

Workforce Information Core Products and Services Annual Performance Report

**PA Department of Labor and Industry
Center for Workforce Information & Analysis
Program Year July 1, 2006 – June 30, 2007**

Pennsylvania's economic future depends on a workforce able to compete in today's global economy. In order for the Commonwealth to be economically competitive and for our workers to acquire careers that pay family-sustaining wages, Pennsylvania is working to ensure that its workforce development system is efficient and is directing funding toward worker training that responds to employer and employee needs. A skilled and well-trained workforce can be achieved through an efficient, customized and focused workforce development system. The Rendell Administration's goals for ensuring Pennsylvania's success with its workforce development system focus on service to its clients, which include employers, job seekers, and workers.

A. Accomplishments

1. ALMIS Database

The Center for Workforce Information & Analysis (CWIA) has, and will continue to, populate all designated core database tables and other tables not designated as core. CWIA also includes state data and, where available, data for regions and counties. CWIA is under contract to Geographic Solutions, Inc. and has obtained an upgraded Internet application to access the ALMIS 2.3 structure. The ALMIS database will continue to be updated.

<http://www.paworkstats.state.pa.us/analyzer/startanalyzer.asp>

2. Industry and Occupational Projections

Long-term (2004-2014) statewide industry and occupational projections were completed in early June 2006, slightly ahead of schedule. Similar projections for Metropolitan Statistical Areas (MSAs) and Workforce Investment Areas (WIAs) were completed in Fall 2006. For customer use, all long-term industry and occupational projections have been posted to the CWIA's Web site as formal reports and within the Workforce Information (formerly ALMIS) Database.

Pennsylvania's short-term (2006-2008) industry and occupational forecasts were completed in mid-June and have been posted on the CWIA Web site. The deliverable file was submitted per the provided instructions.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=495>

3. Annual Economic Analysis Report

Pennsylvania's future depends upon the development of a workforce able to compete in today's global economy. Understanding the potential obstacles the future workforce will have to overcome is important in developing policies and strategies for Pennsylvania to remain economically competitive. Workers from the baby-boom generation will be moving into their 60s during the decade and will be retiring in large numbers. They will take with them key skills that kept industry growing and prosperous. Far fewer youth are available to enter the labor market, forcing greater efficiencies and competition for key skills. This report is the result of an examination of demographic, economic, and labor market developments unfolding in Pennsylvania. While this report contains an analysis of Pennsylvania's entire workforce composition, it also focuses on the future trends of the commonwealth's industries and occupations.

This report will be available on CWIA's Web site in the near future.

4. Products, Information, and Reports on the Internet

High Priority Occupations

To compete in today's global economy, businesses need a skilled workforce and citizens need increasingly advanced training and knowledge. Pennsylvania's new workforce development strategy seeks to change that by targeting education and training dollars to High Priority Occupations (HPOs): job categories that are in demand by employers, have higher skill needs and are likely to provide family-sustaining wages.

CWIA developed the methodology for the HPO process and gathers data to produce the annual HPO list. The 2006 HPO list went into effect July 2006 and is located on the PA Workforce Web site. A draft version of the 2007 HPO list was provided for review in April 2007.

<http://www.paworkforce.state.pa.us/professionals/cwp/view.asp?a=467&q=15274>
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Careers In Demand

These one-page fact-sheets are produced for each of Pennsylvania's HPOs. Similar to *Occupational Outlook Handbook* articles, they focus on the nature of the work, the skills and knowledge required to perform the job, and provide basic labor market information, such as openings and wages. The one-pagers were completed in Summer 2006 and are update with the annual release of the HPO list. For 2007, these products are being reformatted based on feedback from customers.

<http://www.paworkforce.state.pa.us/jobseekers/cwp/view.asp?a=464&q=153233>

Industry Cluster Summaries

These one-page documents are based upon the nine Targeted Industry Clusters and eight sub-clusters that have been identified at the state level. They include a brief trend analysis of employment in the region and list any HPOs associated with the cluster. They are aimed at customers with little knowledge of LMI or clusters. These summaries were started in September 2006 and released to the public in November of that same year.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=462>

Local Industry Profiles

Developed upon the request of a local Workforce Investment Board (LWIB), these summaries look at specific industries in a given region at the 3-digit NAICS level. They are presented in a fashion that is meant to be usable by PA CareerLink (one-stop) staff and other LMI novices.

Local industry profiles were first developed in early 2007 and are produced as needed upon customer request. To receive them, a customer must fill out an electronic order form via the CWIA Web site. The product(s) is then emailed to the customer within a week of the order.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=493>

Career Posters

These colorful posters are aimed at spreading career awareness through high schools and middle schools. They are focused on the Targeted Industry Clusters while highlighting occupations within the cluster in a "career ladder" format.

