

Annual Performance Report

Florida

Workforce Information Core Products and Services Grant

PY 2006-2007

A. Accomplishments by Deliverable

- 1. Continue to Populate the Workforce Information (formerly ALMIS) Database with state and local data**

Outcomes Compared to Planned Outcomes

Florida successfully updated the Workforce Information Database version 2.3/2.4 with the latest labor force, industry, occupation, wage, performance, and administrative information as soon as it became available in PY 2006-2007. The database provided information for several Internet-based delivery systems, including the Florida Research and Economic Database (FRED) and the What People Are Asking (WPAA). The Workforce Information Database was also useful for data extractions for special requests from state and regional workforce boards and local economic development entities.

Extent to Which the Activity Conformed to Planned Milestones

The activity conformed to planned milestones as specified in the PY 2006-2007 Workforce Information Core Products and Services Grant.

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

Outcomes Compared to Planned Outcomes

Long-term projections were completed for Florida, 24 Workforce Regions, and all large counties with employment above 100,000. These projections are done on an annual basis in Florida even though they are only required every

other year. Short-term projections at the statewide level were also completed as required by June 30, 2007.

Employment projections were a critical input into the Florida Workforce Estimating Conference (WEC), which met twice in PY 2006 to recommend the statewide demand occupations for training. These demand occupations drive the regional targeted occupations lists (TOLs) within Florida's Workforce System.

Extent to Which the Activity Conformed to Planned Milestones

The activity conformed to planned milestones as specified in the PY 2006-2007 Workforce Information Core Products and Services Grant. Short-term projections at the statewide level were submitted on time, June 30, 2007.

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

Outcomes Compared to Planned Outcomes

An important initiative in Florida's workforce system is the development of Banner Centers which were created to provide a statewide partnership between business, economic and workforce development, in order to attract and train for high-value industries. In order to better understand the nature of Florida's high-value industries, Labor Market Statistics was requested by Workforce Florida, Inc (WFI) to conduct a statewide analysis of these high-value industry clusters instead of a statewide economic analysis report.

Training for high-value industries is concentrated in Banner Centers in partnership with community colleges. The industry profile studies were completed for these Banner Centers: aviation-aerospace, biotech, construction, healthcare, logistics, and information technology. The studies cover industry employment, wage, occupational and labor dynamics data in order to provide an overview of the industry as relates to size, wages, and training requirements. Labor dynamics data provide an additional analysis tool for these industries indicating a great need for replacement training or retraining in industries that may be declining in net number of jobs.

Extent to Which the Activity Conformed to Planned Milestones

The activity's requirements were met and were better focused for the state's major policy initiative in workforce and economic development.

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

Outcomes Compared to Planned Outcomes

This deliverable is becoming more important as LMI data users switch to online delivery of resources. Florida deploys two major systems, Florida Research and Economic Database (FRED) and What People Are Asking (WPAA), in addition to the LMS Website, the Estimates Delivery System, Labordynamics.com, and a site for one of the regional workforce boards. Customers more frequently used the LMI Website, which had about 11.1 million web hits in PY 2006-2007. The FRED system had 3.8 million hits in the program year. The Estimates Delivery System or Florida Wages delivers occupational and wage data by area and this system had 4.4 million web hits during the program year. Tracking for WPAA indicated 898,000 hits. All parts of the LMS electronic delivery suite had a combined total of over 20.3 million hits. Requests totaled 4.1 million compared to 3.7 million in PY 2005-2006. The FRED system had the most requests at 1.2 million in PY 2006-2007.

Released New Version of Florida Economic and Research Database (FRED):

Released a new version of FRED that uses the latest industry and occupational coding systems. This version also has modules for employers, job seekers, and analysts.

Deployed Local Employment Dynamics Website:

Continued to produce a web page that links to the U.S. Department of Commerce, Bureau of the Census, for local employment dynamics statistics for Florida by

county, metro area, or workforce region. The indicators are available by quarter, by gender, and age group.

Extent to Which the Activity Conformed to Planned Milestones

The activity conformed to planned milestones as specified in the PY 2006-2007 Grant.

5. Partner and Consult On a Continuing Basis With Workforce Investment Boards

Due to the large demand and responsiveness of Labor Market Statistics to requests for reports/products/data services from WFI and Regional Workforce Boards, several initiatives and products can be reported.

