

**STATE OF ALABAMA
DEPARTMENT OF INDUSTRIAL RELATIONS
LABOR MARKET INFORMATION DIVISION**

WORKFORCE INFORMATION GRANT REPORT PY 2007-2008

The Alabama Department of Industrial Relations, Labor Market Information (LMI) Division makes every effort to make use of the established methodologies provided by the U.S. Department of Labor, Bureau of Labor Statistics in a cost-effective, yet superior manner to collaboratively fulfill responsibilities as the State of Alabama's official Statistical data collection and analysis manager for the Alabama Workforce Investment System. Customers of Labor Market Information have had access to quality information, data and resources to help with better informed decision making at local, regional and state levels.

During PY 2007 the national WIRED Initiative began to have an impact on both the type of requests for information as well as assists with planning and delivering conference workshops on WIRED implementation in Alabama. This initiative has brought together education, economic development, workforce development, and regional employers; and with that assembly Labor market information has been an important source for providing industry and occupational information.

Federal grant funds have been used for the delivery of products and services as part of the state's workforce information system. Enhancement of products and services above and beyond those discussed in this report has incorporated other partner funds.

ACCOMPLISHMENTS

1) Populated the Workforce Information Database with state and local *data*.

A) Outcomes for this objective

The ALMIS database version 2.4 was used, Core ALMIS tables were populated according to Consortium guidelines and database content have been maintained and updated to reflect the most current AL publications and data releases. Also, crosswalks to associated database have been maintained as updates have been available in addition to participation in ALMIS training opportunities.

B) Extent to which activities conformed to schedule

The ALMIS database was maintained and populated as planned with no variance from anticipated milestones.

C) Aggregated expenditures and variance

There was no significant variance from the original estimated aggregate expenditures.

2) *Produced and disseminated industry and occupational projections.*

A) Outcomes for this objective

Short-term industry and occupational statewide and area projections for 2007-2009 were completed by June 30, 2007. These were delivered July 4, 2008

Projections files were submitted to DOL/ETA for ACINet by August 12, 2008.

This data has also been submitted for the ALMIS database for publication via internet. Staff have participated in both MicroMatrix and Long-Term Projections training opportunities offered by the Projections Workgroup and Managing Partnership.

B) Extent to which activities conformed to schedule

Delivery of long-term industry and occupational projection deliverables to DOL/ETA was delayed until August 12, 2008 due to staff turnover. The additional weeks required for data production were the direct result of individuals who are new with the software and entire detailed process working through it for the first time. As of the end of August all of the projections data have been added to the Labor Market Information website for customer access.

C) Expenditures and variance

There was no significant variance from the original estimated aggregate expenditures.

3) Publish annual economic analysis report for Alabama Governor and SWIB.

A) Outcomes for this objective

In October, 2007 the Alabama Department of Industrial Relations, Labor Market Information Division entered into a partnership with the University of Alabama, Center for Business and Economic Research (CBER) to produce a State of the Workforce Report to include the state as a whole, the ten workforce development planning regions, and the two separate WIA regions of Jefferson and Mobile counties. This report will include an updated survey on underemployment in the state to complement the demographic, economic, and labor market information available in the report. The Labor Market Information Division provided a large amount of data to make this report possible. The report includes labor force data, commuting patterns, industry data, occupational data, wage data, skills projections information, etc., all analyzed and provided to CBER by the Labor Market Information Division. Specifically, the report includes labor force data from 2001 to 2007, workforce by age group, derived from the Longitudinal Employer-Household Dynamics Program, commuting patterns, combination of decennial census data and the On The Map application of the Longitudinal Employer-Household Dynamics Program, Industry data, combination of Labor Market Information Division data and the Longitudinal Employer-Household Dynamics Program, Occupational Projections through 2016, and Skills Projections through 2016, developed by the Labor Market Information Division. The analysis of the report will be summed up in basic points and suggestions for moving the economy in a positive direction in the coming year. Furthermore, after the report is complete, staff from CBER, Labor Market Information, and others, will travel the state presenting the results of this report to every workforce development planning region in the state. This will likely occur during the months of October through the end of 2008.

