

**COMMONWEALTH OF MASSACHUSETTS**

**WORKFORCE INFORMATION GRANT**

**ANNUAL REPORT  
FOR  
PROGRAM YEAR 2007**

**September 30, 2008**

**Executive Office of Labor and Workforce Development  
Department of Workforce Development**

## Massachusetts PY 2007 Workforce Information Grant Annual Report

### A. Statewide Workforce Information System Overview

Massachusetts' Workforce Development system is overseen by the Executive Office of Labor and Workforce Development (EOLWD). Workforce Information products and services are developed and disseminated primarily by EOLWD's Department of Workforce Development's Division of Career Services (DCS) and Division of Unemployment Assistance (DUA), in coordination with EOLWD. Commonwealth Corporation (an agency reporting to EOLWD) through its Center for Research and Evaluation also contributes through targeted studies examining the responsiveness of policies and programs to changes in economic conditions.

EOLWD assures that products and services provided with these grant funds are consistent with the Governor's Strategic Plan and Goals and with the vision of the Massachusetts Workforce Investment Board (MWIB). Labor market and workforce information resources support economic development efforts, workforce partners' business planning, and customers' needs at the local level.

Our design and use of workforce information is guided by how effectively those products, tools and services support the state's strategic plan. The core products and services are designed to meet identified customer needs and offer the flexibility for adjustments with changes in the Commonwealth's strategic plan.

Additionally, by providing projected job vacancies, demand occupations, occupational supply and wage information at the state and local Workforce Investment Area levels, the data and information products produced with the Workforce Information funding provide the Governor and other state and local policy makers with valuable tools to assist them in planning and meeting the state's strategic workforce and economic development goals. The data, information, products and reports are readily available to policy makers, job seekers and citizens in real time access through the web site [mass.gov/lmi](http://mass.gov/lmi).

EOLWD has the responsibility of ensuring the appropriate development of and dissemination of workforce information and labor information including economic, career, and job vacancy data to all state and local workforce development partners. Its key focus is identifying and serving the needs of local workforce boards, One-Stop Career Centers and their partnering organizations, as well as educators and job seekers, employers, students and parents served by local workforce providers.

The strategies employed to ensure wide dissemination of labor market and workforce information include assuring availability via the Internet, developing specific targeted products, staff training (such as our LMI training component directed to counselors and employer service staff of the One-Stop Career Centers), providing technical assistance

in the use and availability of information, and making presentations to inform and educate. Economists are available to provide direct assistance to all individuals who contact them in person, by phone or through email.

All labor market (LMI) and workforce information (WI) including a comprehensive career information system (MassCIS)

<http://masscis.intocareers.org/loginmain.aspx?ReturnUrl=%2fdefault.aspx&cookieTest=y> and Mass Stats <http://massstats.detma.org/websaras/index.asp>, a geography based LMI delivery system, are available online at the Commonwealth's web site at [mass.gov/lmi](http://mass.gov/lmi).

The Massachusetts Workforce Board Association representing the sixteen Workforce Investment Boards (WIBs) provides guidance for the development of state and local labor market information and workforce profiles and related research efforts to ensure that we address the needs and concerns of local boards. In addition, an LMI Advisory Group of stakeholders, including representatives from the workforce boards and the Executive Director of the MWIB, meets periodically to discuss customer needs and align products and services to identified needs.

## **B. Core Products and Services**

The Executive Office of Labor and Workforce Development's Division of Career Services, Economic Analysis Office, and Division of Unemployment Assistance, Economic Research Department developed and provided workforce information products and services in the following core areas as defined in the Workforce Information grant.

### **1. Populate the Workforce Information Database With State and Local Data**

The Workforce Information Database (WID) which contains the LMI and WI data is current with all releases, version 2.4, required of the grant. All data and information products that are made available through the Commonwealth's web site at [mass.gov/lmi](http://mass.gov/lmi) are supported by the database. The core LMI, WI and required workforce information database tables are populated for public use on date of release.

In addition to the core WI requirements customized additions have been made to support Massachusetts developed data series and levels of aggregation requested by customers. Responses to customized data queries were provided through special web links in standardized formats.

