

# **State of California**

## ***PY 2007 Workforce Information Grant Annual Report***

September 30, 2008

### **Introduction**

The Department of Labor, Employment and Training Administration (ETA), has sponsored annual grants to support development of specified “core products” by labor market information (LMI) programs in each state since FFY 1995-96. Core products have typically included infrastructure and product development such as electronic systems, employment projections, occupational research and career materials.

This grant is an important fund source to support the many value-added labor market information activities not sponsored by the Bureau of Labor Statistics.

Among the activities in California sponsored by the Workforce Information Grant are:

- Regional industry cluster data, trends and analysis to support the California Regional Economies Project and other customer needs;
- Support of California’s two Workforce Innovations in Regional Economic Development (WIRED) regions;
- Visual analysis of data using geographic information systems (GIS) technology;
- Information packaged to respond to the differing needs and capacities of primary customer groups;
- Delivery of easily accessed and interpreted information through the Internet;
- Collection and delivery of fundamental data from which to base analyses of the economy, including agricultural and small-county data collection and analysis not funded by the Bureau of Labor Statistics;
- Identification of customer needs through the LMID’s customer input network; and
- Ongoing communications with and support of a wide range of customers: workforce development partners, employers, educators, economic developers, planners, career seekers and more.

We are pleased to share our accomplishments for the program year 2007-08.

## A. Core Products and Services Accomplishments

### **Continue to populate the Workforce Information (formerly America's Labor Market Information System (ALMIS)) Database with State and Local Data**

In California, the Workforce Information System (WIS) database serves as the primary data repository for the California Web site, *LaborMarketInfo* ([www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov)). This is the California version of the Workforce Informer Consortium's Internet delivery system.

Activity: Maintain and keep current the core tables of the California Workforce Information Database (WID) and any tables necessary for the Workforce Informer Internet application.

**Summary of accomplishments:** Ongoing. Data are updated as frequently as daily or monthly. California's WID currently contains over five gigabytes of data.

Activity: Develop and maintain the necessary applications to efficiently load data into the WID and quickly respond to data requests from the Local Workforce Investment Boards, career development agencies, and other customers.

**Summary of accomplishments:** Ongoing. The On-line Systems Team uses an in-house application to load the data. In addition, changes are made to the online application back-end as necessary.

Activity: Coordinate the distribution and licensing of the Workforce Information System Info USA Employer Database CD-ROM set to local workforce investment areas, and other local customers as appropriate.

**Summary of accomplishments:** Ongoing. The two editions of the 2008 *Info USA Employer Database* were distributed to 25 eligible sub-licensees, as well as 26 copies to our local labor market consultants who assist local customers in mining these data when needed.

Activity: LMID will survey licensing agencies in order to ensure updated licensing information on our Web site, and submit it for delivery through the national delivery system as well.

**Summary of accomplishments:** Ongoing—Anticipated completion date by June 30, 2009. We are currently updating licensing

information as new occupations are added to the online *California Occupational Guides* application.

### **Produce and disseminate industry and occupational employment projections**

Activity: Produce state industry and occupational projections for 2007-2009 and 2006-2016.

**Summary of accomplishments:** Submitted ETA deliverable projection files to North Carolina LMI on June 23, 2008.

Activity: Prepare 2007-2009 and 2006-2016 state industry and occupational projections and narratives to publish on LMID web site.

**Summary of accomplishments:** Completed and published 2007-2009 and 2006-2016 state industry and occupational projections and narratives on July 30, 2008.

Activity: Produce long-term sub-state industry and occupational projections for 2004-14 for remaining 13 local areas, and load them on LMID web site.

**Summary of accomplishments:** Completed and published 2004-2014 projections for the remaining 13 local areas in the fall of 2007.

- Activity: Begin long-term 2006-2016 sub-state industry and occupational projections for largest local areas.

**Summary of accomplishments:** Completed 2006-2016 industry projections for ten local areas. As in prior years, we plan to complete the 2006-2016 industry and occupational local projections over a two year period, focusing first on the largest areas, and in the second year, completing local projections for the smaller areas.

Activity: Attend Workforce Information System-sponsored projections training to help accomplish these objectives.

**Summary of Accomplishments:** Projections staff attended three out-of-state training sessions provided by the Projection Managing Partnership - Short-Term Industry Projections, MicroMatrix, and Long-Term Industry Projections.

