

New York State Annual Performance Report for the
PY 2007 Workforce Information Grant

I. Highlights

Program Year 2007 saw advances in the Labor Market Information program in New York State. Here are a few highlights.

- For the first time, short-term occupational projections were completed and published for the state's 10 labor market regions.
- We developed an industry level estimating system for estimating jobs in counties outside of MSAs since the ACES no longer maintained data for these labor areas.
- We added a nationwide MSA wage comparison tool to our website so that job seekers and employers can estimate wage differentials between major metropolitan areas across the country.
- We developed a webinar on the career development implications of Web 2.0 technology. This webinar was presented at several large conferences and published on the web in collaboration with the New York Association of Training and Employment Professionals (NYATEP) for staff use.
- Over 85,000 new JobZone accounts were created during PY2007, up 6% from last year. The JobZone System is a free online career management tool for adults.
- Over 99,000 new CareerZone portfolios were created by New York State students during PY2007, up 32% from last year. The CareerZone System is a free online youth career exploration and planning tool.
- We received 580 responses to our customer satisfaction survey with an overall satisfaction rate of 97%, up 3% from last year.
- Ninety-seven percent of our surveyed customers said they were served in a timely manner, the same percentage as last year.

II. Deliverables

The discussions below address the six ETA deliverables outlined in the statement of work.

1. Continue to populate the workforce information database with state and local data.

Core data tables, except industry projections, were updated. (The Division of the Budget prepares industry projections for New York State. We have received permission from Division of Budget to release industry projections in PY 2008.) New OES and staffing patterns data were loaded into the workforce information database and made available via the website as the data was produced by the OES unit. We also updated the quarterly and annual average data from the Quarterly Census of Employment and Wages (QCEW) program. Short-term (two-year) occupational projections for New York State and its 10 regions were loaded into the database and made available for public access on the Internet. The InfoUSA employer database was loaded as updates were received and made the underpinning of the Business Directory tool on our website. Current Employment Statistics (CES) and Local Area Unemployment Statistics (LAUS) program data were updated monthly and after benchmarking of the series. State-produced estimates of jobs by industry for non-CES areas were also loaded monthly and after benchmarking. Version 2.4 of the database became available. Modifications to the database 2.4 structure are performed on a table-by-table basis as new data becomes available.

2. Produce and disseminate industry and occupational employment projections.

Long-term industry and occupational projections were completed for the state according to Projections Workgroup's guidelines using the Micro-Matrix and Long-Term Industry Projections software. Occupational Employment Statistics program staffing patterns were developed using the Estimates Delivery System.

Short-term occupational projections were completed for the state's 10 labor market regions for the first time. Industry forecasts were developed using the Projections Workgroup's Short-Term Industry Projection software. Results were benchmarked to the New York State Division of Budget forecasted growth rates for the state. Occupational Employment Statistics staffing patterns, developed using the Estimates Delivery System, were used in the Micro-Matrix system. Projections were developed following Projections Workgroup guidelines. State-wide and regional short-term occupational projections were published on our website.

3. Publish an Annual Economic Analysis Report for the Governor and state WIB.

We published the annual economic analysis report.

After consultation with the staff of the Division of Employment and Workforce Solutions which serves as staff to the State Board, we prepared a report that looked at the following topics:

- Labor market conditions statewide and in our 10 regions.
- The implications of our aging labor force on industries and occupations.
- The immigrant population in the state's labor force.
- Green industries.

4. Post products, Information, and reports on the Internet.

The New York State Department of Labor's website was regularly updated and enhanced. This includes the Workforce Industry Data section, Career Services section, and part of the Business Services section of the site, www.labor.state.ny.us.

- Our analysts consulted with LWIBs on occupational demand lists. We continued to provide an online tool for adding and deleting occupations.
- Regional lists of occupations in which we expect heavy hiring in the coming month were posted on our website each month.
- Monthly estimates of nonfarm jobs by industry for areas not funded by BLS were prepared and published online.
- Daily job opening lists for labor exchange were prepared and published through our WDSuite tool.
- Geocoded QCEW data for the purpose of mapping this information for customers.
- Published monthly summaries of recent job expansions and contractions by region culled from various media sources.
- Published monthly summaries of labor market conditions on the regional web pages.