### **2. Produce and Disseminate Industry and Occupational Employment Projections**

The 2006-2016 statewide long-term industry and occupational projections were finalized in summer 2008 using the methodology, software tools and guidelines developed by the Projections consortium and the Projections Managing Partnership.

Massachusetts' estimates of job growth and replacement needs are widely used by educators, career counselors, policy makers, government agencies and businesses. As the state's workforce ages and industry shortages develop, the projections information will become even more widely used.

As required by the WI grant, the 2006-2016 projections data will be released in the fall 2008 and two publication products on employment projections will be available on [mass.gov/lmi](http://mass.gov/lmi). A PowerPoint also was developed presenting the projections data and interpretation for use with local users. Data are also being incorporated into the fall 2008 release of the Massachusetts Career Information system (MassCIS).

Short-term projections were not developed in PY 2007. EOLWD conducts a bi-annual job vacancy survey that covered 10,000 employers each in PY 2007. The job vacancy survey, available at <http://lmi2.detma.org/Lmi/LMIjobvacancy.asp>, has been found to be a better indicator of short-term demand by providing current real-time openings data by industry and occupation for the state and local areas. Additional resources have been put into this survey, which tracks business hiring demand by industry and occupation and education and training for each of the state's seven regions.

The Administration and the Governor's Transition Work Group place high priority on expanding our ability to understand and identify the "skill gaps" in the economy expressed by the number of job vacancies requiring skills not present in our supply of unemployed workers. The Job Vacancy Survey is the primary tool used to identify these skills gaps and training needs and to evaluate our long-term projections data.

With response rates averaging 80 percent across the regions, the job vacancy survey provides a richer, more comprehensive picture of the shifts and turning points in the hiring demand for workers than two year forecasts, particularly on an occupational basis in rapidly changing industries such as bio-tech and information technology.

Limitations of the projections' two year forecasting methodology (i.e. by using and applying the same change factor--20 percent of the expected 10 year change--to each and every industry) can distort the hiring demand for workers in these industries by over or under estimating demand for selected workers. In short, the present two-year forecasting methodology cannot adequately capture shifts in the demand for workers and skills that Massachusetts policy makers require to align workforce training programs to meet employer needs.

In the spring of 2008 EOLWD used workforce information grant funds to pay for the continuation of 1,049 employer establishments for the May 2008 BLS Occupational Employment and Wage Statistics (OES) survey panel. BLS reduced the sample by this size to offset last year's federal rescission. Restoring the OES sample provided sufficient sample to continue to produce OES employment and wage estimates for all of the Local Workforce Investment Areas for the May 2008 estimates. Additional grant funds were also used to restore the Current Employment Statistics (CES) monthly jobs estimates for the Leominster-Fitchburg-Gardner and Pittsfield NECTAs when BLS eliminated the funding for these two areas due to the federal rescission funding cuts.

### **3. Publish An Annual State Economic Analysis Report for the Governor and the State Workforce Investment Board**

A statewide economic and labor market analysis was finalized and published in July 2007 and incorporated into the *FY08 and FY09 Massachusetts' State Plan for Workforce Investment Act and Wagner-Peyser Funding*  
[http://massworkforce.org/StatePlan/downloads/MA%20State%20Plan%202011\\_1\\_07\\_Final%20with%20updates.doc](http://massworkforce.org/StatePlan/downloads/MA%20State%20Plan%202011_1_07_Final%20with%20updates.doc)

A Massachusetts Labor Market Information Profile was published in March 2008 to coincide with the annual workforce planning cycle in late winter/early spring. This report detailed economic conditions and presented key economic data for the state.  
<http://lmi2.detma.org/Lmi/FPLmiforms1.asp#Profiles>

Additionally, economists within the Economic Analysis Office delivered more than 20 workshops, seminars and special presentations during PY 2007 across the state at the request of local workforce boards and partner agencies.

### **4. Post Products, Information, and Reports on the Internet**

All LMI and Workforce Information data, products and reports are released and publicly accessible through the web as required by the WI Grant. All economic data pages meet accessibility standards defined by the federal government.