B) Extent to which activities conformed to schedule

The original goal of completion of the Workforce Report of June 30, 2008 was delayed due to the production of the occupational projections being delayed also past the June 30th deadline. Originally the entire report, workforce report and the underemployment survey, was scheduled to be delivered by September 30, 2008. That is still on schedule for delivery. The report will be delivered to all partners who participated in the development and the funding of this report. It will also be delivered to Governor Riley as the annual economic analysis report.

C) Expenditures and variance

The Alabama Department of Industrial Relations, Labor Market Information Division contracted to spend \$50,000 during this program year to partner in the development of this report to meet the grant guidelines for an annual economic analysis report for the governor and state workforce development board. The delivery of the report has been slightly behind schedule due to occupational projections also produced later than the goal date of June 30th, but the final delivery should meet the deadline of September 30, 2008.

4) Post products, information, and reports on the Internet

A) Outcomes for this objective

An internet link to the ACINet homepage was maintained as part of Alabama's information delivery. Supplemental wage information was continuously published online as it was released. Staffing patterns for industries using Micromatrix software have been developed. These staffing patterns are not published, but are being used to answer data requests and for internal data analysis. Career videos continue to be available online and distributed on CD as requested by customers. Informational posters, flyers and other occupational and career information products have been developed/updated with current data. In addition to internet availability, these products have been made available where possible. In addition, commuting pattern reports for the state and workforce development planning regions, and maps of industry clusters, which align to the Presidents High Growth Job Training Initiative, have been added to the website during this program year. The link for the Alabama LMI Tutorial as well as the report on Labor Supply in Alabama continues to be maintained. The report is still available for download on the LMI website. Further updates and research of supply in Alabama and its WIA regions have been ongoing. LED Quarterly Workforce Indicators and Mapping data continue to be updated in partnership with the US Census Bureau, and used in reports to respond to information requests.

B) Extent to which activities conformed to schedule

Activities for this deliverable were produced, delivered or maintained in a timely fashion with the exception of one Business Employment Dynamics report which was delayed due to production of industry and occupational projections. That late report has been completed and posted online.

C) Expenditures and variance

There was no significant variance from the original estimated aggregate expenditures.

5) Partner and consult with workforce investment boards.

In PY 07-08 some reorganization in the area of workforce development occurred due to the retirement of the appointed director over workforce development in the state. The reorganization process brought in new workforce development staff that began working with regional boards to organize their planning efforts in a new direction. This new workforce development administration immediately involved the Labor Market Information division in this effort. Workforce development included a staff member from Labor Market Information in the very first meeting of all regional planning boards to present labor market information which is vital to the boards' proposal plans under state guidelines. The following tasks are the result of consultation and collaboration with workforce development partners as well as regional planning boards. These tasks and products support the Department of Labor, Employment and Training Administration five-year plan, and are a direct result of active and ongoing consultation and collaboration with workforce development leaders in the state and local areas.

A) Outcomes for this objective

The Labor Market Information Division has worked closely with Workforce Development statewide and regionally to provide data that is vital to presenting well informed comprehensive plans for enhancing training and developing industry both regionally and statewide. LMI has presented both at statewide workforce development meetings, regional workforce planning meetings, and even city workforce planning meetings. LMI staff has also been involved in planning consortiums both in the Alabama Association of Retired Persons (AARP), and the Alabama Energy and Industrial Construction Consortium (AEICC) to provide labor market information and other input in planning and research. The division has also been consulted by the Governor's office to analyze the use of labor market information in various reports produced by organizations around the state. Workforce Development has been stressing supply gaps, training issues, and high wage high demand occupations and industries. To coincide with these goals, the LMI division continues to provide high demand occupations, but has also included high demand occupations for lower trained workers, providing a high demand list for occupations requiring associate degree and under. The division has also developed commuting pattern reports statewide and for workforce development regions to stress the fact that workers commute many miles for jobs with competitive wages. These commuting patterns also show that many people commute in from adjoining states to work for employers in Alabama. Statewide maps were also produced showing the locations of industry clusters across the state, one map for each of the President's High Growth Job Training Initiative industries. These assist economic developers in attracting new industry to the state. Current program data is regularly analyzed using GIS, administrative records and other data mining sources to bring greater depth to LMI informational materials. Continuation of LED program (cooperative program with U.S. Census Bureau) and Quarterly updates to LED are ongoing. The LED Mapping application version 3.0 has been recently made available online and now includes more analytical capability, and will soon add data for 2005 and 2006. LED reports also make information available on workers by age and stratification within industry. Industry and occupational analysis of workforce advisory areas and exploration continue as data becomes available.