The career posters were initially developed in September 2006 and finalized in their current format in February 2007. The posters are also ordered online and the customer has the option of adding his/her organization's logo to the poster. The finished product is mailed to the customer on a CD-Rom.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=492>

Career Guide

The *2006-07 Pennsylvania Career Guide* was completed in Fall 2006, as was the accompanying *Resource Guide*. Hard copies of both publications, along with a packet of occupational posters, were delivered during October 2006. All documents were posted to CWIA's Web site in late 2006.

Work on the *2007-08 Career Guide* started in February 2007 while work on the *Resource Guide* started in May 2007. Again, delivery of both publications is targeted for October 2007.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=405>

Workforce Choices

CWIA, in cooperation with LWIBs and state workforce development partners, has developed a series of occupational analysis reports for each of Pennsylvania's Targeted Industry Clusters. These reports focus on the 2006 HPOs within each cluster and provide updated information to the previously released targeted industry cluster publication.

The first of these reports was finalized in May 2007 and will be printed and posted to the PA Workforce and PA WorkStats Web sites in Summer 2007. Subsequent cluster reports will be released as they are completed.

5. Partner and consult on a continuing basis with Workforce Investment Boards (WIB).

Business Services Team Training

Identified as an area that could be improved—through the CareerLink Quality Review process—training was developed using LMI to target outreach to employers and measure the outcomes of the team. Training and consultation were provided to Pennsylvania CareerLinks in 10 of the state's 22 Workforce Investment Areas (WIA).

The CareerLink Quality Review process occurred in early 2006. The resulting training sessions were developed and conducted over several months, from August through December 2006.

Educational Program Analysis

In early 2007, two LWIBs requested training program analysis for career and technical schools in their respective regions. This analysis took the proposed CIP codes, evaluated the regional outlook of correlated occupations, and the projected growth/decline or related industries. The directors used these reports to solicit the support and funding necessary from their partner school districts.

Similar analysis was, and continues to be, performed for the Department of Corrections (DOC) and its inmate vocational-training programs. DOC has used this analysis to enhance existing programs and create new programs that will provide inmates with skills and knowledge needed to find employment upon release.

CIP-SOC Crosswalk

In conjunction with LWIBs and the PA Department of Education (PDE), CWIA has revised and continues to modify the national CIP-SOC crosswalk. This process, started in 2005, was done to keep current with growing industries, and to ensure that educational programs that provide skills and abilities related to HPOs receive the necessary funding. The dynamic crosswalk is periodically reviewed and adjustments made based on input from LWIBs, PDE and CWIA.

Reemployment Assessment Reports

Reemployment assessment reports are commonly used to evaluate job prospects for individuals impacted by major layoffs or plant closings. These reports are produced upon request or, when possible, in anticipation of such events. On average, 10-12 reports per year are requested.

In March 2007, reemployment prospect data was also provided to support a job fair being held for the dislocated workers of Willow Grove Air Force Base impacted by the BRAC closings.

Local Industry Profiles/Clusters

The local industry profiles were created through a need to inform the less-LMI-savvy what was happening in the regional economy. Along with products, CWIA also supports the defining of local industry clusters and producing relevant information on them. Although not recognized by the state as “targeted” or deserving of funding, CWIA assisted the South Central WIB in defining a “Hospitality Cluster” in October 2007.

State WIB

Due to its location in Harrisburg, CWIA typically works closely with the State Workforce Investment Board throughout the year. From July 2006 through June 2007, the Center partnered with them through the state youth council, the Health Careers Week planning committee, and the regional industry partnerships (providing/compiling surveys for evaluating their training successes.)

Review of Statewide Industry Clusters

A work group has been formed that includes LWIBs, state workforce development agencies and CWIA staff to review the current targeted industry clusters to determine if revisions or additions are needed. The group will also define an energy cluster for the state.

6. Conduct Special Studies and Economic Analysis

Impact of a National Decline in the Automotive Industry on Pennsylvania

This report outlines the overall employment and specific industries, companies, and occupations likely to be impacted in Pennsylvania by a national decline in the automotive industry.

Analysis of Pennsylvania House Bill No. 349 on Minimum Wage

Pennsylvania, via House Bill No. 349, is considering raising the minimum wage to \$8.15 an hour in 2008, to \$8.75 an hour in 2009, and to \$9.35 in 2010. Furthermore, beginning in 2011 and thereafter, the minimum wage would be increased by a cost of living adjustment tied to inflation. These increases are in

addition to those already enacted, occurring in January 2007 (\$5.15 to \$6.25) and in July 2007 (\$6.25 to \$7.15). The report highlights the minimum wage and hourly worker population; discusses the issues of inflation and poverty in relation to the minimum wage; details the industry impact of the proposed minimum wage increases and of the last minimum wage increase in 1997; and lists characteristics of hourly workers earning at or around the minimum wage.