The consolidation of information delivery through the improved site provides for immediate access at time of release for all workforce information and LMI data and products. The home pages for economic information have been redesigned to meet customer needs. Customers can see at a glance the latest information on jobs, the labor force, the unemployment rate, and wages by occupation and get access to all information in downloadable formats.

Additional query tools have been developed to provide optional formats requested by customers. We continue to work with the workforce agencies, and other customers to improve and expand Internet access to data. Several new

occupational formats have been developed in responses to local WIA requests. These products will be available in 2008.

Since PY 2006, the total visits to the LMI web site have doubled. The hits to several of the pages developed based on customer requests and the pages retrieved have also had corresponding increases. The maps which guide customers to the specific geographic areas and data they are seeking remain very popular products. These simple, intuitive query tools grow more popular every year. Additionally, the city/town data search also is linked directly from the mass.gov home page through the *Find resources in your community* search option.

The state disseminated customer-focused occupational and career information through the Massachusetts Career Information System (MassCIS) <http://masscis.intocareers.org/loginmain.aspx?ReturnUrl=%2fdefault.aspx&cookieTest=y> is managed by EOLWD. Massachusetts contracts annually with *intoCareers* out of the University of Oregon to use the national CIS program, and to host the MassCIS web site.

MassCIS includes occupational skill requirements, user-friendly descriptions, wages, and current and forecast employment by occupation, plus links to web-based job sites and to educational and training venues. These include colleges and universities nationwide, as well as proprietary training schools in Massachusetts. DCS develops the information on proprietary schools through an annual survey.

The Massachusetts Career Information System (MassCIS) continued to be available free online to all Massachusetts residents. During the year, there were over two dozen training sessions, during which over 250 career center and education counselors were trained in using MassCIS. Over 96,000 visitor sessions were recorded in PY2007. Visitor sessions, or hits, could be identified as coming from each of the 37 State One Stop Career Centers. Among the new information provided in the system were updated occupational employment and outlook data, wage data, and occupational licensing information.

## **5. Partner and Consult with Workforce Investment Boards**

Approximately twenty workshops, including *LMI 101* sessions and customized presentations were delivered during PY 2007 in response to specific requests from local workforce partners. These customized sessions provided information to support state and local workforce planning, economic development and employer needs.

EOLWD published Regional Labor Market Information Profiles for each of the sixteen (16) workforce areas in March 2008. The regional profiles are developed yearly in response to demand from local workforce boards and issued to coincide with the annual workforce planning cycle. These reports detailed economic

conditions and presented key economic data within the workforce areas. The Profiles are posted on the web site at:

[mass.gov/lmi](http://mass.gov/lmi) <http://lmi2.detma.org/Lmi/FPIforms1.asp#Profiles>

EOLWD will also continue to consult with key members of the MWIB and local boards to ascertain which key indicators of labor market demand and supply are needed to develop the capacity of regions to use current labor market and economic data for planning, analysis, and policy development purposes. By providing access to relevant and easy to understand labor market information, workforce development officials will be able to build the capacity of their regions to analyze, interpret, and use labor market data on an ongoing basis.

## **6. Conduct Special Studies and Economic Analyses**

### Staffing Patterns

The Occupational Employment Statistics May 2007 staffing pattern data which provides customers with the mix of occupations within industries and the employment and wages for each occupation was developed for the state and the local workforce areas. The staffing patterns will be published in October 2008.

Additionally, special tabulations have been prepared to show users how to integrate occupational/industry matrix data into their job development activities.

