

Chester J. Culver, Governor

Patty Judge, Lt. Governor

Elisabeth Buck, Director

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**WORKFORCE**  
DEVELOPMENT

Smart. Results.

September 26, 2007

Jean Grochowski  
Employment and Training Administration  
U.S. Department of Labor  
Region 5 Chicago  
230 Dearborn Street, 6<sup>th</sup> Floor  
Chicago, Illinois 60604

Dear Ms. Grochowski:

Please find attached the 2006 Annual Performance Report for the Workforce Information Core Products and Services Grant for the State of Iowa. Detail is provided on accomplishments for each of the six grant deliverables, customer satisfaction activities and recommendations for PY 2007.

If you have any questions regarding this report, please contact Paulette Day, LMI Director, at [Paulette.Day@iwd.iowa.gov](mailto:Paulette.Day@iwd.iowa.gov), or call 515/281-5193.

Sincerely,



Elisabeth Buck, Director  
Iowa Workforce Development



Ken Sagar, Chair  
Iowa Workforce Development

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**A. PRODUCTS AND SERVICES**

The Workforce Data and Business Development Bureau of Iowa Workforce Development continues to recognize the need to provide quality, reliable and timely labor market information that is responsive to customer needs. This requires more effective integration and collaboration with workforce and economic development initiatives at the local, regional, and statewide levels. This also requires the building of a stronger network of partner organizations to ensure continuous development, enhancements and dissemination of labor market information products and services to customers.

- 1. Workforce Information Database.** The Workforce Information Database provides states with a common structure for storing labor market information. The database is intended to serve as the cornerstone for information delivery, workforce research, and product development for information that is standard and comparable across all states. The Workforce Information Database is the backbone for the Iowa Workforce Information Network (IWIN). During PY 2006 the crosswalk, look-up and core tables of the Workforce Information Database version 2.3 were populated and updated as required. Funds were used for staff time, travel, equipment, programming and database development and related costs.

**Accomplishments:**

- Staff attended Analyst Resource Center meetings during the course of the program year. One staff member attended Structure Subcommittee meetings that were held in Kalispell, Montana from August 22-24, 2006 and in Tampa, Florida from June 11-15, 2007.
- Two members of the staff attended Workforce Information Database training in Madison, Wisconsin from July 26-28, 2006.
- The licensing files were updated in the Workforce Information Database in February 2006: license.dbf, licauthldff and lichist.dbf
- The licensing files were provided to the National Crosswalk Service Center in September 2006 for display in ACINet. These files were coded to O\*NET SOC.
- Data files are currently being added to Version 2.4 of the Workforce Information Database: eeolabfac, eeolabfor, eeoocc, eeopop, esapplic1 and esapplic2.
- Core tables were updated regularly throughout the year. (See table for details.)

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Core Table Updates:

<b>Table</b>	<b>Type</b>	<b>Version</b>	<b>Update Schedule</b>
CES	Data	2.3	updated monthly with state and U.S. data
CPI	Data	2.3	updated monthly with previous month's data
EMPDB	Data	2.3	updated with Second Edition 2007 in May 2007. Employer records for Iowa and all surrounding states were uploaded.
INCOME	Data	2.3	updated with HUD Median Income for 2006 and Personal Income from the Bureau of Economic Analysis (national 2005 and statewide 2004)
INDUSTRY	Data	2.3	updated quarterly; latest quarterly update was for fourth quarter 2006
LABFORCE	Data	2.3	updated monthly with state and U.S. data for the reference month
POPULATN	Data	2.3	State-specific population files were updated in April 2007, and county population estimates for 2006 were added. Information for Iowa can be accessed at: <a href="http://www.xwalkcenter.org/wfinfodb/stfiles.html">http://www.xwalkcenter.org/wfinfodb/stfiles.html</a>

**Expenditures for PY 06: \$68,000**

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- 2. Industry and Occupational Employment Projections.** Iowa Workforce Development will prepare and disseminate long and short-term industry and occupational employment projections. Data will be prepared using the methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Managing Partnership. The primary activity for PY 2006 will be the production of statewide short-term and sub-state long-term projections. Sub-state long-term projections are to be developed for the 2004 to 2014 period, and statewide short-term projections for the 2006 to 2008 period.