In July 2008, we offered to host training in California so more west coast staff can attend. Awaiting a response from the Projections Managing Partnership.

### **Publish an annual economic analysis report for the governor and the SWIB**

**Activity:** Update the economic and labor market analysis prepared for the California Workforce Investment Board's two-year strategic planning process.

**Summary of Accomplishments:** Completed the updated 2007 economic and labor market analysis for the use of the California Workforce Investment Board, as well as prepared and distributed an executive summary of that analysis. At the request of the State Board, extracted the economic and labor market analysis from their two year plan, and published the document (including the executive summary) as a stand-alone analysis on our [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov) web site as well.

#### **4. Post products, information and reports on the internet**

**Activity:** Maintain and enhance the *LaborMarketInfo* on-line application. Continue to expand portal pages targeted toward specific customer groups, offering launch points to information of interest to a particular customer group in one location. Prepare articles and content to populate the site. Coordinate Web site content development review and approval through the division's Editorial Board to ensure that Web articles are easily readable and have a consistent look and feel.

**Summary of Accomplishments:** In April 2008 we launched a new and improved version of the LaborMarketInfo Web site to enhance the navigation and content layout. Customers have responded positively to the new layout stating that it is easier to find information and the pages are not as cluttered.

California staff has taken over the hosting and maintenance of the California Workforce Informer Web site, LaborMarketInfo. Although the vendor Ciber continues to prepare and deliver enhancements, the Online Systems Team is responsible for implementing these enhancements and day-to-day activities.

Continued to prepare articles for publication on each of the portal pages and data as available. Continue to incorporate established usability standards to enhance the customer's ability to use the Web site.

Activity: Participate in the Workforce Informer (WI) Consortium to recommend future enhancements to better meet our customers' needs.

**Summary of Accomplishments:** Ongoing. Attended the WI Consortium meeting to establish future priorities for tools to incorporate assessment tools for job seekers, as well as participated in monthly conference calls sponsored by the Consortium.

- Activity: Maintain and enhance the LMID's Intranet Customer Database (ICDB) Web site to track customer requests, provide contacts for product marketing, track customer satisfaction, and track product inventory.

**Summary of Accomplishments:** We continue to maintain the ICDB for the purpose of tracking customer requests and contacts, customer satisfaction and product inventory.

Activity: Maintain *WorkSmart* (both English and Spanish versions). Develop and add information as requested by job seeker customers and the intermediaries who serve them. Keep data updated.

**Summary of Accomplishments:** *WorkSmart* continues to be accessed by about 27,000 visitors a month. Occupational wages and projections data for the 50 occupations displayed on the site were updated as appropriate during the year.

Activity: Enhance delivery of our career products via the Internet, including dynamic update of time-sensitive data such as employment projections and wages.

**Summary of Accomplishments:** LMID staff has launched the enhanced California Occupational Guides, now with local data. This new online application at <http://www.labormarketinfo.edd.ca.gov/occguides/> delivers occupational information and local wages, outlook, and benefits drawn from the California WID, and produces attractive printable career reports (in a brief or detailed version) for customers who would like a take-away product.

## **5. A. Partner and consult on a continuing basis with workforce investment boards**

**Activity: Provide Public Information Services. Field public requests for labor market information.**

**Summary of Accomplishments:** These services are ongoing. Staff responds to more than 800 calls and e-mail requests per quarter to assist customers in interpreting labor market information; distribute marketing fact sheets, brochures or labor market products, as well as a similar number of e-mailed requests. (We have found that since virtually all our data are available on the internet now, we get somewhat fewer calls, but the nature of requests continues to become more complex.)

**Activity: Publish *Planning Information Packets* for Local Workforce Investment Boards (on-line).**

**Summary of Accomplishments:** Completed. Produced and published customized on-line *Planning Information Packets* statistical reports for California's local workforce investment boards. Local Boards use these publications for program planning and targeting of services. These packets contain local summary data on public assistance recipients, lower living standards income levels, and economically disadvantaged persons. The Planning Information is published online.

