

**NEVADA RESEARCH AND ANALYSIS BUREAU
U.S. DOL/ETA ONE-STOP/LMI GRANT
ANNUAL REPORT
PY2004**

Nevada's economy has continued to prosper over the past year, producing jobs at a much faster pace than any other state. Fueled by a housing boom that has spread from Las Vegas and Reno to the state's outlying communities, construction employment growth has been at the forefront of the expansion. The influx of new residents, meanwhile, has created jobs in a wide variety of service industries while creating new pressures on the state's labor market.

Increases in population continued at a record pace. The Carson City MSA was added to the state workforce areas. Nevada now has a total of three MSA and two additional LMAs.

Traditionally, hotel-casino construction in Las Vegas has marked the leading edge of the Nevada's economic expansions. However, during the current growth phase the tourism industry has expanded at a slower rate than the economy as a whole. Education, health care, the financial industry and other services have created new jobs at a pace much faster than the tourism industry.

The rural areas of the state have seen a resurgence of mining activity. The price of both gold and copper are at multi-year highs, leading to an increase in both mineral exploration and mine production. The return of mine workers to the state's northern counties has led to vibrant housing markets and the need for new retail stores. Barring a collapse of metal prices such as occurred in the 1990's, the prospects for the mining communities look promising for many years.

The state's rapid increase in population should continue. Nevada has led the nation in percentage of population growth for 18 consecutive years and so far shows no sign of slowing. Thousands of new home are planned for both the Reno and Las Vegas areas, while Lyon County (in northern Nevada) is one of the fastest growing counties in the nation. The influx of new residents will create demand for new stores, schools, and hospitals, thus providing job opportunities across a variety of skill and educational levels.

Despite the positive prognosis for Nevada's economy, there are potential threats to prosperity. The state's robust housing market could face challenges if substantially higher interest rates or escalating home prices force current and potential residents out of the market. The tourism industry is always dependent upon a healthy U.S. and global economy. Meanwhile, terrorism remains a constant threat in today's world. Terrorist activity that impedes global travel, as seen after the September 11, 2001 terrorist attacks, could have a negative effect on Nevada's tourism based economy.

The Nevada Workforce Information System and Nevada's Workforce Investment System (Nevada JobConnect) is prepared to face the challenge of providing a trained workforce for a dynamic economy while being ever mindful of the threats to the current prosperity that outside forces could bring to bear.

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

There were no significant variations from the Annual Plan for this item. Nevada upgraded and maintained **version 2.3** of the ALMIS Database with the most current data for all core tables and other primary files needed to operate various workforce information and career systems. With the implementation of the Carson City MSA, there were a number of changes to the database to incorporate the new area definitions as well as the revised data series. Standard and nonstandard updates to the database included:

- Implemented changes to geography tables and replaced CES and LAUS data back to 1990 to incorporate new MSA definitions released with the January 2005 data.
- Added 2004-2006 Short-Term Industry and Occupational Projections data for the first time.
- 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. The dissemination of much of the projections information is included in other core products of this grant.

Long-term projection work:

- This year's core product and services plan was to provide sub-state area projections. Nevada completed those MSA projections during the prior year. Research was conducted to investigate the feasibility of doing other non-sampled OES areas utilizing the EDS software. No additional areas have been produced at this time. Work continued on refining the 10-year historical NAICS employment database in preparation for the upcoming 2004-2014 projections cycle. Ongoing adjustments are made to account for non-economic code changes as well as adding the current QCEW as it is released.

- With the implementation of the new Carson City MSA, the historical series were modified to reflect changes in all 3 previous sub-state projection areas. A historical series for the new area was also completed.

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

- Produced 2004 to 2006 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 2004-2006 and 2005-2007 periods.
 - Statewide short-term industry/occupational projections for 2004-2006 were published on the Nevada Workforce Informer web site.
- **Provide occupational and career informational products for public use:**

Several new and expanded products were produced to meet customer needs. The following is a list of the products:

- Data from the most recent 2002-2012 Occupational Projections cycle was maintained for Nevada, the Las Vegas MSA, Reno MSA and Balance of State areas.
 - Data was loaded into the Nevada Workforce Informer website 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.
 - The Labor Market Information Unit expanded a package of web content including, downloadable reports, tables, graphs and printable fliers for projections and demand occupations.
 - 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.
- The occupational projections were incorporated into the Nevada Career Information System for the Job Outlook statement for all customers.
- Demand Occupations were available for all published areas. Reports provide all employment and projections data combined with current wages and educational requirements.