**Accomplishments:**

**Industry Projections:**

- Long-term industry projections for the 2004-2014 period were completed for the 15 IWD regions in June 2006.
- Statewide short-term industry projections for 2005-2007 were completed in July 2006.
- Sub-state short-term industry projections for 2005-2007 were completed in September 2006. The projections were prepared for the 15 IWD regions.
- Statewide short-term industry projections for 2006-2008 were completed in June 2007.
- Iowa assisted with testing the Short-Term Projections software for the State of Utah. This consisted of testing various changes in the software to make sure that it is ready for release to all states for use in preparing their short-term projections.

**Occupational projections:**

- Statewide short-term occupational projections for 2005-2007 were completed in July 2006.
- Long-term occupational projections for the 2004-2014 period were completed for the 15 IWD regions in December 2006.
- Statewide short-term occupational projections for 2006-2008 were completed in August 2007.

**Dissemination of industry and occupational employment projections:**

- Hot Jobs posters were prepared for the State and 15 IWD regions.
- Sixteen Career Pathway posters and one skill poster were developed.

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- A new format was developed to display occupational projections along with wages, education/training levels and skills.
- ETA monies were provided to Iowa Public Television to digitize 156 career videos. The videos showcase Iowans who describe various aspects of their jobs. A set of career DVD-ROMs was provided to each of the 15 regional offices.
- Iowa duplicated career videos released by the New Jersey Center for Occupational Employment Information. The videos provide an introduction to careers in both English and Spanish, and include images of profiled occupations. A set of the career videos was sent to each regional Iowa Workforce Development Office and to the WIA Directors.
- Staff partnered with the Des Moines Iowa Workforce Development Center to develop, market and staff three job fairs that emphasized employing in and out-of-school youth.
- Staff worked with the Business Education Center to provide a conference entitled, *Preparing Today's Students for Tomorrow's Careers*, at the Des Moines Area Community College in Ankeny. Approximately 100 educators attended and were provided with opportunities to learn about various aspects of business through presentations, on-site visits, creation of business plans and informational sessions on labor market information.
- The LMI Project Manager continued to provide a wide variety of career-related presentations and workshops to counselors, jobseekers, students and teachers in Iowa and a couple of the border states. Most of the presentations drew heavily on data from the statewide and sub-state occupational projections. On June 18-22, the LMI Project Manager co-facilitated the *Excellence in Teaching* class for 30 teachers from the Bettendorf, Pleasant Valley, Davenport and Rock Island, Illinois school districts. Teachers toured area businesses to build connections between business and education. They also participated in workshops provided by the LMI Project on *Workforce Trends and Resources for Building Career Awareness in the Classroom*.
- ***Iowa Career Resource Guide*** was prepared through a collaborative effort between Iowa Workforce Development and the Iowa Department of Education. The purpose of the publication is to assist job seekers and students in setting career goals. The publication contains an Interest Assessment, an Occupations Guide, and a Career Exploration and Planning section. The Occupations Guide is organized by 16 career clusters that provide information on over 200 occupations in Iowa pertaining to growth potential, level of education required and wages. The Iowa Career Resource Guide was distributed to all Area Education Agencies in the State for use in the schools. Copies were also distributed to IWD management staff and the 15 community colleges.

**Expenditures for PY 06: \$145,000**

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3. **Publish an annual economic analysis report for the governor and the State Workforce Development Board.** Iowa Workforce Development will publish an annual, detailed state economic analysis report to assist with workforce development policy and investment decisions made by the governor, the State Workforce Development Board, the Local Workforce Investment Boards, and other partners including community colleges, economic development organizations, and other workforce development interest groups. Iowa Workforce Development will consult with the Iowa Department of Management, the State Workforce Development Board and the Local Workforce Investment Boards to determine the content of the annual report.