B) Extent to which activities conformed to schedule

Activities of this nature are based on the demand of Workforce Development in the state and the workforce development regional planning councils. To this extent data was provided within the scope of the schedule in which it was requested. LED reports are being produced on a continuous basis to answer customer requests in

a timely manner. The report on workers in Alabama over the age of 55 using LED data has been delayed due to US Census Bureau time schedules.

C) Expenditures and variance

There was no significant variance from the original estimated aggregate expenditures.

6) Conduct special studies and economic analyses

A) Outcomes for this objective

LMI continued to conduct special studies and develop reports based on demand of customers and WIA boards. Furthermore, in response to events which took place over the program year that may have an impact on Alabama's economy, LMI produced several smaller reports. Maps were produced to graphically display the location of industries aligned with the Presidents High Growth Job Training Initiative. A statewide industry cluster map was produced for each of the training initiative categories. The division also provided a commuting pattern report for the state and all workforce development regions across the state. This report contained information regarding people commuting out of the area, those commuting into the area, and people working and living in other states that commute into or out of Alabama. These reports are useful to economic developers involved in attracting new industry to the state.

B) Extent to which activities conformed to schedule

Activities of this nature are based on the demand of Workforce Development in the state and the workforce development regional planning councils. Also these activities are dependent on funds and staffing to provide such reports beyond the scope of the other required elements of the one-stop grant. The division always strives to provide data in new ways which will benefit its customers. To this extent data was provided within the scope of the schedule in which it was requested.

C) Expenditures and variance

There was no significant variance from the original estimated aggregate expenditures.

Consultation and Customer Satisfaction Assessment

Customer consultation and satisfaction in Alabama have continued to be evaluated using employer groups, workforce investment partner reviews, customer satisfaction surveys, requests for publications, training events, and anecdotal information received from customers. LMI staff in Alabama will continue during the coming year to extend the public's knowledge of labor market information and its benefits to the workforce and economy of the state.

There was an increased interest in information and training provided by the Labor Market Information Division. Customers asked for speakers and/or trainers at respective conferences and meetings. LMI staff conducted training at, high schools, employer meetings, economic development meetings, career technical education training, and industry association meetings. Information requests came from a wide range of customers, such as

workforce development, researchers, economic developers, employers, secondary education, postsecondary education, etc. During PY 2007, LMI staff answered over 1,100 requests for information made by phone, fax and email. Many of these phone calls involved technical assistance and customer service with online callers looking for reports, data, and asking for navigational directions of our online resources.

In PY 2007-2008 fewer customer satisfaction assessments were sent to customers due to reduced funding and the move from printing large quantities of hard copy publications to providing printable documents online. The subsequent decrease in the volume of traditional mail has made this means of obtaining reliable customer satisfaction erratic. While customer satisfaction is an ongoing concern and a primary tool for evaluating product/service success, not enough assessments were received to report for satisfaction. Pursuant to the instructions in the grant planning instructions, numbers of data requests, presentations customer comments and web metrics have been utilized to gauge the effectiveness of LMI materials and services. These are shown below.

