



# GEORGIA DEPARTMENT OF LABOR

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MARK BUTLER  
COMMISSIONER

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September 30, 2011

**Dr. Helen Parker**  
Regional Administrator  
Employment & Training Administration  
U.S. Department of Labor  
61 Forsyth Street  
Room 6M12  
Atlanta, Georgia 30303-3104

Dear Dr. Parker:

Enclosed is a signed original of the Workforce Information Annual Report and accompanying documentation for Program Year 2010.

If you have any questions or need additional information, please let me know.

Sincerely,

Mark Butler, Commissioner  
Georgia Department of Labor

Mark Musick, Chairperson  
Georgia Workforce Investment Board

**Workforce Information Grant Plan  
Annual Performance Report  
Program Year 2010  
Georgia Department of Labor  
Workforce Statistics & Economic Research**

**Summary of Accomplishments**

**Populate the Workforce Information Database (WIDb) with state and local data:**

Product: Georgia Labor Market Explorer

Required Work Deliverables included:

- Implementing and maintaining the most current version of the Workforce Information Database to ensure a common structure for storing information and providing interstate access to workforce information.
- Populating all tables designated as core tables in accordance with the Analyst Resource Center (ARC) guidelines.
- Updating Workforce Information database content in a timely manner to be as current as the state's most recent publications and data releases.
- Populating the database with the license.dbf and licauth.dbf licensing files. Licensing data must be updated every two years.
- Submitting licensing data through the National Crosswalk Service Center (NCSC) for inclusion on America's Career InfoNet (ACINet) site.

Achieved Work Deliverables:

- The Workforce Statistics and Economic Research (WS&ER) division used the most current version of the Workforce Information database resource (version 2.4) in order to meet national, state and local customer information needs during the program year 2010.
- The designated core tables were populated in accordance with the Analyst Resource Center (ARC) guidelines with content periodically updated in a timely manner as to keep current the state's most recent publications and data releases.
- Occupational licensing data was updated by populating the license.dbf and licauth.dbf database as required every two years.
- The licensing data was submitted through the National Crosswalk Service Center (NCSC) for inclusion on America's Career InfoNet (ACINet) site.

Subsequently, the Workforce Statistics and Economic Research database is an all encompassing data center providing user-friendly information for all types of customers. These data types includes but not limited to Labor Force, Economic, Occupational, Educational, and Industry information which allow customers to conduct labor market analyses for their various needs.

Specifically, Labor Force data includes unemployment insurance claims, labor force employment and unemployment figures as well as unemployment rates for Georgia's

various geographical delivery regions and/or user-defined regions. Economic indicators data includes per capita income, consumer price index, building permits, property values and taxes. Occupational data includes occupational employment by industry, licensed occupations, projected long/short term occupational employment and occupational wages. Education data includes schools that provide educational programs and training as well as specified program completers.

The industry data includes quarterly census reports of employment, establishments, and wages. This data is produced at statewide, WIA and county levels and is produced down to the four-digit NAICS industry level. As part of the industry data, WS&ER offers an Industry Analysis Tool which is a dash-board style web interface that provides data for total employment, number of establishments, average weekly wages, growth rates, industry employment share and location quotient. This data can also be accessed within the Workforce Information Database's Geographic Information System (GIS) for Industry Sector, which allows users to map industry averages for covered employment, establishments and average weekly wages. This data is also produced at statewide, WIA and county levels and is produced by NAICS industry sector, including an all-industry total, goods producing and service producing levels.

In addition to the aforementioned data provided, the WS&ER database provides both job-seekers and employers educational and recruitment services.

### **Produce and disseminate Industry and Occupational Employment Projections**

Product: Statewide industry and occupational employment projections.

#### Required Work Deliverables include:

- Producing and disseminating statewide and sub-state industry and occupational employment projections by using appropriate methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Managing Partnership.
- Producing and populating the Workforce Information Database with the statewide and Workforce Investment Act area long-term (2008-2018) and short-term (2009-2011) projections data.
- Submit the statewide short-term projections data for the 2009-2011 period for public dissemination following procedures established by the Projections Workgroup and the Projections Managing Partnership.

#### Achieved Work Deliverables

- The Workforce Statistics and Economic Research division produced and disseminated statewide and sub-state industry and occupational employment projections using the appropriate methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Management Partnership.
- The division also populated the Workforce Information Database with the statewide and Workforce Investment Act area long-term (2008-2018) and short-term (2009-2011) projections data.

**Conduct and publish relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the governor and state and Local WIBs:**

Product: Customer defined area economic studies and analysis reports

- Georgia's Green Jobs Survey Report
- Career Pathways for Green Jobs in Georgia

Required Work Deliverables include:

- Developing, publishing, and submitting economic analyses and special studies capable of informing the workforce and economic development policy and investment determinations.

Achieved Work Deliverables

- The Workforce Statistics and Economic Research division conducted customer defined labor-shed analyses and special reports of economic development.
- Georgia's Green Jobs Survey Report – a comprehensive statewide report of the findings from the survey, including the number of green jobs, their locations throughout the state, which industries and economic clusters hold them, any special skills and licenses/certifications they may require, and the like.
- Georgia's Regional Green Jobs – a series of 12 regional brochures to supplement the statewide report.

The Workforce Statistics & Economic Research division of the Georgia Department of Labor in partnership with various ETA programs and outside data sets provided special reports for SWA, SWIB, LWIBs, economic agencies, workforce development organizations, education and training institutions, community colleges, and other appropriate state-identified strategic partners and stakeholders.