**Accomplishments:**

- The title, *Iowa's Workforce and the Economy*, was selected for the annual economic analysis report, and a wide range of outside sources were used to prepare the information contained in the report in addition to the economic data produced by Iowa Workforce Development. Input was solicited from the State Workforce Development Board and the Iowa Department of Management to determine content.
- *Iowa's Workforce and the Economy* was completed in May 2007. The report was posted on the Web in June 2007, and hard copies were also distributed to the Governor's office, the state agency directors, State Workforce Development Board members, Local Workforce Investment Board members, the Iowa Business Council, the State Data Center, state legislators, various employer groups, and Iowa Workforce Development managers.

**Expenditures for PY 06: \$39,000**

4. **Post products, information and reports on the Internet.** Iowa Workforce Development will post grant-produced products, reports, deliverables and other workforce data and information on the Web.

**Accomplishments:**

- During PY 2006, work continued on moving information, products and reports from the old LMI page to the Iowa Workforce Information Network (IWIN), Iowa's current labor market information delivery system. In August 2006, information on the old LMI page was inventoried in preparation for the migration to IWIN. A wide variety of region-specific information and publications were moved to IWIN so they could be accessed from the "Regions" page. These publications included the Iowa Wage Survey, Quarterly Census of Employment and Wages (QCEW), county profiles, regional profiles, and industry cluster profiles. Approximately 350 publications were loaded into IWIN at this time.

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- In November 2006, the Trends page migrated to IWIN to accommodate the economic indicators that had previously been available on the old LMI page. The Trends page displays a wide range of economic indicators that are important to the Iowa economy. The indicators include the following:
  - vehicle registrations
  - housing permits
  - existing home sales
  - total resident employment
  - nonfarm employment
  - factory jobs
  - jobless rate
  - average weekly wage
  - average weekly wage growth
  - personal income
  - unemployment claims
  
- ETA deliverables were made available to users in the IWIN system. This included the statewide and regional long-term industry projections 2004-2014, and the statewide and regional long-term occupational projections 2004-2014 (deliverable #2). Iowa's Workforce and the Economy was made available in IWIN, and also distributed in hard copy (deliverable #3). County and regional profiles were also made available in IWIN (deliverable #6).
  
- Other information, products and reports made available in IWIN during PY 2006:
  - Affirmative Action data
  - Career Clusters posters (16)
  - Current Employment Statistics data (annual and monthly)
  - Hot Jobs by IWD Region 2004-2014
  - Iowa Career Resource Guide
  - Iowa County Wage Surveys (2005)
  - Iowa Hot Jobs 2004-2014
  - Iowa Labor Review (monthly)
  - Iowa Occupational Projections by Targeted Industry Clusters 2004-2014
  - Iowa Quarterly Industry Review
  - Iowa Trends
  - Iowa Wage Survey 2006 (State, MSAs, IWD regions, counties, and estimates by industry)
  - Iowa WorkNet (quarterly)
  - Iowa's Workforce and the Economy
  - IWIN brochure
  - Job Applicants/Openings (quarterly)
  - Labor Force Summaries (monthly and annual benchmarked data 2000-2006)
  - Labor Market Information Directory
  - Labor Market Information for Business

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- Labor Market Information for Job Seekers
- Long-Term Industry Projections for Statewide and Regions 2004-2014
- Long-Term Occupational Projections for Statewide and Regions 2004-2014
- Map of County Unemployment Rates (monthly)
- Quarterly Census of Employment and Wages (third and fourth quarters 2006 and first and second quarters 2007)
- Occupational Employment and Wage Estimates – May 2006 (State, MSAs and Balance of State)
- Older Workers in Iowa (August 2007)
- Older Workers Profile (June 2007)
- Ready, Set, Success
- Regional Profiles
- Resource Guide for Employers
- Resource Guide for Job Seekers
- Resource Guide for Students
- Statewide Profile
- Teens 4 Hire pages

**Expenditures for PY 06: \$69,000**

- 5. Partner and consult on a continuing basis with workforce investment boards.** Iowa Workforce Development will partner and consult on a continuing basis with the SWIB and LWIBs in order to identify and provide labor market information that will be needed by the boards for planning purposes.

**Accomplishments:**

- The SWIB and LWIBs were surveyed to obtain their input for the annual economic report, and to determine what other types of labor market information were needed to assist them with workforce investment strategic planning and other state and local initiatives.
- Staff were assigned to work directly with the LWIBs and the IWD offices across the state. The LMI Project Manager attended the SWIB meeting on March 23, 2007; staff attended a total of seventeen LWIB meetings during PY 2006. Current labor market information was typically distributed at these meetings. The LWIBs were also provided with a demonstration of On The Map to assist them with their local economic development initiatives.