Regional Targeted Occupations List (TOLs):

Continued to enhance the website for the Workforce Boards to update the preliminary TOLs and for Workforce Florida Inc. to review these submissions. Enhanced the system to accommodate the appeals process for Regional Workforce Boards (RWBs) to contest additions to or deletions from TOLs.

Assisted Workforce Florida, Inc. with the compilation, review, and labor market analysis of the local boards' requests for additions to the Targeted Occupations Lists.

Finalized 2006-2007 regional targeted lists that included occupations based on local input from the regions and occupations suitable for statewide training due to excess demand.

Presentations and Training:

Labor Market Statistics continued to provide technical training for RWB staff or to give presentations at RWB or local economic development functions. A total of 765 people attended 13 presentations; two training sessions were conducted for RWB staff totaling 59 participants.

Local Area Press Releases:

As a special service Labor Market Statistics produces custom press releases for the majority of Florida's 24 RWBs. These include the latest labor force and industry employment data and a brief narrative.

Posters and Print Media Publications:

Despite the conversion to Internet delivery, demand remains high for innovative print media publications and posters. A total of 104,241 publications were distributed in PY 2006-2007. Wage conversion posters are produced annually, with Florida's new minimum wage posted prominently and distribution continues for career posters that remain popular with One-Stop career centers and schools. An innovation product was the Data Wheel, which displays statewide, and RWB industry, population, and wage data. A total of 10,000 data wheels were printed and distributed. A customized data wheel for a RWB was also produced with 1,000 copies produced. Production of the Labor Market Trends covered the new benchmarked data for the labor force and payroll series. All print media publications are produced at the request of local boards.

6. Conducts Special Studies and Economic Analyses

Outcomes Compared to Planned Outcomes

Due to the large demand and responsiveness of Labor Market Statistics to requests for reports/products/data services from WFI, Regional Workforce Boards, local economic development entities, and other customer groups, program accomplishments greatly exceeded the plan. The following is a list of the major projects that were completed under this deliverable. Special studies have become one of the most important activities under the Workforce Information Core Products and Services Grant.

Labor Supply Studies:

Labor supply studies are one of the more innovative products produced for RWBs, Enterprise Florida Inc. (EFI), the state's economic development entity or for local economic development agencies. In PY 2006-2007 Labor Market Statistics wrote an Access application to

speed up the processing of these requests. The studies are structured using occupational staffing patterns or occupations requested by the prospective employer including related occupations from O*Net. The purpose of these studies is to provide an aggregate measure of available labor supply by area and industry. Available labor supply consists of all those currently working in the occupations demanded by the prospective employer, all those enrolled or having completed training for occupations needed by the prospective employer, and all registered jobseekers looking for employment in occupations demanded by the prospective employer. Wages are provided for each occupation. A total of 17 labor supply studies were completed in PY 2006-2007. These are high-demand special request studies that require a fast turn around cycle.

Commuting Study:

At the request of WFI, Labor Market Statistics produced a study of commuting patterns across the entire state. The study used Census information of commuting patterns within all of Florida's 67 counties. Commuting patterns were converted to indices which enabled the establishment of ten commuting hubs centered about satellite counties that draw in labor from surrounding counties. Maps were produced for this study along with a written report.

Special Reports for the Florida Career and Professional Education Act:

The Florida Agency for Workforce Innovation and WFI were granted a pivotal role in implementing this act. Labor Market Statistics, due to its unique ability to analyze occupational and industry data, was given the task to produce a labor market analysis to support development of industry credentials based on short-term training for occupations in demand and emerging technologies.

Manufacturing Study:

At the request of the Florida Association of Manufacturers, a special study was written for this industry. The study covered industry trends and structure, wages, occupations, and labor dynamics.

The findings indicated a need to retrain workers due to rapidly changing skill requirements and the need to train replacement workers despite the net job losses posted by the industry over the past several years.

Industry/Occupational Projections:

Produced long-term employment projections for all 24 workforce boards to the year 2015 and short-term projections to 2008 at the statewide level.

Provided occupational employment information by industry and wage data by area for inclusion into the annual update of CHOICES, which is Florida's career information delivery system.

