

Annual Status Report

Florida

Workforce Information Core Products and Services Grant

PY 2004-2005

A. Accomplishments by Deliverable

- 1. Continue to Populate the ALMIS Database with State Data**

Outcomes Compared to Planned Outcomes

Florida successfully updated the ALMIS Database version 2.2 with the latest labor force, industry, occupation, wage, performance, and administrative information as soon as it became available in PY 2004-2005. The database provided information for several Internet-based delivery systems, including the Florida Research and Economic Database (FRED) and the What People Are Asking (WPAA). The ALMIS Database was also useful for data extractions for special requests from state and regional workforce boards and local economic development entities.

Extent to Which the Activity Conformed to Planned Milestones

The activity conformed to planned milestones as specified in the PY 2004-2005 Workforce Information Core Products and Services Grant.

- 2. Produce and Disseminate Industry and Occupational Projections**

Outcomes Compared to Planned Outcomes

Long-term projections were completed by December 2004 for Florida, 24 Workforce Regions, and all large counties with employment above 100,000. Short-term projections at the statewide level were produced on time.

Employment projections were a critical input into the Florida Workforce Estimating Conference (WEC), which met twice in PY 2004 to recommend the statewide demand occupations for training. These demand occupations drive the regional targeted occupations lists (TOLS) within Florida's Workforce System.

Extent to Which the Activity Conformed to Planned Milestones

The activity conformed to planned milestones as specified in the PY 2004-2005 Workforce Information Core Products and Services Grant.

3. Provide Occupational and Career Information Products for Public Use

Outcomes Compared to Planned Outcomes

This deliverable is one of the most important for the Regional Workforce Boards. Demand exceeded supply for many of these products. Production included: 15,000 *Wage Conversion Posters*, 16,500 *Job Vacancy Brochures*, 1,000 *Statewide Job Vacancy* publications, 28,000 *Occupational Highlights* publications, 10,000 *LMI Bookmarks*, and 10,000 *Giving Children Hope and Skills* handbooks. *Giving Children Hope and Skills* was used to develop an on line career awareness training module for parents and students.

In Program Year 2004-2005, about 3 million requests were logged for labor market information on the Labor Market Statistics website. This included over 17 million web hits from individuals searching for information.

The PY 2004-2005 grant was modified to place more emphasis on conducting a statewide occupational job vacancy survey. The survey exceeded expectations and collected job vacancy, benefits, and other attributes information for all 24 Workforce Regions. The survey sampled 49,000 Florida employers and achieved a 73 percent response rate. Information was collected on 700 occupations and the results were published in 24 Hiring Needs brochures. The results will also be published in a statewide report and available on line.

Extent to Which the Activity Conformed to Planned Milestones

The activity totally conformed to planned milestones as specified in the PY 2004-2005 Workforce Information Core Products and Services Grant.

4. Ensure That Workforce Information and Support Required by State and Local Workforce Investment Boards are Provided

Outcomes Compared to Planned Outcomes

Due to the large demand and responsiveness of Labor Market Statistics to requests for reports/products/data services from WFI, Regional Workforce Boards, local economic development entities, and other customer groups, program accomplishments greatly exceeded the plan. The following is a list of the major projects that were completed under this deliverable.

Regional Targeted Occupations List (TOLs):

Designed a website for the Workforce Boards to update the preliminary TOLs and for Workforce Florida Inc. (WFI) to review these submissions. Enhanced the system to accommodate the appeals process for Regional Workforce Boards (RWBs) to contest additions to or deletions from TOLs.

Assisted Workforce Florida, Inc. with the compilation, review, and labor market analysis of the local boards' requests for additions to the Targeted Occupations Lists.

Finalized 2004-05 regional targeted lists that included occupations based on local input from the regions and occupations suitable for statewide training due to excess demand.

Job Vacancy/Hiring Needs:

Completed vacancy/hiring needs surveys for all 24 RWBs. Survey results will be indicators of short-term hiring needs. Publications are being prepared for distribution.

Conducted two special vacancy surveys in Workforce Region 22 (Broward County). One survey was for a cluster of industries, while the other was for the wetlands restoration industry in Broward County. Estimates were produced and provided to Region 22.

Industry/Occupational Projections:

Produced long-term employment projections for all 24 workforce boards to the year 2012 and short-term projections to 2005 at the statewide level. These are the first two sets of employment projections based on the North American Industry Classification System (NAICS) coding structure.

Provided occupational employment information by industry and wage data by area for inclusion into the annual update of CHOICES. CHOICES is Florida's career information delivery system.