Table 1. Level of Demand for Online Labor Market Information Products and Services, PY 2007-2008

Web Site Name and URL	Target Groups					Web Metrics		
	Job Seekers, Job Counselors	Businesses, Business Service Representatives	Researchers, Economists, Economic Developers	WIA Administrators, Planners, Policy Makers	Students, Teachers, Counselors	Number of visitor sessions	Number of unique visitors	Number of unique visitors, monthly average
AL Virtual LMI (www.dir.alabama.gov/lmi/vlmi)	X		X	X	X	430,248	10,165	847
Consumer Report (www.dir.alabama.gov/lmi/crs)	X				X	468,097	14,259	1,188
AL LMI Homepage (www.dir.alabama.gov/lmi)	X	X	X	X	X	990,459	108,245	9,020
Region VOS (www.alabamavos.org)	X					1,473,340	12,732	1,061

Figure 1

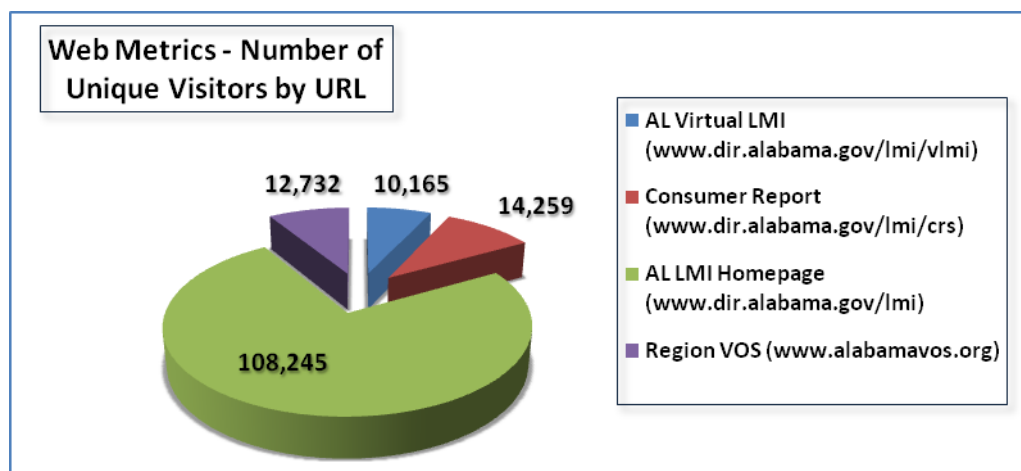


Figure 2

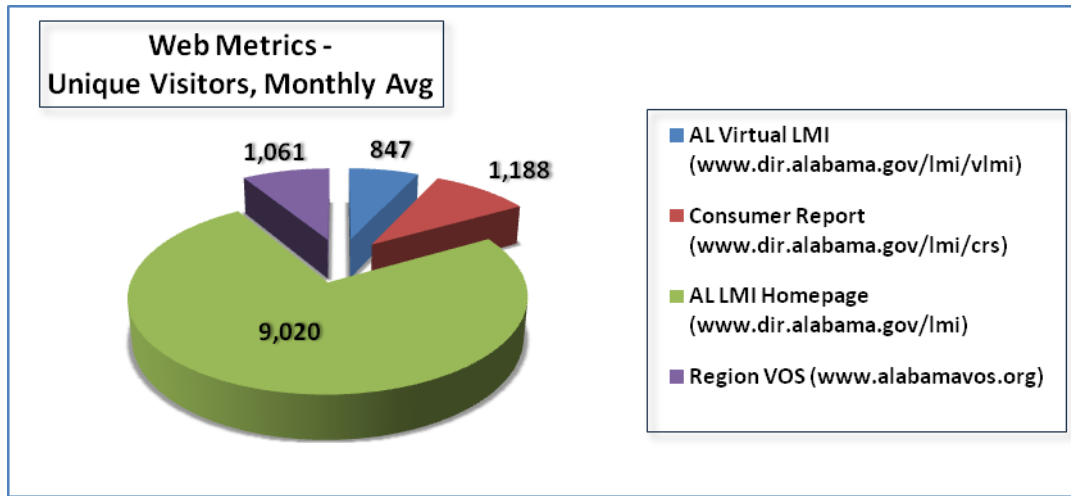
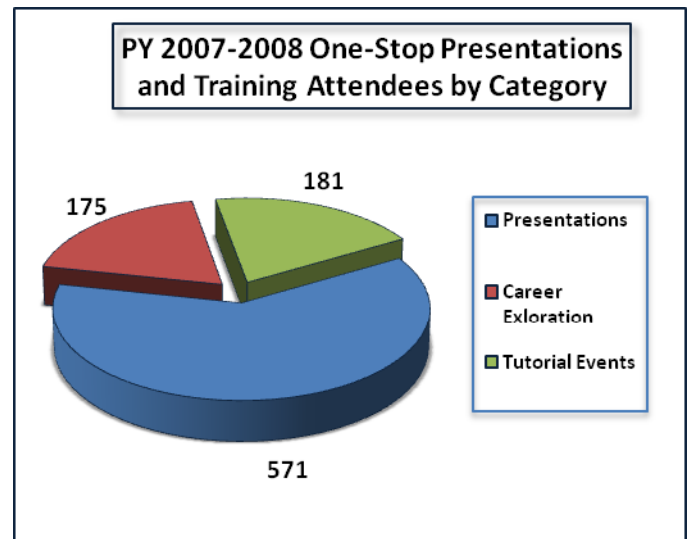