Developed special reports based on industry and occupational projections. Labor Market Statistics produced over 40 special tables for specific industries or industry clusters for various customer groups, but most were for WFI, EFI or individual workforce boards.

Maps:

Prepared employer density maps and jobseeker maps for all 24 RWBs in Florida.

Prepared commuting pattern maps of workers for Florida producing ten satellite and hub centers based on standard measures of commuting.

Prepared multiple employer location maps for various economic development studies as requested by EFI or WFI. These included 43 density maps of heavy manufacturing, construction, aerospace, electronics, and other industries for various RWBs or counties. Additional maps were prepared for jobseekers (10), employer locale (19), and 84 maps of various types.

Extent to Which the Activity Conformed to Planned Milestones

The level of activity exceeded planned milestones as specified in the PY 2006-2007 Workforce Information Core Products and Services Grant. Additional

industry/occupational/supply and demand/impact studies and special reports were undertaken based on customer requests.

B. Customer Consultations

The most recent LMS customer satisfaction survey rated six questions about how staff handled information requests. The overall satisfaction rating on a scale of 1 to 5 was 4.7 for all six questions. The same survey also rated the questions across four different customer groups on the same scale. Florida LMS rated 4.3 for employers, 5.0 for workforce professionals, 5.0 for jobseekers, and 4.7 for other data users.

Based on these customer satisfaction findings LMS will continue with efforts to make online products more understandable to the average Florida jobseeker. The What People Are Asking (WPAA) system already provides an easy to use method to view labor market information. This system will continue to be refined for jobseekers and employers.

Another survey was conducted at the request of WFI for the Regional Workforce Boards Executive Directors regarding the various offices/services within AWI. On a scale of 1 to 5, LMS was rated 4.4 on responsiveness, 4.4 on timeliness, 4.6 on knowledge, 4.3 on understandability, 4.3 on helpfulness, and 4.5 on overall satisfaction. Labor Market Statistics overall rating of 4.5 was the top rating given to a program entity in AWI.

Activities to be Undertaken to Add Customer Value

While these ratings are exemplary, LMS will continue with efforts to make online tools more useable and interactive to jobseekers, board staff, and employers. Efforts will continue to perfect timely delivery of information via electronic means while maintaining high standards of data quality and integrity. Enhancements will be made to the LMS Website to include interactive mapping capability, improved area profiles, and small domain modeling to give current industry employment for rural workforce regions. Small domain modeling has been funded by the state workforce board for two years as a pilot study. Florida will retain the capability to conduct impact analyses using IMPLAN software as needed by workforce and economic development. Florida is chairing a Conference Board

advisory panel on the new Help Wanted OnLine data series. This new series is an indicator of employer demand nationwide, by state, and by metro area. It is being tested as a new economic indicator and will assist with analyzing occupations for job training. It will also serve as a substitute for vacancy surveys.

Florida Labor Market Statistics purchased the ReferenceUSA employer data base for the state and 24 workforce regions. This extra purchase removes the restriction from the InfoUSA data base which is in the internet delivery system. This data base allows sharing of the employer data with economic development organizations in their joint efforts to recruit businesses to their local areas. This purchase was leveraged using state Ready-to-Work funds.

Labor Market Statistics will continue with the policy of responding to all requests for improvement and additional products within the funding and staffing limitations. Increased automation of products like the area press releases will allow better geographic coverage with less production time.

C. Recommendations for Improvements or Changes to the Deliverables

Florida adapts delivery of products under the six major deliverables based on the needs of the state and 24 Regional Workforce Boards. Some individual products are adjusted based on customer feedback and short-term needs of the state and local boards. The results of the customer satisfaction survey indicate that Florida has achieved high marks in meeting the needs of its labor market information customers.

ETA should compile the accomplishments of all states funded by this grant, and promote, publish and share these products and services. ETA should continue to promote and share best practices and products/services developed by states under this suite of core products. In addition, this suite should continue to assist states with developing new products such as the Benefits Survey and Job Vacancy/Hiring Needs Survey to help meet data gaps.

D. Expenditures:

The total amount of the grant is \$1,346,686. Through June 2007, LMS has:

Spent	\$859,833
Encumbered	\$55,000

An extension was granted through June 30, 2008 for expenditure of the remaining balances. As of August 2007 \$1,090,544 had been expended.