

**Final Progress Report for PY2006 on
Workforce Information Data Development and Dissemination Activities
July 1, 2006 through June 30, 2007**

A. Populate the Workforce Information Database

1. Texas continued to maintain and upgrade the Workforce Information Database, and our delivery vehicle known as TRACER, as required under the ETA grant during PY 2006-2007. Some of these changes and enhancements were accomplished to insure full compliance with the new 2.4 schema mandated by BLS/ETA, including modifying the file structure to accommodate the new 2007 NAICS Codes. TRACER now contains the new NAICS taxonomy and the Texas 2014 Industrial and Occupational Projections.

The following NAICS codes have been added.

517210 Wireless Telecom Carriers, (except Satellite)
517911 Telecommunications Resellers
517919 All Other Telecommunications
51913 Internet Publishing, Broadcast & Web Portals
541711 Research and Development in Biotechnology
541712 R&D: Physical, Engineering, & Life Sciences
561311 Employment Placement Agencies
561312 Executive Search Services

In addition, LMCI staff continued to attend the national Analyst Resource Center (ARC) meetings to help plan the future course of the Workforce Information Database. Texas has applied for membership in the ARC consortium. In the area of data and content loading and updating into TRACER, our release day procedures have been further streamlined and redundant tasks have been eliminated making possible more complete data checking and analysis. Texas continues to take advantage of the ETA contract relationship with InfoUSA by providing the local boards with free InfoUSA CD's containing the Employer Database and updating the employer contacts in TTRACER and all other LMCI automated products.

B. Produce and Disseminate Industry and Occupational Projections

2. During PY2006 Texas produced a complete set of 2004-2014 industry and occupational projections for statewide Texas and all 28 local workforce board regions. Those projections files have been transmitted to ETA and the projections workgroup for general availability. Short term industry projections were created under contract with Dr. Ray Perryman for two time periods, 2005-2007 and 2005-2008. Staff have begun preparation of 2006-2016 projections by constructing all the necessary industry employment time series files. We are currently awaiting national projections files from the BLS which serve as inputs to our industry projections process.

3. Created an updated brochure and Power Point slide set to disseminate information from the new 2004-2014 projections data.

C. Publish an annual economic analysis report for the Governor and the SWIB

The Texas Workforce Commission has a limited role in describing the economic activity of the state of Texas. This function is commonly provided by the state Comptroller of Public Accounts and Governors Office.

For a narrative economic overview of the Texas economy see the website of the Texas Governors Office at:

www.governor.state.tx.us/divisions/ecodev/bidc/overview#population

For a statistical overview of the Texas economy see the website of the Texas Comptrollers Office at:

www.window.state.tx.us/ecodata/eoind/eoind.html

The Texas Workforce Commission and LMCI does not produce competing or duplicative analyses to these sources. LMCI does, however, have a role in providing useful regional information that forms the basis of workforce, economic development and labor market planning for regional intermediaries. Most of these data are made available electronically to facilitate more interactive, regionally customized labor market analysis that often must transcend traditional politically-designed regions. Among the activities performed by LMCI staff to address this deliverable are:

4. SOCRATES has gotten a literal cosmetic face lift for 2007, with a modified layout and new color scheme. LMCI staff have updated data files and made a number of functional improvements, including (a) the incorporation of the 2004-2014 industry and occupational projections, (b) adding the new Perryman short-term (2006-2008) three-digit NAICS industry projections for each LWDA, (c) upgraded the County Narrative Profiles module by adding new county to county migration data files for 2004-2005 from the IRS (these data can document in great detail how many persons, and their associated household income, either moved into or out of any Texas county), NAICS supersector level industry employment data, and creating a robust county health care profile, (d) creating a report option showing the connection between target industries and the Governors clusters or TWC/LMCI sectors, and (e) the addition of a regional Occupational Evaluation Model (OCCEVAL).

County Narrative Profiles for all Texas LWDAs, counties or combinations of either can be accessed in SOCRATES at http://socrates.cdr.state.tx.us/CNP/index_single.asp.

5. We have completed the initial draft of a publication, code named "*Megatrends Affecting Economic Development and Workforce Preparation Programs*," designed to shed some big picture insight on factors such as energy, demographics, evolving business practices and technological transformations that influence job creation in Texas. The completed initial draft is in review and will be revised and published in hardcopy and electronically after appropriate edits have been made.

D. Post products, information and reports on the Internet

While this category is a separate deliverable in the ETA statement of work, for Texas this requirement extends to every aspect of our operations. We do not develop a new data set or product that is not, at least in tandem, made available on the Internet. The vast majority of the products produced in collaboration with our economic development and education stakeholders involve web-based solutions. Given this strategy, and the fact that most of our activity could be listed under this one deliverable, we have reported those Internet projects done on behalf of external stakeholders under deliverable E.