Provided statewide and regional employment projections data related to apprenticeship occupations and programs in Florida. This will allow the Florida Council for Education, Policy, Research, and Improvement to complete an analysis of the need for new or expanded apprenticeship programs in Florida as required by House Bill 769.

Occupational Wages:

Provided occupational employment distribution data by wage ranges for use in the analysis of the impact of enacting a state minimum wage.

Economic Analysis:

Worked with Enterprise Florida, Inc. (EFI) and WFI on an Emerging Technologies project with the Gartner Group and worked with EFI and WFI on the Business Insight Project with Synchronist to develop a database of business characteristics and issues.

Prepared a study on the manufacturing industry in Florida at the request of WFI. Analyzed the economic impact of manufacturing for a local economic development council.

Prepared an initial analysis on the employment impacts from the four hurricanes that hit the state during

2004. This analysis will be revised as more data become available.

Provided data about labor supply, labor quality, and labor costs to assist economic development in attracting employers within the state.

Provided occupational employment information and analysis of the quality of jobs gained and lost in Workforce Region 17 (Polk County).

Prepared cluster analysis of ecotourism industry in Florida. Reviewed and analyzed the ecotourism (environmentally friendly) industry within the state, identifying primary and secondary industries located within the same proximity to ecotourism.

Worked with the U.S. Department of Labor, Employment and Training Administration, on how to use labor market information to assist with Base Realignment And Closing impacts on local economies and on individuals.

Compiled and presented labor market data for the three Florida Rural Areas of Critical Economic Concern for Enterprise Florida. Prepared a dataset of economic indicators by county for rural economic development.

Maps:

Prepared (48) separate regional workforce maps depicting job orders and job seekers by workforce region. In particular, prepared density maps of job seekers and employers utilizing/placing job orders with the Miami-Dade County One-Stop Career Centers.

Prepared employer density maps for selected industries as part of a labor supply study requested by WFI for the European Aeronautic Defense and Space (EADS) project. Also prepared maps of Tallahassee MSA job seekers in targeted and related occupations by residence. Continued to update the high-tech corridor maps for the high-tech website.

Prepared statewide employer density maps with tracks of the four hurricanes that hit the state in 2004 (Charley, Frances, Ivan, and Jeanne) and maps depicting maximum wind speeds of the four hurricanes by census tracts.

Prepared maps that showed Metropolitan Statistical Areas (MSAs), workforce regions, rural/metro counties, and communities of critical concern for strategic planning purposes.

Extent to Which the Activity Conformed to Planned Milestones

The level of activity exceeded planned milestones as specified in the PY 2004-2005 Workforce Information Core Products and Services Grant. Additional industry/occupational/supply and demand/impact studies were undertaken based on customer requests.

5. Maintain and Enhance Electronic State Workforce Information Delivery Systems

Outcomes Compared to Planned Outcomes

This deliverable is becoming more important as LMI data users switch to on line delivery of resources. Florida deploys two major systems, FRED and WPAA, in addition to the Labor Market Statistics (LMS) Website. Customers more frequently used the FRED system, which had about 5.6 million web hits in PY 2004-2005. The Florida Wages website delivers occupational and wage data by area and industry and had 927,000 web hits during the program year. Tracking for WPAA indicated 499,000 hits. The LMS Website itself had 10.2 million hits in PY 2004-2005. Together, all of Labor Market Statistics' websites had a total of almost 17.3 million web hits. Requests totaled almost 3 million across all data delivery types (Internet, mail, phone, e-mail, etc.) in PY 2004-2005.

Enhanced the Florida Occupational Employment and Wages Web Application: Expanded this web-based search and retrieval application for occupational data to include information for employers who may be responding to the Occupational Employment Statistics Survey, which is the basis for the information in this data system.

Released New Version of Florida Economic and Research Database (FRED): Released a new version of FRED that uses the latest industry and occupational coding systems. This version also has modules for employers, job seekers, and analysts.

Deployed Local Employment Dynamics Website: Initiated a web page that links to the U.S. Department of Commerce, Bureau of the Census, for local employment dynamics statistics for Florida by county, metro area, or workforce region. The quarterly workforce indicators (QWIs) are available by quarter, gender, and age group.

Extent to Which the Activity Conformed to Planned Milestones

The activity conformed to planned milestones as specified in the PY 2004-2005 Workforce Information Core Products and Services Grant.

6. Support State Workforce Training Activities

Outcomes Compared to Planned Outcomes

Florida is prominent in developing LMI training for workforce professionals. Available training includes: LMI for employer services, LMI training for placement and resource room staff, LMI For Grants, LMI for Business, LMI for Workforce Board and Economic Development Board Members, Census Training, and training in the O*Net Assessment Tools.