- Implemented the “Hot 50” Demand Occupations poster designed by the Projections Managing Partnership. Posters were distributed to all Nevada JobConnect offices and local WIB’s.

- **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. Specific service provided included:

- Staff maintained semi-annual updates of the ALMIS Employer Database as created by *infoUSA*, a DOL contractor
- Provided quarterly updates of publishable QCEW Data.
- The Nevada Workforce Informer website includes a featured page with Nevada’s Largest Employers. Reports for each county provides CIPSEA publishable QCEW data sorted by employment
- The Top 15 employers in each MSA are also published in the monthly Nevada Economy in Brief publication.

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

An on-going dialog was maintained between the State and local WIBS. Customers were able to conduct self-directed informational searches as needed and Research and Analysis staff was available on an on-going basis for support. Information and support to WIBS included:

- Nevada Job Vacancy Survey – Nevada implemented the Job Vacancy Survey for the first time during PY2004. Staff worked closely with the Job Vacancy Workgroup and the BLS to customize the survey for Nevada and select a statewide sample of 3000 firms. Nevada survey preparation, data collection and processing activities were ongoing during April-August 2005. Estimates for Nevada Statewide, Las Vegas MSA, Reno MSA, Carson City MSA and the Balance of State will be published in September 2005 of PY2005.
- LED – Nevada worked with Census Bureau staff to provide historical QCEW files and Wage Record data in the required format for 1998 to Current. The Census Bureau is scheduled to return the Quarterly Workforce Indicator’s (QWI’s) to Nevada by the end of the 3rd Quarter 2005. Extensive analysis and integration of the QWI’s into various reports and publications will be ongoing throughout PY2005.
- Maintained distribution of the monthly *Nevada Economy In Brief* publication. This eight-page, full color publication includes a current analysis of the monthly employment and labor force data, a rural county summary and an area for monthly special interest articles.
- Maintained and expanded several Workforce Information/Research and Analysis Bureau informational brochures for use within the Nevada JobConnect system to promote the availability of workforce information. These products highlight 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 (NCIS).

- Research and Analysis Bureau Brochure
- Workforce Informer Web Site Flier.
- Occupational Highlights / 2002-2012 Long-Term Projections
- Nevada's Hot 50 Demand Occupations
- Planning For A Bright Future? Let the NCIS help!
- NCIS Quick Start Guide
- Directory of Labor Market Information

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

Nevada continued to maintain and enhance the Workforce Informer web site. During the program year, staff continued work with the Workforce Informer Consortium, the ALMIS Resource Center, and other states across the country in an effort to 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 PY 2004 the Workforce Informer system implemented two minor version releases (2.2 and 2.3). Monthly activities included creating pages, graphics, tables, reports and fliers.

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 a complete rewrite of the Industry Explorer tool to completely integrate NAICS based employment data and to incorporate CES and QCEW data into a single report option.

Nevada also began the utilization of the Projections Workgroup's Skills Based Projection software. The package was used to provide skill assessment for the WIA State plan and the needs of local WIB's. We are looking forward to future utilization of this program for considerably expanded research in the skills arena.

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

There was no variation from the state plan. Nevada continued to support several national training initiatives. This included training for the national projections program, the Estimates Delivery System (EDS), and the ALMIS Resource Center. Staff was instrumental in the design, development and delivery of training and information sharing related to these programs through participation on these workgroups.

Nevada Workforce Information System training was also provided to JobConnect front-line staff along with area businesses through Workforce Information sessions presented at Industry Advisory Group meetings targeted at the Gaming/Hospitality Industry and the Manufacturing Industry. Four sessions were conducted and attended by an estimated 100 people. This training program provided an extensive overview of the Nevada Workforce Information System, how to access workforce information, and how to use the information to make informed choices.