6. Completed the on-line State Training Inventory (STI) software. STI provides enrollment and graduation data for all sources of postsecondary training in Texas.

7. All LMCI web based applications will include web metrics for user hits, sessions and page views as well as web demographics and additional information on which applications or functionalities users actually engage most frequently. Counts of information disseminated, numbers of inquiries addressed and type of inquiry will help determine user interest and guide product development efforts. This applies to our toll-free career information Hotline as well, where we anticipate another year of caller volume around 12,000 students and 1,500 teachers and counselors.

Complete and uniform web metrics for all LMCI applications started in May 2006. Prior to this date we had an assortment of use metrics but they were not consistent. The table below offers some use metrics for seven of our applications.

| Customer Use Metrics May 1, 2007 thru October 31, 2007 | | | | |
|---|----------|------------------|------------|--------------------|
| Application | Sessions | Sessions per day | Page Views | Page Views per day |
| LMCI Home Page | 20,113 | 109 | 67,720 | 368 |
| Industry Profiles | 45,382 | 246 | 154,972 | 842 |
| Reality Check | 143,794 | 781 | 3,181,755 | 17,292 |
| TRACER | 591,004 | 3,211 | 2,181,887 | 11,858 |
| Texas Wages | 18,043 | 98 | 21,428 | 116 |
| iOSCAR | 94,211 | 512 | 1,389,530 | 7,551 |
| Texas Prep | 5,537 | 30 | 14,124 | 76 |
| Total All Applications* | 918,924 | 4,987 | 7,015,889 | 38,127 |

E. Partner and consult on a continuing basis with workforce investment boards and key development partners and stakeholders

8. Completed the acquisition of the EMSI *Strategic Advantage* software package in coordination with the Texas Comptrollers Office. Procurement paperwork was filed in June 2007 with acquisition completed in August 2007. The EMSI data product offers features for doing small area economic forecasting without data suppression and

estimating indirect and induced multiplier effects of plant relocations or expansions that have proven quite useful.

9. LMCI data dissemination staff continued to field technical assistance requests both over the phone and through the Internet. Staff responded individually to over 1,694 customer inquiries for LMI during the PY.

10. Produced four Quarterly Census of Employment and Wages publications for the 3rd and 4th quarters 2006 and the 1st and 2nd quarters of 2007.

11. Produced twelve (12) Texas Labor Market Review monthly newsletters for July 2006 thru June 2007.

12. Provided seventy-four (74) external training workshops and presentations in a variety of subject areas including the state of the Texas economy, use of LMCI automation tools, LMI for regional planning and Career Orientation Training (COT) (see attached list of trainings).

13. Released a new version of the *Career Clusters Digital Occupational Video Show* (OCCs). This seven CD ROM set, Windows-based product includes over 350 English language digital occupational videos and information regarding job prospects and characteristics by LWDA. The biggest addition is the integration of **a complete Spanish language option**. The Spanish option includes new Spanish language narration for over 280 occupational videos and all labor market reports and screens are in Spanish.

14. Completed a national version of the *Career Cluster Digital Occupational Video Show*. This version will have all the same features of OCCS version 3.0 with Spanish language screens and narratives but also include the option to select occupational projections data, wage information and EEO profile data for any state. This version will be co-branded by LMCI and the Americas Career Resources Network Association (ACRNA). The software is currently in review by ACRNA representatives and after minor cosmetic modifications it will go into production.

F. Conduct special studies and economic analyses

15. Created an Internet-based, occupationally-centered Applicant Availability Indicator System (a.k.a. *Dashboard Indicators for Occupations*) application in cooperation with staff from the Work In Texas (WIT) unit. The application allows users to identify an industry, a geographic area and several other parameters and then shows the occupations that traditionally comprise the industry staffing pattern, the number of active TWC WIT job applicants and other applicant characteristics data. The application can be found within Texas Industry Profiles under the <Dashboard Indicators> tab.

16. Developed Beta Workforce Legacy GIS system- During PY2006, LMCI staff developed a working prototype of a GIS application that allowed the user to select any radius area in Texas and view four simultaneous profiles, each in a separate, collapsible

window. The four profiles included; (1) a Census-based demographic profile, (2) a profile of WIT job applicants living within the area that included industry and occupation of interest as well as simple demographics of the applicant pool, (3) a similar profile for WIT job openings submitted by employers and, (4) a profile of new hires by industry. We have yet to generate any significant interest in this tool based on a limited introduction to workforce program staff, but we will continue to refine and enhance that product and organize a more extensive demonstration.

17. Completion and release of version 1.0 of the Strategic Workforce Assessment Program (SWAP). SWAP provides datasets and interactive data tools to enhance economic development and strategic workforce planning relative to the Governors clusters.