**Activity: Publish *County Snapshots* (on-line).**

**Summary of Accomplishments:** Completed. Published on-line *County Snapshots* reports for each of California's 58 counties. These reports include brief summaries of geographic, demographic, labor force, industry, and occupational conditions within each county

## **5. B. Partner and consult on a continuing basis with workforce investment boards**

**Activity: Coordinate customer outreach and marketing—direct staff efforts to assess dynamic customer information needs. Direct ongoing customer input into upgrading existing products and develop new products and information services.**

**Summary of Accomplishments:** Through the planned use of customer satisfaction (CS) data, obtained from our CS survey process, targeted customer surveys; and conducted four customer focus groups. The Division continues to be positioned to respond to customer insights and expected outcomes that will result in more customer-focused and demand driven products and information services—ongoing.

**5. C. Partner and consult on a continuing basis with workforce investment boards**

Activity: Collect and Deliver Agricultural Employment Data

**Summary of Accomplishments:** LMID continues to publish the *California Agricultural Bulletin* on our web site, highlighting recent quarterly data. The Web site also includes links to more detailed regional monthly data found in Excel spreadsheets located in the Data Library portion of the web site. This data series continues to be the most current, up-to-date agricultural employment data available.

**5. D. Partner and consult on a continuing basis with workforce investment boards**

Activity: Produce Small County Industry Employment Data

**Summary of Accomplishments:** Continuing the production of these small area industry employment estimates allows the partners in the workforce development system to have access to consistent sub-state industry employment data across the State to assist them in making strategic and operational program decisions. This outcome is in keeping with the ETA's strategic goal of generating the most current and local information, and also supports the President's High Growth Job Training Initiative that requires the analysis of industry data in order to identify high growth areas. LMID continues to produce timely monthly estimates for these small areas that are released at the same time as the larger Metropolitan Statistical Areas in the State.

**5. E. Partner and consult on a continuing basis with workforce investment boards**

**Activity:** Provide direct labor market information support to California's two WIRED projects: the California Innovation Corridor and the Northern California WIRED project.

**Summary of accomplishments:** Completed.

**Northern California WIRED Project:** Staff of the Labor Market Information Division (LMID), Area Services Group (ASG) assisted the Northern California WIRED Implementation team with an industry cluster study using the California Regional Economies Project (CREP) methodology for their identified focus industry clusters; Agribusiness/Agritechnology, Niche Manufacturing, and Information Technology. Because of the small, rural nature of the 16-county region, much of the industry data are confidential, requiring LMID/ASG to conduct the cluster study then aggregate the data, analyze the findings and provide information in a non-confidential format. Additionally LMID/ASG provided information on small business establishment (defined as 5 or fewer employees) growth and decline from 1996-2005, self-employment (non-employer statistics) firms and receipts for 2002-2005, and employers lists for the 16-county region using the Workforce Information System Employer Database.

Staff also completed research on the occupational section of the Northern California WIRED cluster study and presented the findings in two documents: an occupational study working paper and an occupational summary.

**Occupational Study Working Paper:** A report of the research finding including core occupations (careers with lateral movement and upward mobility), cluster-specific occupations, occupational wage distributions for each cluster, key occupational requirements and characteristics, STEM occupations (science, technology, engineering, and mathematics), and small business tables.

**Occupational Summaries:** An overview on each of the 127 occupations contained within the scope of the cluster study. We used a combination of O\*NET data and OES data to compile a snapshot of the occupations within the clusters in the Northern California WIRED region. Each summary includes a description, 2007 1<sup>st</sup> quarter averages wages for the WIRED region, educational requirements, important skills/knowledge/abilities/work requirements listed in O\*NET, tools and technology required from O\*NET (if available), related occupations and related industries (from O\*NET) as a way for the local career counselor to discuss career lattices and ladders.

**California Innovation Corridor:** This project is a partnership between the California Space Authority (CSA), their partners, and the LMID/ASG. Staff of the ASG provided detailed industry data using 3-



digit North American Industry Classification System (NAICS) codes and ranked industries using predetermined criteria such as location quotients, and annual growth rate. Each CSA partner evaluated the industry data for their area and selected three industries for further exploration. ASG staff then researched more detailed industry data (4, 5 and 6-digit NAICS) for evidence of economic change and/or dynamic activity at the detailed level. Staff also provided occupational staffing patterns for each of the 4-digit NAICS industries, and created a survey instrument which was mailed to employers in the selected NAICS codes to solicit information on the tasks, knowledge, tools and abilities the employers seek in their employees. CSA received non-confidential tabulated data for their use and further study.