Florida uses a case studies approach in training. Regional Workforce Board staff are consulted before training is designed and case studies that fit their customer profiles or employer needs are developed for each local session. Florida also conducts sessions on state or local labor market conditions and LMS products and services for Regional Workforce Boards. A total of 365 people were trained during the program year.

Meetings/Presentations:

Exhibited at the 7th Annual Family Conference and Governor's Summit on Disabilities, the Florida Association of Chamber Professionals Annual Leadership Conference and Trade Show, and the U.S. Department of Labor's Workforce Innovations Conference. Displayed posters and other Florida LMS publications and promoted online information. Made a presentation at the Workforce Innovations Conference on automated tools for LMI.

Attended the annual Rural Economic Development Initiative (REDI) meeting to advise workforce and economic development attendees of the resources available to them through Labor Market Statistics. Displayed information about the Agency for Workforce Innovation in the resource area.

Made a presentation at the Ex-Offender Task Force meeting on jobs for ex-offenders and labor market services available for career development.

Conducted and coordinated the Workforce Estimating Workshop and Conferences. Created a website that displays information on the workshop estimating conference, the minutes, and the handouts of the meetings.

Presented at the Digital Divide Council Quarterly Meeting on the demand and outlook for information technology workers in Florida.

Presented to Chief Information Officers and IT professionals information about the future of IT jobs in Southeast Florida.

Distributed data tables that Florida pioneered from Summary File 4 (SF4) and the Equal Employment Opportunity (EEO) files on CDs at the National Census State Data Center.

Training:

Trained regional resource room staff on how to link job seeker assessments to the skills needs of employers by using several types of on line tools, including career information delivery systems, occupational databases, and the Labor Market Information website.

Conducted training sessions for employer services staff, economic development professionals, and local board administrative staff on the use of labor market information tools and services for the workforce development partners, including Job Corps.

Made presentations to Regional Workforce Boards and employer forums.

Prepared presentations for the National Governor's Association (NGA), the National Association of State Workforce Agencies (NASWA), and the LMI Forum on targeting jobs and providing services for workforce boards.

Extent to Which the Activity Conformed to Planned Milestones

The activity exceeded planned milestones as specified in the PY 2004-2005 Workforce Information Core Products and Services Grant, which had 10 planned training sessions. Participant evaluations rated training at 4.5 or higher out of 5.0 points.

B. Customer Satisfaction Assessment

The most recent LMS customer satisfaction survey rated questions about how staff handled information requests. The overall satisfaction rating on a scale of 1 to 5 was 4.9 for all six questions. The same survey also rated the questions across four different customer groups on the same scale. Florida LMS rated 4.7 for employers, 4.8 for workforce professionals, 4.3 for job seekers, and 4.9 for other data users.

Based on these customer satisfaction findings, LMS will continue with efforts to make on line products more understandable to the average Florida job seeker. The What People Are Asking (WPAA) system already provides an easy-to-use method to view labor market information. This system will continue to be refined for job seekers and employers.

Another survey was conducted at the request of WFI for the Regional Workforce Boards regarding the various offices/services within AWI. On a scale of 1 to 5, LMS was rated 4.7 on responsiveness, 4.6 on timeliness, 4.7 on knowledge, 4.5 on understandability, 4.6 on helpfulness, and 4.6 on overall satisfaction. Labor Market Statistics overall rating of 4.6 was the top rating given to a program entity in the agency.

While these ratings are exemplary, LMS will continue with efforts to make on line tools more useable and interactive to job seekers, board staff, and employers. Efforts will continue to continuously improve timely delivery of

information via electronic means while maintaining high standards of data quality and integrity.

C. Recommendations for Improvements or Changes to the Suite of Core Products

Florida adapts delivery of products under the six major deliverables based on the needs of the state and 24 Regional Workforce Boards. Some individual products are adjusted based on customer feedback and short-term needs of the state and local boards. The results of the customer satisfaction survey indicate that Florida has achieved success in meeting the needs of its labor market information customers.

ETA should continue to promote and share best practices and products/services developed by states under this suite of core products. In addition, this suite should continue to assist states with developing new products such as the Benefits Survey and Job Vacancy/Hiring Needs Survey to help meet data gaps.

D. Expenditures:

The total amount of the grant is \$1,502,479. Through June 2005, LMS has:

Spent	\$672,179
Encumbered	\$ 85,127

An extension was granted through June 30, 2006 for expenditure of the remaining \$745,196. If grant activities continue as planned, these remaining funds should be spent by November 30, 2005.