- Published our monthly newsletter, “Employment in New York State”, which presents labor research issues and economic trends for New York State and its regions.
- Added a nationwide MSA wage comparison tool to our website so that job seekers and employers can estimate wage differentials between major metropolitan areas across the country.
- Added a new section on Labor Supply to our website to help deal with increasing labor shortages. Included data on registered job seekers, wage comparisons, New York State college graduates, and population projections.
- Began work on publishing industry projections, including supersector analysis and 3-digit NAICS industries. The interactive application will allow workforce and economic development planners to target industry sectors based on growth, wages, and size and location quotients.
- Published a new round of occupational wage data for local WIA areas.
- InfoUSA’s employer database continued to be provided to the public on our website in the form of our Business Directory tool. The latest version of the database was loaded and InfoUSA was properly cited as the source.
- Developed a webinar on the career development implications of Web 2.0 technology. This webinar was presented at several large conferences and published on the web in collaboration with the New York Association of Training and Employment Professionals for staff use.
- Our Capital Region analyst published monthly online chart books for the Albany-Schenectady-Troy and Glens Falls MSAs.
- Our Central New York analyst:
 - publishes a monthly “Central New York Labor Supply Newsletter”
 - runs a list serve with roughly 1,100 users to dispense monthly reports on labor market trends.
 - added a video to the regional website which explains the regional LMI web page.

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

Our 10 field offices served local One-Stop partners, LWIBs, and their staff extensively.

- Our analysts served on State WIB and LWIB sub-committees. Analysts attended 103 LWIB meetings across the state. Central office staff attended each State WIB meeting and selected sub-committee meetings as requested.
- We assisted the Division of Employment and Workforce Solutions (DEWS) by analyzing survey results and writing parts of reports, grant applications, strategic plans, and requests for proposals (RFP).
- We scored numerous RFP proposals for WIA statewide grant monies at the request of DEWS which serves as staff to the State WIB.
- Our analysts assisted in the preparation of various LWIB grant proposals to USDOL and NYSDOL.
- Our analysts presented on various LMI topics to LWIBs or subcommittees.
- We presented workshops at the New York Association of Training and Employment Professionals statewide conferences.
- Our analysts assisted LWIBs in identifying priority industries.
- Our analysts provided LWIBs with commutation data.
- Our analysts consulted on occupational demand lists. We continued to provide an online tool for adding and deleting occupations.
- We updated information on labor market conditions by providing labor market information (LMI) and data of all types.
- We partner with various agencies to support school-to-work transition efforts. For example, Construction Career Day and the Finger Lakes region's School to Business Partnership newsletter.
- Our analysts consulted with local WIBs regarding their Local Plan Modification (Annual 3-Yr Plan Revision).
- Our Central New York analyst piloted an online UI job search follow-up program that allows hundreds of UI recipients to electronically notify the

State DOL of their job search activities. The tool also directs customers to LMI to assist in their job search.

- Our Central New York analyst expanded the capabilities of the pilot UI tool to include an online UI orientation, needs survey One-Stop Operating System (OSOS) registration and LMI link to reach thousands of newly unemployed UI recipients a month across multiple areas of NYS. The electronic process replaces mandated in-person visits, saving the unemployed transportation costs while increasing the information collected for reporting systems.
- Our Central New York analyst hosted and updated the website of the Cayuga-Cortland WIB.
- Our Long Island analyst hosted and updated the Suffolk County WIB website, and maintained a web-based calendar of workshops for the Hicksville, Massapequa and Patchogue One-Stops.
- Our Finger Lakes analyst mapped data using GIS software on 23 occasions for Finger Lakes WIRED, local WIBs, the labor exchange staff of DEWS, and various economic development agencies. These maps highlighted the availability of labor, regional wages, employment, and commutation trends.
- Our Finger Lakes analyst partnered with the Finger Lakes Advanced Manufacturing Enterprise (FAME) to research and promote careers in advanced manufacturing and with the Health Care Regional Skills Alliance to research and promote careers in health care.
- Our Hudson Valley analyst generated a county-specific significant industry list and a staffing pattern to identify occupations that would most likely be in demand.
- Our Southern Tier analyst identified potential biotechnology industries within Tompkins County for the local WIB
- Our New York City analyst assisted the NYC Labor Market Information Service (NYCLMIS) which is a joint venture between the WIB, the City University of New York (CUNY) and the Center For An Urban Future by:
 - explaining the sources and use of our various datasets
 - presenting data on the impact of Wall Street's downturn on the overall economy and on lower-wage jobs
 - providing data sets regarding the NYC transportation sector

