instruction on how to incorporate the program information into the decision-making process. Those in attendance included business, job seekers, workforce professionals, private sector educators, and public sector counselors and teachers from Nevada schools.

- **Marketing of Nevada's Workforce Information System.**

This core product was not completed to the degree desired. Department requirements, coupled with branding and marketing direction were not aligned to meet the total needs of the Workforce Information System at this time. Staff shortages also contributed to less than desirable accomplishments. However, some marketing was completed. Estimated costs for marketing were \$12,000.

Research and analysis staff reviewed and revised the existing marketing plan for the Bureau. Staff worked with the State Workforce Investment Board marketing team to create a positive and consistent brand for the workforce system. Pamphlets and other marketing handouts were produced to educate customers about the Workforce Information System. The marketing effort will be continued and expanded in the near future.

- **Customer Satisfaction Assessment.**

The Research and Analysis Bureau utilized several tools to assess customer satisfaction. Extensive communication between the State and local boards provided a significant amount of feedback on customer needs and requirements. An economist was assigned to directly interact with the two local WIBS and the Chief Economist was assigned the task of obtaining feedback from the State board. In addition, the Chief also provided ongoing updates to State Board members on the status of Nevada Workforce Information System. It is estimated that Nevada invested \$6,500 in customer assessment.

Other tools were also employed to access customer satisfaction with the Workforce Information System. Workforce Informer metrics were employed to show significant increases with 614,000 hits in June 2004, nearly double the prior years level. NCIS Internet hits were also up significantly over the same period with June hits reaching 272,700.

Customers attending formal training or informational presentations provided by the Bureau were surveyed to find out if their needs were being met. Survey results averaged a score of 3.5 out of 4 - where 4 was excellent and 1 was poor. Those in attendance indicated that the training was good to excellent. Some of the comments provided on the surveys included:

- **What did you find most valuable in this workshop?**
  - Everything about the NCIS, there are a lot of useful tools.
  - Variety of tests and Skills.
  - Resume tool.
  - How to utilize the NCIS system for customers.
  - I didn't know this existed; it's great!
  - Overview of a valuable resource – huge database!
  - New Internet version is great.
- **Suggestions for improvement? (Nevada Research actions are in parenthesis).**
  - More time to spend on specific areas. (Nothing – staff only have certain amounts of release time for training.)
  - Speak slower. (Nevada is correcting this by sending the trainer to Seattle;)
  - Better resume builder. (Staff are enhancing this by making the resume downloadable to a document so clients can edit their resumes).
  - Have information more known to educators. (R&A has limited funds to market the NCIS, but are conducting targeted training for teachers and counselors every year.)
  - Occupation Sort Module - needs to be improved. (Nevada will be releasing a new version of this tool in 2005).

Nevada will continue to expand the assessment of customer satisfaction by adding other customer groups to those surveyed. On-going plans will query economic development entities and chambers of commerce about the value and content of the Workforce Information System.