### Job Vacancy Survey

Two semi-annual surveys covering 10,000 employers each were conducted in PY 2007 and two comprehensive reports presenting the findings were published in March 2008 and May 2008. Additional presentations and analyses have been prepared to help customers understand and address the issue of skill shortages in Massachusetts and much work along these lines has been done in conjunction with other workforce agencies, most notably Commonwealth Corporation. Reports are posted on the Internet at [mass.gov/lmi](http://mass.gov/lmi) <http://lmi2.detma.org/Lmi/LMIjobvacancy.asp>

### Career Moves

At the request of stakeholders from the LMI Advisory Group, a comprehensive occupational guide was developed for approximately 100 high demand occupations in Massachusetts. This guide is geared to planners, counselors, students, and job seekers. It includes descriptions of specific jobs, education and training requirements, wages and salaries, and industries where jobs are currently found. The report was published in April 2008 and is posted on the Internet at [mass.gov/lmi](http://mass.gov/lmi) <http://lmi2.detma.org/Lmi/FPIforms1.asp#CareerMoves>

### Monthly LMI Fact Sheets

In response to demand from local data users and with their input, five Regional LMI Fact Sheets were developed and expanded. These reports have been issued monthly beginning in July 2006 and posted on the Internet at [mass.gov/lmi](http://mass.gov/lmi) [http://lmi2.detma.org/Lmi/LMI\\_factsheet/LMI\\_factsheet.pdf](http://lmi2.detma.org/Lmi/LMI_factsheet/LMI_factsheet.pdf)

### Occupational Wage Statistics

A May 2006 occupational wage statistics report with detailed and summary level tables for the state, workforce areas and NECTA areas was published in July 2007. The May 2007 occupational wage statistics report was published in July 2008 and is now posted on the Internet at [mass.gov/lmi](http://mass.gov/lmi)  
<http://lmi2.detma.org/Lmi/pdf/WageBrief.pdf>

### Industry Employment Structures within Massachusetts and Workforce Areas

A set of tables on the industry employment distributions and location quotients for the 16 workforce areas and an accompanying guide to interpreting and analyzing the data was published in August 2007 and is posted on the Internet at [mass.gov/lmi](http://mass.gov/lmi)  
[http://lmi2.detma.org/Lmi/pdf/location\\_quotients.pdf](http://lmi2.detma.org/Lmi/pdf/location_quotients.pdf)

### Current Population and Demographic Tabulations for Towns, Counties, and Workforce Areas

Population estimates for either 2006 or 2007 and historical trends for the state, counties, workforce areas, and cities and towns within the workforce areas were compiled and published at various times during PY 2007 shortly after the various release dates. The Indicators also included data showing rankings, the components of population change, and age/sex and race/Hispanic distributions. The most recent tables are all updated to 2007 population data as of August 2008 and are posted on the Internet at [mass.gov/lmi](http://mass.gov/lmi) <http://lmi2.detma.org/Lmi/lmicensus.asp>

### Department of Defense Expenditures in Massachusetts Towns within Workforce Areas

A report on Defense Expenditures was prepared during PY 2007. This report provides detailed information on U.S. Department of Defense Military Prime Contract Awards and by Place of Performance Awards for Massachusetts and its city and towns within workforce areas. This report was published in August 2008 and is posted on the Internet at [mass.gov/lmi](http://mass.gov/lmi)  
<http://lmi2.detma.org/Lmi/pdf/DefenseExpenditures.pdf>

### Identifying & Defining Life Science, Bio-Tech, High Tech, Knowledge Industries and Information Technology Industries

A comprehensive listing of the NAICS industries that comprise various high demand and high skill industries in Massachusetts was prepared in July 2007. These detailed listings provide assistance in supporting state and local workforce planning, economic development and employer needs. Additionally, special data tabulations have been prepared utilizing these definitions to help users track and analyze emerging employment trends. This report is posted on the Internet at [mass.gov/lmi](http://mass.gov/lmi)  
<http://lmi2.detma.org/Lmi/pdf/Definitions.pdf>

### Minimum Wage Data for Massachusetts and the United States

A minimum wage data report for Massachusetts and the U.S. was published in July 2007 and is posted on the Internet at:  
[mass.gov/lmi](http://mass.gov/lmi) <http://lmi2.detma.org/Lmi/pdf/MinimumWage.pdf>



**C. Expenditures**

<u>Carry-in from PY 06</u>		<u>PY 07 Funds</u>	<u>Total Expenditures</u>
PS/PB	\$0.00	\$490,142.35	\$490,142.35
NPS	\$0.00	\$151,177.65	\$151,177.65
Total	\$0.00	\$641,320.00	\$641,320.00