We transmitted the required datasets for participation in the Local Employment Dynamics (LED) Program. The Census Bureau finished processing New York

State data. We have the preliminary “private-only” New York State data to review. After we review the resulting indicators, the New York State “private-only” data will be available online at <http://lehd.did.census.gov/led/index.html> for several of the LED applications such as Industry Focus, and Quarterly Workforce Indicators (QWI). We will not participate in the OntheMap application until the December 2008 release.

Training is an important aspect of our work.

1. In cooperation with our agency’s Career Resource Office staff, we continued to provide training sessions on CareerZone, the online youth career exploration and planning system for New York. Face-to-face training sessions were provided to local workforce development staff, career counselors, school counselors, teachers, and administrators. Twenty-two in-depth training sessions were presented to over 1,350 professionals. Twelve conference booth presentations reached over 1,000 students and professionals. Over 120,000 CareerZone brochures were sent out and over 99,000 new CareerZone online portfolios were created by New York State students from July 2007 through June 2008.
2. The JobZone System, an online career management tool for adults, was supported through face-to-face training and online assistance. Twenty-five training sessions on JobZone were provided to over 500 workforce development professionals. A request for a statewide webinar resulted in over 40 sites signing on, involving approximately 400 staff. The JobZone webinar has been archived for staff use. Customers created over 85,000 accounts on the system between July 2007 and June 2008.
3. Six Global Career Development Facilitator (GCDF) sessions were completed, three of which were done with the asynchronous elearning tool called iLinc. The iLinc system was purchased and supported by the Office of Children and Family Services, the agency that partnered with NYSDOL in delivering CDF sessions.
4. Seven Real Game training sessions were held for 100 career development professionals. The Real Game is a hands-on curriculum in which students adopt an adult role and explore the world of work.
5. Hands-on computer lab training around the career development implications of Web 2.0 technology were provided at several large conferences. Over 250 participants took part in the three hour sessions. A request for a statewide webinar resulted in over 30 sites signing on and approximately 300 staff learning the basics of Web 2.0 technology. This webinar has been archived for staff use.

6. We held two training sessions for our field analysts. The sessions provided updates on WIA-related activities and priorities, as well as training on BLS programs; research for Wagner-Peyser staff; the use of Census data and American Community survey data; the LEHD program; career information; and a brainstorming session on enhancing our LMI website.

6. Conduct special studies and economic analyses.

Our staff engaged in a number of special studies or analyses at the request of the State WIB, department administrators and the Division of Employment and Workforce Solutions (DEWS) which acts as staff to the State WIB. They are described below.

- At the request of the State WIB, our staff and WD&T staff provided ongoing technical support and oversight to the Executive Board of the National Work Readiness Credential. Specifically, expertise was provided in the design, development, and evaluation of a national assessment test and credential.
- At the request of department administrators, our staff continued economic analysis on the following topics:
 - the “Brain Drain” issue; i.e., outmigration vs. immigration of young adults
 - the low wage workers
 - the effect of potential changes in the WARN law in New York State
 - Offshoring. A report was completed in February 2008.
 - Began work with New Jersey and Connecticut and Federal Reserve regarding the economic impact of the finance industry. (A meeting is scheduled for November 21 to discuss the results.)

III. Consultation and Customer Satisfaction Assessment

A. Description of methods

Step 1: Maintain the Customer Requests Database. We maintain a database of all customers contacting the LMI system, both in the Central Office and in our 10 field offices. Requests for information, consultation, or data by phone, letter, personal visit, or e-mail are recorded in this database. From the database we choose a sample of customers to be queried concerning their satisfaction with our products and services.