**Expenditures for PY 06: \$80,000**

- 6. Conduct special studies and economic analyses.** Iowa Workforce Development will conduct special state, local, or sub-state regional studies and economic analyses to provide information support for communities in economic transition, state and sub-state workforce development initiatives, and responses to major layoffs or disasters.



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**Accomplishments:**

- *State and Regional Profiles.* These analyses were prepared for the State and each of the 15 Iowa Workforce Development regions. The profiles provide current information on jobs and workers in the labor area, such as a listing of major employers, average wage data by industry, On The Map statistics, top growing industries by employment, Hot Jobs, labor force statistics, and unemployment benefits.
- *The Impact of Charitable Nonprofit Organizations on Iowa's Economy and Quality of Life.* The Larned A. Waterman Iowa Nonprofit Resource Center and the Iowa Department of Economic Development developed the report using information obtained from Iowa Workforce Development and the Urban Institute's National Center for Charitable Statistics. Iowa Workforce Development contributed the employment and wage analysis by industry.
- *Labor Characteristics of Dislocated Workers—Maytag Corporation.* This analysis was prepared to assist Iowa Workforce Development and the Jasper County Alliance for Economic Development with their response to the closing of the Maytag plant in Newton, Iowa. IMPLAN, the industry standard for input/output modeling software, was used to predict the impact of losing jobs as a result of the Maytag closure in Iowa. Characteristics of Maytag's workers were provided in the report to assist with re-employment efforts.
- *Quarterly Updates for the Governor's Council of Economic Advisors.* A member of the ETA staff has been appointed to the Governor's Council of Economic Advisors. An analysis of current conditions in the statewide economy is prepared for the quarterly meetings.

**Expenditures for PY 06: \$55,000**

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**B. CUSTOMER SATISFACTION ASSESSMENT**

The Workforce Data and Business Development Bureau completed the process of moving all LMI-related articles, data, links and publications to the Iowa Workforce Information Network (IWIN). The IWIN system is highly interactive, and also provides several useful query tools. On June 30, 2006, Weblog Expert was installed to capture usage statistics on the system. For calendar year 2006, IWIN received 11,818,404 hits and 311,077 visitors. During the second half of PY 2006, there were 8,576,207 hits and 269,907 visitors. Bureau staff continue to provide periodic training sessions on how to navigate the IWIN system.

The Customer Tracking Database is used to record analysts' responses to customer inquiries. Since the database has been in use for several years, it can be used as a sampling frame for future customer satisfaction surveys conducted by the bureau. The database is currently being redesigned, and will be moved to the agency's intranet site. Staff also worked with Information Technology during the year to design a new mailing list system (E-labels). The system is about to go into production, and will be able to identify various customer groups.

Customer surveys were sent to members of the State Workforce Development Board and Local Workforce Investment Boards, requesting suggested topics for the annual economic report, and also asking for their input on other products and services that are needed. The Bureau received valuable feedback from these surveys. Many of the local board members emphasized the need for more local data and analysis.

The *Career Resource Guide*, which was prepared in collaboration with the Iowa Department of Education, was enthusiastically received by educators from all areas of the state. In fact, several school districts wanted to provide every student with a copy of the guide for career planning. The publication was distributed to the schools through the Area Education Agencies.

**C. RECOMMENDATIONS FOR IMPROVEMENTS TO CORE PRODUCTS**

The Workforce Data and Business Development Bureau plans to improve the annual economic report by tapping into the expertise of the Governor's Council of Economic Advisors. The bureau will continue to provide useful and informative labor market information in a cost-effective manner to users. Efforts will continue toward strengthening ties and collaborative efforts with the Iowa Department of Education and the Iowa Department of Economic Development and various other entities to work toward making data-based decisions that are based on labor market information products.

Staff will begin working on a collaborative effort with state agencies and social service providers to look at the issues surrounding economic self-sufficiency in local census tracts that have exhibited high unemployment.