18. Launched the “Missing Link” project with our ICF International/Caliber contractor. “Missing Link” is the code name for the creation of a comprehensive database linking occupationally-specific detailed work activities (DWA) from the O*NET database to technical programs of study (CIP-based) and Workforce Education Course Manual (WECM) courses offered in Texas community and technical colleges. This database will be a critical tool within the SWAP program to better connect education and the economy.

19. Contracted with the New Jersey Department of Labor and the TWC Media Services department to re-narrate and re-format 150 Spanish language occupational videos provided by the NJDOL. We also created (through Media Services) an additional 130 videos with new Spanish language scripts and narration beyond contractual requirements.

20. Completed an updated Windows-based Texas CARES v. 7. The new version was completely updated with new employer data and college tuition cost information plus over 100 other school characteristics for over 3,000 colleges nationwide. It includes updated occupational projections, training programs and wage data, occupational and Texas college videos and many more interactive features including access to the on-line High School Graduation Planning program.

21. Updated the online High School Graduation Planning software (GradPlan) to accommodate the new 4+4 math and science requirements.

22. Modified the Your Next Job on-line course in www.texasworkprep.com to include new, original video content. There are now ten video segments shot fresh by our contractor to mirror “Grace’s Story” that was in the original *Your Next Job* monograph.

Activities Still in Progress

to be accomplished between July 1, 2007 and December 31, 2007

1. Complete and release Texas CARES Online at www.texascaresonline.com. The on-line version will incorporate the look and feel of the Windows-based version of Texas CARES, plus integrate the best features from our popular iOSCAR skills transferability software. Progress on this activity slowed while we negotiated a source for college

characteristics data. A new contractual arrangement with Thomson/Petersons will allow us to port the current college characteristics data into the online version of CARES.

2. Complete and release new versions of the high school and middle school tabloids. These newspapers are intended to assist students in doing career exploration and making more informed education and career decisions. They will incorporate design concepts similar to those used in popular youth magazines and cover a range of topics from the relevance of education to the world of work, career clusters, alternative avenues to postsecondary training and financial aid. Each newspaper will be available in hardcopy, as .pdf files on the LMCI website and in on-line “e-magazine” formats. We expect to have these publications on the market by the end of December 2007. Each tabloid will have a Teacher’s Guide to assist those that would like to use either tabloid as a part of classroom activities.

3. Continue to implement SWAP version 2.0 upgrades. We have continued to add features to SWAP throughout the calendar year. Additional features or functions that have been completed and moved into production since the release of v1.0 include: (a) Multi-regional cluster analysis for multiple LWDA configurations, (b) the ability to save and recall a previous session within SWAP (c) inclusion of Detailed Work Activities (DWA) profile reports for each occupation and for all filtered, key occupations in each cluster (Gap analyses reports pegged against the entire LWDA workforce, the entire cluster workforce and various subsets of the LWDA workforce based on education levels have been designed and are currently being programmed).

To test the veracity of the SWAP analytical process, LMCI conducted a “best practices” cluster-based case study analysis for the West Central Texas LWDA. An analysis of the West Central economy was performed and several local clusters were identified and verified by West Central board staff. These clusters were run through the SWAP process to test the appropriateness of the Detailed Work Activity analysis and findings were informally presented to the board staff. LMCI staff continue to work with West Central board staff on data presentation methods that will maximize a regional training action agenda.

4. Completion of the “Missing Link” data base is scheduled for January 2008. The Missing Link database will contain cross-references between CIP codes and WECM (Workforce Education Course Manual) courses to individual DWA statements. This database will allow us to make the connection between specific DWAs and the training programs that are designed ostensibly to provide the necessary instruction. This revolutionary database will provide the key to personal remediation plans that allow an individual to become part of the labor supply for any number of occupations by augmenting their existing skill set by taking only those courses that offer the specific skills they are lacking. These data will be incorporated into SWAP starting in the first quarter 2008 by LMCI staff to generate training program reports based on employer demands for specified, detailed skill sets.

5. The first draft of volume 1.0 of the revised “*Connecting the Dots*” monograph has been completed. That draft is undergoing review, comment and editing before being published

in both online and hardcopy versions. *Connecting* is a compendium of essays addressing pertinent workforce related issues. We expect that this monograph will serve as a resource manual for a future LMI and Business Services course curriculum, also in development.

6. Will complete Automated Follow-up reports for PY2005-06 education and workforce program exiters, with a special focus on creating Board-specific cross-program outcomes reports and associations between the targeted occupations process and labor market outcomes. An initial cross-program analysis was written for the Alamo LWDA in October 2007 and that draft is now in our staff review and editing process.