Impact of the Hershey Foods Layoffs in Confectionary Manufacturing on Dauphin County and Surrounding Areas

This report outlines the overall employment and specific industries and occupations likely to be impacted by a layoff in the confectionary manufacturing industry. The Center for Workforce Information & Analysis based its impact analysis on layoff estimates announced by the Hershey Foods Corporation. Hershey Foods Corporation estimates 900 jobs will be eliminated at its three Derry Township plants in Dauphin County by 2010.

LED Database

This Microsoft Access database contains LED data by state, workforce investment area and county. Standard queries are built into the database to analyze local economies based on the questions that can be answered by LED's Quarterly Workforce Indicators. For example, one feature of the database is specialized queries that focus on the growing cohort of older workers in the workforce.

Fabricated Metals in Pennsylvania

This report uses data from the Local Employment Dynamics (LED) program to show economic dynamics of workers in the fabricated metal industries in Pennsylvania. Information is first displayed by Quarterly Workforce Indicators showing changes that have occurred in the industry between 2000 and 2005. Distribution of workers in the industry by age groups is then provided to facilitate comparison among workers and provide information about potential characteristics of future workers in the industry. Finally, data are displayed by gender highlighting major changes over time.

Pennsylvania's Plastics Initiative

Pennsylvania's Plastics Initiative is a multi-partnered (between government, education, and private industry) approach to maintaining, growing and increasing the competitiveness of Pennsylvania's plastics industry. The Center for Workforce Information & Analysis supplied various reports and products in support of this initiative.

Allied Health Occupations

As part of CWIA's support of the Pennsylvania's Center for Health Careers (CHC), staff are working on a sub-group of the CHC to look at potential strategies to identify and alleviate workforce issues throughout allied health occupations. Initial support to this group has involved providing detailed occupational employment and wage information for allied health occupations and explanations on how to use and interpret the information. Extensive supply/demand analysis and skills analysis will most likely be required as this group moves forward.

B. Customer Consultation

Customer Response Team

CWIA's Customer Response Team deals with customer requests every day. They are responsible for handling issues relating to products, obtaining information through the Web site, and overall accessibility of data. They are capable of tracking common requests and trends, which lead to the alteration of the Web site and creation of new products.

Surveys

Satisfaction surveys are used throughout the year to collect information regarding the PA WorkStats Web site as well as the *Career Guide*, *Resource Guide*, and occupational posters. These surveys are transmitted to the customer both electronically and in hard copy format.

WIB Road Show

From November 2006 through January 2007, CWIA made an attempt to visit each WIA and have a sit-down consultation with the WIB staff. This was to query about our past customer service, determine any needs not currently being fulfilled, and to market new products and services. One product, Local Industry Profile, was a direct result of these meetings, while others are still in various stages of development.

Focus Groups

Through a local Career Education Partnership, focus groups were held with educators in February and March 2007 to discuss the design, content, and distribution of the annual *Pennsylvania Career Guide* publication. Along with constructive criticism, these events provided ample brainstorming and a morale boost to the staff members working on the project when they learned how much the product is appreciated.

High Priority Occupation Information Sessions

In Spring 2007, CWIA attended various conferences and WIB meetings to discuss and explain the petitioning process that exists for identifying local workforce needs that do not meet the standard HPO criteria. These sessions allow CWIA to get a better understanding of what is happening in a particular WIA and provides another opportunity to work closely with the LWIBs.

General HPO informational sessions are conducted throughout the year as requested. CWIA gave HPO presentations at many educational conferences and workforce development symposia in 2006 and 2007.

Conferences/Symposia

Through conferences and symposia attended throughout the year, CWIA's Outreach and Training group is able to work with its customers in a more casual atmosphere. The absence of a formal meeting or presentation often allows the more timid customers the chance to express their concerns and needs openly. Attending to these needs often generates more customer loyalty due the personal nature under which the request was made.

C. Recommendations for Improvements or Changes to the Deliverables

Short-term Projections

Based on feedback from our customers, short-term projections are not a high-interest item. The long-term projections, on the other hand, are used heavily and should remain a deliverable.

Occupational Information/ Flexibility of the Grant

Occupational information and/or products were previously combined with career products as a deliverable and were not specifically included in this year's grant. The occupational information and the associated products are heavily requested and used by our customers. This is especially important to CWIA's educational partners. Since the pipeline of workers originates in schools, there is a need to provide occupational/workforce information to educators. Pennsylvania is aggressively pursuing relationships with the educational community and needs these products. It is recommended that the flexibility is kept in this grant so that these products can be produced for workforce professionals.

Customer Service

Individual service, an enhanced Web site and training are critical for CWIA's customers. Customers continually tell CWIA staff that the organization's phone accessibility allows them to get clarification on the data. Additionally they like the flexibility of the Web site. Products are continually expanded/dropped according to customer demand.

Workforce Professional Focus

CWIA is taking the approach that the best way to deliver LMI is through the workforce professional community. They are the people who interact directly with employers, job seekers and students. Consequently, CWIA is developing training and products for them to use with their customers.