#### **6. A. Conduct special studies and economic analyses**

Activity: Conduct original labor market research—facilitate labor market research, independently and in partnership with public and private research entities, to: advance the study of challenging issues such as labor supply and demand; mine administrative data; and conduct other research of interest to policy makers.

**Summary of Accomplishments:** Despite being hit hard by staff turnover, the Division's Applied Research Unit (ARU) continued to provide consultant services to our customers, working with them to identify and extract data for their research needs. The ARU also provided assistance in identifying appropriate research methods and techniques to be used in their research efforts and to evaluate the effectiveness of those techniques in helping customers accomplish their research goals.

Activity: Upon request, prepares custom data runs for economic development, planning and research.

**Summary of Accomplishments:** The ARU continued to prepare numerous custom data tabulations in response to requests for a wide variety of customers. Included among those requests was the updates to the data file of annual industry employment and wage data (1990 to 2006) for the State and each county for use in the California Regional Economies Project, custom data extractions and data matches for University of California researchers studying healthcare workforce issues, and several custom tabulations for WIRED Grant participants.

#### **6. B. Conduct special studies and economic analyses**

Activity: Conduct occupational research on the workers affected by the decline in Southern California's mortgage and real estate industries.

**Summary of Accomplishments:** Completed. Published an on-line *Lending a Hand - An Occupational Review of the Mortgage Industry in California* report. Six occupations most affected by the downturn in the mortgage and lending industries are described, and similar occupations are identified to help workers choose other paths and find related jobs or training. The reports profiled five to seven related occupations that require many of the same skills, knowledge, and abilities for each affected occupation. The target audience for this research: Dislocated Workers, One Stop Offices, Employers, Workforce Developers, and Career Counselors.

- Activity: Conduct occupational research for the California Employment Development Department's annual Labor Day Education Campaign.
- **Summary of Accomplishments:** Completed. Published on-line regional and statewide reports on the "Hot Jobs" in California. These reports included examples of high wage/high demand occupations requiring short-term training to four years of college. Also included were the important skills and tasks required for these occupations. The print media coverage exceeded 1.1 million and the television audience exceeded 300,000.
- Activity: Conduct research in the "Green Economy"
- **Summary of Accomplishments:** Ongoing. LMID is partnering with a dozen other state LMI programs, as well as federal, state and local partners in California to study emerging industries and occupations. Accomplishments to date include establishing an "Understanding the Green Economy" web page to facilitate the sharing of information; conducting a review of the literature and analyzing and summarizing each study; analyzing and tracking relevant legislation; brokering communications within the state and the nation; and planning to conduct a survey. These activities will continue in 2008-9.

Activity: Produce maps for One-Stop decision makers—continue to produce static maps and geo-spatial data analyses for Workforce Investment/One Stop decision-makers and others; continue to make interactive maps available which will allow users to customize maps by focusing on areas and data layers of interest; continue to evaluate new sub-county data sets from

other sources such as the Department of Education that may be made available through our GIS services.

### **Summary of Accomplishments:**

Updated statewide maps of local workforce investment area (LWIAs) and One-Stop locations were created in three sizes, and are available on the LMID website: [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov).

LMID is using *ArcGIS Publisher* to create easy-to-use interactive maps. *ArcGIS Publisher* converts map documents to published map files which are viewable through *ArcReader*, a free downloadable product from ESRI. Published electronic interactive maps can be shared on CD, over the network, or via the Internet. Customers can zoom into areas of interest, turn on data layers, and export or print their maps.

An updated interactive map created with *ArcGIS Publisher* was demonstrated to CWIB staff. The map was modified to include requested data and features including Economic Strategy Panel Regions and Political Districts. The final interactive map was provided on CDs for distribution to all board members and local boards. The map includes One-Stop locations, Regional Occupational Programs, Community Colleges, cities, major roads, Local Workforce Investment Areas, Congressional, and State Assembly and Senate Districts. The layers can be turned on or off to display or hide the data. Zoom and pan tools can be used to zoom into an area of interest and move around the map. The Identify tool can be used to view data about map elements. Additional tools include a tool to locate features on the map, a tool to measure distances, and hyperlinks to Local Workforce Investment Area and Regional Occupational Program websites. Information on obtaining copies of the CD can be found on the LMID website. The help document included on the CDs was updated to show the use of new tools. The basic map tools are explained and short videos show the use of the tools interacting with the map and data.