Table 2. Presentations, Training, and Career Exploration

Presentations & Training in PY2007-2008	Attendees
* ETA Workforce Information Driving Regional Economics Conference Presentation	
* Alabama Department of Rehabilitation Services Jan 2008 Conference	75
* Presentation to Regional Workforce Chairs & Co chairs	40
* Career Technical Conference	60
* Workforce Development Planning Region 5 presentation	6
* Presentation Mobile Workforce Summit	300
* Presentation City of Birmingham Quarterly Economic Development Meeting	100
* Selma High School Career Exploration	160
*Presentation for Wiregrass, Economic Development	50
*Boy's State Career Exploration	15
*DIR Meetings with Legislators	25
*Online Tutorial registrants (2007 and 2008 combined)	56
TOTAL	927

Figure 3



CUSTOMER QUOTES

"Thanks so much for your efforts. I was searching around on the DOL's website but couldn't find what I was looking for. This is great!" Ellen Ridley

Thanks!!!! I was looking at AARP (Nationally).....I knew "one of you" would be able to assist me and save me some time!!! Michael Johnson

Have printed and are going through what you have sent. Thank you guys so much. The data looks good to make our case. We appreciate all. **Debra Fox, Development & Planning, City of Thomasville**

Thank you! Again, I know how busy you all are and I truly appreciate it. The next time I'm covering "political" stuff in Montgomery, I will make sure key folks at the capital know how much I appreciate you and your team. **Bettina Boateng, Weekend Morning Anchor/ Reporter, NBC 13 News**

Tonya, that is too good. Thank you so much for your help with this project. There may be more questions down the road. Thanks again. **Bob Smith, Sr. Project Manager, Alabama Development Office**

Thanks so much this is great information and just what I was looking for! **Whitney Verett**

Recommendations for Improvements or Changes to the Deliverables

The annual report to the Governor will be revised to include more analysis, and fewer tables. The division will continue to place emphasis on making all products and reports available on the website, allowing customers easy access and printing capability.

More detailed and conclusive means of capturing customer satisfaction need to be developed as the division will continue to alter presentations of data, and develop data and training based on this customer feedback. Business Employment Dynamics will be analyzed further to look at industry job flow by establishment. The division will look for ways to use GIS with established data sources to illustrate various aspects of the labor market economy beyond current implementation.

The Alabama Labor Market Information Division will continue to work with LMI divisions in surrounding states to provide data in regions that cross state borders. In the same manner, the division will continue to pursue partnerships with various agencies to provide more data to the public. In addition, the division will make every effort to show customers how to use labor market information to answer questions about the state and local economy, how to maneuver the LMI website to gather information, and how to seek information from other resources that may be beneficial.