Step 2: Assess customer satisfaction among businesses. We conduct a survey of a sample of businesses taken from the Customer Requests Database (see Step 1 above). We determine what can be done to improve services or publications after evaluating responses.

Step 3: Assess customer satisfaction among individuals. We survey a sample of individuals (jobseekers, unemployed persons, students, etc.) from the Customer Requests Database (see Step 1 above). We determine appropriate adjustments and implement as necessary.

Step 4: Assess customer satisfaction of the Workforce Development System partners. We use evaluation forms after training sessions in which we participate. We determine improvements that are needed and implement as necessary. Due to our constant interaction with our partners, their satisfaction or dissatisfaction is apparent. If we miss the mark we make every effort to accommodate their needs.

B. Customer satisfaction results

We asked satisfaction questions via e-mail and phone. We received 580 responses, with an overall satisfaction rate of 97%.

1. Satisfaction rates by type of customer or organization.

Businesses	93%
Economic Developers	100%
Educators: K-12	100%
Educators: Post Secondary	100%
Government	98%
LWIBs/One-Stop Centers	100%
Media	100%
Students	67%

2. Satisfaction rates by type of data requested

Jobs by Industry (CES or QCEW)	96%
Wages by Occupation	93%
Occupational Projections/Employment	98%
Career Information/Career Zone	95%
Wages by Industry (QCEW)	93%
Unemployment Rates (LAUS)	99%
Census/Population	97%
Occupational Skills	96%
Technical Assistance	100%
Business Expansions/Contractions	100%
Cost of Living	100%
Income/Poverty	100%
Applicants/Job Openings	89%
Worker Protection	94%
Wage Reporting	100%
Training	95%
UI Claims/Beneficiaries	92%
Workforce Investment Act	96%
Affirmative Action	100%
Commutation	100%
Legislative Review	100%
RFP's writing or reviewing	100%
Other	94%

3. Satisfaction rates by intended use of LMI

We asked customers how they used the LMI they requested and whether it was useful. The uses and percentage who indicated it was useful appears below.

Intended Use	% of Respondents	% Useful
Career Counseling/Planning	20%	98%
Economic Development	17%	99%
Job Recruitment/Staffing Program	8%	93%
Planning/Development	16%	99%
Research	29%	96%
Wage Comparison	9%	86%
Other	12%	91%

4. Response time

We asked customers if they were served in a timely fashion; 97% responded that they were.

5. Suggestions for improvement

Suggestions/complaints tend to fall into several categories:

- about data needs or availability
- about the website; organization and ease of use
- other

Comments about data needs almost always relate to the customer wanting more types of data, more detailed data (either by industry, demographic groups or geography), or wanting the data sooner. Unfortunately, addressing many of these issues is impossible given resource limitations and confidentiality rules. For example, certain QCEW data is confidential; CES program production worker hours and earnings data for sub-state areas are no longer collected; and Spanish publications require more resources.

Website users appreciated that analysts and central office staff were available to assist them. Often an explanation of the organization of the website, the types of data and their uses, or the program terminology provided clarification. Other comments related to the website have been addressed as time and staff resources permit.

IV. Expenditures

The New York State PY 2007 Workforce Information Grant was \$1,422,409. Carry-in from the PY 2006 grant was \$497,755. Expenditures during PY 2007 totaled \$1,378,196 -- \$497,755 from PY 2006 carry-in plus \$880,441 from the PY 2007 grant. Resources on order against the PY 2007 grant as of August 30, 2008 were \$5,017.

V. Summary

Overall, PY 2007 was a successful year. We responded to customer requests with more localized data. We were able to give relevant local data, quickly and in a format the particular customer could understand. While nearly all of our goals were attained, there is always room for improvement in PY 2008.

Our efforts will now move toward supplying more complete LMI to more customers in less time and training customers to use LMI on their own while maintaining high levels of customer satisfaction. Our field analysts will continue to play a key role in explaining the data and its uses to our many and varied customers.

One of our major efforts in PY08 will be the review of LED data and familiarizing our staff with the data, its limitations, and its proper use. Then we can begin to offer training our customers on the availability and use of LED data.