Over 130 maps have been completed this year to date for customers including One-Stop decision makers and local workforce investment boards. Staff also conducted analyses using GIS, conducted geo-coding in support of mapping requests, provided mapping assistance, and prepared data files for use in all projects. Examples of the above include producing maps of local workforce investment areas with One-Stop locations; producing maps of agricultural employment, other employment, and unemployment, and, calculating employment at

various geographic areas such as Congressional and Assembly districts, fire districts, and city boundaries.

We are evaluating the use of sub-county data sets, including Census data and data from the Quarterly Census of Employment and Wages (QCEW) by various geographies, and Unemployment Insurance Claims by ZIP code for use in interactive maps that may be accessed with *ArcReader* software. A draft statewide interactive map was created for the Workforce Service program. The map contains regional areas, including LWIA boundaries, and office location data along with Census data, city boundaries and roads.

## **B. Customer consultations—findings and recommendations**

### **Methods for collecting customer satisfaction information and interpreting the collected information:**

California's Labor Market Information Division implemented a marketing program and customer satisfaction survey process in the mid-1990's to ensure that consultation with our customers is an essential component in improving the usefulness of and satisfaction with the LMI disseminated through the workforce information system. The Division maintains a demand-driven system by actively seeking ongoing feedback from our customers on how we can improve our products and information services, as well as identifying emerging information needs. Activities associated with our customer outreach and customer satisfaction efforts, particularly for our primary customer sectors, include:

Focus Groups,  
Online customer satisfaction surveys,  
LMI Advisory Group, and  
Interaction and participation at nearly 300 meetings, conferences and workshops attended by almost 9,000 LMI customers

Customer information is tracked in the Division's Intranet Customer Database (ICDB) Staff can access reports through the ICDB. The database also easily provides staff with lists of customers who have ordered products, creating a contact list for focus groups or more detailed surveys.

The Division also relies on focus groups, one-on-one customer interviews and the insights of the LMI Advisory Group to obtain customer input into the outcomes and expectations they seek from the use of our products and services. These activities are each ongoing. To enhance our

understanding of our customers' needs, and how we might better address them, LMID maintains both a Marketing and Customer Outreach Guide that describes appropriate customer outreach efforts for our staff, and Customer Group and Product Profiles that are housed in the Division's ICDB and provide select satisfaction ratings and information by customer group or individual product.

**Assessment of the principal customers' satisfaction with the product and service:**

During 2007-08, LMID's Web site: [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) disseminated LMI products and publications primarily via electronic format. From September 2007 to August 2008, more than 4.4 million people visited our Web site and viewed over 46 million pages. Our Web site, WorkSmart, received 318 thousand visitors during the same time period.

In a user survey conducted in November 2007, customers rated their satisfaction with our Web site at 3.7 out of 5 points. This was prior to the improvements that were launched in April 2008. A follow-up survey has not yet been conducted.

**Activities to be undertaken to add customer value to the product or service, where needs for improvement are identified.**

We are focusing our attention to enhancing access to our on-line career information as described in Section A. 4, above, gathering customer input on content, functionality and usability, and developing an application that will take advantage of our WIS database to dynamically update data.

**C. Recommendations for changes or improvements to the required grant deliverables**

**Recommendations based upon accomplishments**

Our customers highly value the products and services we provide. Eighty-eight percent of our Web site activity for labor market data was to access occupational information and career tools. In particular, customers received details on wages, occupational projections, occupational guides, job openings, and information on training programs. Due to this strong and consistent customer demand in California for occupational products, we recommend that the core products be revised to continue to support state and local career research and publications.

### **Recommendations based on customer satisfaction assessment findings**

As indicated, customers we do hear from are very satisfied with the products we produce, whether on-line products or ad hoc reports and services. However, with a delivery base which is primarily on-line, we find it increasingly challenging to engage a broad range of customers to respond to surveys. We continue to explore every avenue to assess customer satisfaction—using on-line surveys, focus groups, in person services, attendance at conferences and other public events, and regular meetings of our LMI Advisory Group.

### **Recommendations based on consultation with customers**

The most significant request from customers is for the Division to make data available sooner. Website redesign has made data more accessible, yet Bureau of Labor Statistics (BLS) processing and release schedules are structured for release of data up to a year after the period in question. In this regard, our recommendation is for BLS to review and institute processing methods that would allow more timely availability of their labor market data.