An estimated 480 Nevada Career Information System users were trained or provided information at 32 workshops and presentations. 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 has still not reached its potential. However, marketing efforts have improved, but additional tools need to be implemented. Workforce information was extensively marketed in many career and job fairs. In addition, during many trade shows the department utilized a booth to display and distribute material for the Workforce Information System. Staff provided both informational sessions for customers and potential customers in and outside of the workforce system.

Nevada Career Information System Staff (NCIS) attended numerous career fairs and provided information to over 3,800 attendees. They maintained a exhibitors booth at many shows and events in the State to highlight offerings of the NCIS and the Nevada Workforce Information System.

- **Customer Satisfaction Assessment.**

This area of assessment was much improved during the period. The Department of Employment, Training and Rehabilitation conducts an annual employee survey that includes a section on customer satisfaction with the workforce information products and services developed by the Research and Analysis Bureau. Results from the 2004 survey yielded the following:

- 49% of Department employees had used workforce information within the past 12 months.
 - Of those customers that reported using workforce information:
 - 55% used workforce information on a monthly basis or more often.
 - 16% used workforce information between 6-12 times per year.
 - 24% reported using workforce information less than 6 times per year.

- Of those customers that reported using workforce information:
 - 78% agreed or strongly agreed that the information they needed was readily available and easy to understand.
 - 12% had no opinion
 - 10% disagreed or strongly disagreed
- Of those customers that reported using workforce information:
 - 45% agreed or strongly agreed that their request was processed in a timely manner
 - 55% had no opinion
 - 0% indicated that their request was not handled in a timely manner
- Of those customers that reported using workforce information:
 - 56% agreed or strongly agreed that the Research and Analysis Bureau provided quality customer service.
 - 44% had no opinion
 - 0% indicated that the Research and Analysis Bureau did not provide quality customer service.

The Bureau continued the use of Workforce Informer web metrics and more than 100 customer feedback comments submitted to the site during PY2004 to identify and enhance subject areas used most by on-line customers.

The Bureau continued to poll users of the Nevada Career Information System (NCIS). Of those responding all customers except one were totally satisfied with the system. The one customer was neutral. The product utilization for users of the NCIS varied. However, the majority of users were looking for 1. Career exploration/planning, 2. Counseling/career development, 3. Educational exploration/planning, and 4. Job Search.

Research & Analysis completed implementation of an on-line customer satisfaction survey within the Nevada Workforce Informer web site <http://survey.nvdetr.org/lmisatisfaction.htm>. Development of this new survey was completed at the end of PY2004, and the results will be available to assess customer satisfaction during PY2005 and beyond. As new products and services come on-line our in-house survey capability will be used to modify and enhance this survey as well as develop product specific surveys that can be administered via mail, e-mail, within publications or on-line.

Much of our efforts during the past program year have been geared toward developing and implementing some of the premier products and services that have already been identified through the various customer satisfaction assessments made throughout the workforce investment system nationally. The primary additions Nevada's product line during PY2004 were the Job Vacancy Survey (JVS) and the Local Employment Dynamics (LED) program. These products have been very well received by WIBS across the country and we've received repeated requests from our own WIBS regarding our ability to provide these resources. Implementation of these programs were completed near the end of PY2004 and the various reports and publications from these

programs are currently being developed for disseminated during PY2005.

With the complete implementation of the JVS and LED programs in PY2005, product specific customer satisfaction surveys are being built into the reports and publications developed from these programs.

The Bureau worked with the Southern Nevada Workforce Investment Board to develop a Workforce Information Committee charged with identifying and addressing the workforce information needs for the statewide Nevada JobConnect workforce system. Participation on this committee provides an ideal forum for assessing customer needs as well as their satisfaction with existing products.

The Nevada Department of Employment, Training and Rehabilitation has included 3 new customer satisfaction performance indicators that are directly tied to the Department's (SFY06/07) budget and will be carried out during PY2005. These new indicators require that the Research and Analysis Bureau maintain customer satisfaction assessments for economic development agencies, chambers of commerce, business associations, private and public economic research entities, school districts, community colleges, universities, libraries and JobConnect office staff.