The reports consists of a user-defined geographical area that can be as small as a Labor Draw Area (contiguous counties) or a buffer zone (25 mile radius) from a city or county of interest or as large as the entire state of Georgia. A custom wage and employment (skilled labor) report is created for the desired area and combined with Employment Services Active Applicants (trained workers in the area that are ready to start work immediately). These reports are designed to provide special focus on centralized areas on the supply and demand of employment, skills transferability, staffing and wages. Areas that are smaller than statewide will also have a comparison to show the difference in the area wage to the Georgia state wage. These reports combine the data of Employment Services (ES) and Occupational Employment Services (OES).

The reports can be generated for a single occupation or for an entire industry utilizing national OES staffing patterns available at the 2, 3, or 4 digit NAICS codes. Special reports have been done analyzing other factors such as population, labor force demographics, local unemployment rates, proximity to local transportation hubs, etc, but are less common.

The Georgia Department of Labor's WS&ER division also conducted a Green Jobs Survey to assess current levels of "green" employment in the state. We were interested in determining how many green jobs exist in Georgia, what they are, where they are located, what types of training they require, and will they grow in the future. Businesses from nearly all major industry sectors were selected to participate. Our research focused on the following five green economic clusters: Energy from renewable sources; Energy efficiency; Pollution reduction and removal, greenhouse gas reduction, and recycling and reuse; Natural resources conservation; and Environmental compliance, education and training, and public awareness. Results of the survey will be published during the 2011-2012 program year.

Career Pathways for Green Jobs in Georgia is a third deliverable that presents the most common green jobs in each of the five core green economic areas, as well as examples of viable career pathways using skills currently held or acquired later in each green cluster

#### **Post products, information and reports on the Internet:**

Product: Georgia Labor Market Explorer

#### Required Work Deliverables include

- Posting grant produced products, reports and other workforce information on the Web or
- Disseminating the information through other electronic media to facilitate use by the economic development system, other stakeholders and the general public.
- Producing employment estimates for each of Georgia's 20 workforce investment areas.

#### Achieved Work Deliverables

- *Georgia Area Labor Profiles* -A comprehensive collection of various data published for each of Georgia's 159 counties and includes data for each county's labor draw area. Labor draw areas consist of the primary county and each of its contiguous counties. Data series included are: Labor Force, Population, Industry Mix, Top Employers, Commuting Patterns, Education Levels, Annual High School Graduates, Technical Colleges and completers, Employment Profile and Active Applicants registered at the local area career center. The reference period of the data varies from series to series, but most are for the latest calendar year available. It is best used as a tool for assessing the overall economic and labor market climate for a local area.
- *Georgia Employment and Wages* - Includes the average number of establishments, average employment, and average weekly wage during the calendar year. Data by month are available upon request. Employment for membership organizations, private households, and agriculture, forestry and fishing is not all-inclusive. Many employers in these three categories are not covered by the Employment Security Law and thus do not report data to the Georgia Department of Labor.

- *Georgia Jobs* -A brochure-style publication listing the jobs expected to be in the highest demand over the most current two-year period from a statewide perspective. The data takes into account new job openings and job replacement openings. Wages from the most current *Georgia Wage Survey* are also provided for each occupation.
- *Georgia Wage Survey* –An annual publication providing the average, median and middle hourly wage ranges for occupations in all industrial classifications, except agriculture, private households, and self-employed and unpaid family workers. Data are produced for Metropolitan Statistical Areas and Georgia's 20 workforce investment areas. The publication includes appendices, which give a brief description of each occupational title, along with a conversion table for wages paid on other than an hourly basis.
- *Georgia Career Planner* –A guide for career exploration providing information on overall job prospects and annual job openings in 21 broad occupational areas of interest. High demand jobs for each area of interest are spotlighted and classified by personal skills and abilities required, work characteristics and level of education and training required. Annual job openings and average wages for each of the high demand occupations are also included. The guide is most useful when making career decisions prior to selecting a course of study or considering retraining.
- *Georgia Area Workforce Trends* -A condensed view of industry and occupational trends published biennially for each of Georgia's 20 workforce investment areas. Each booklet lists regional economic highlights with charts and graphs of the fastest growing industries, the top-growth industries, fastest-growing occupations, occupations with the most job growth, and occupations with the most projected annual job openings. The booklets can be used as starting points for generating lists of demand occupations, which can then be compared to job openings and data on active job applicants to identify local trends for customized workforce development plans.
- *Georgia Workforce Trends to 2018* -A booklet-style report published biennially providing an overview of long-term employment trends for various industries and occupations. Lists the fastest growing, top-growth, and most declining industries. Also lists the fastest growing, top-growth, and most declining occupations as well as the occupations expected to have the most job openings in Georgia. It also features the jobs with the most growth, broken out by level of education or training required. The publication is commonly used in conjunction with the *Georgia Career Planner* to assist in career decision-making.
- *Georgia Hot Careers* – Information on occupations by education and training requirement, personal skills and abilities, work characteristics and occupational characteristics. Provides listing of careers with the fastest job growth, careers with above-average wages and careers with at least 100 annual job openings.
- *Licensed and Certified Occupations in Georgia* – Updated information about the occupations that require licensing or certification in Georgia as well as occupations that offer certification as an option. Seven kinds of information are provided for each occupation. A general job description is given along with the

- applicant requirements, licensing or certifying agency, fees, examination information, professional associations, and related occupational titles and codes.
- *Career Guide for Educators and Education Support Workers* - A statewide report that lists information about the jobs requiring similar knowledge, skills, and work activities as those most affected by recent job cuts in the k-12 education sector.
- *Occupational Staffing Patterns/Unpublished* -Unpublished staffing pattern data can be requested to estimate the distribution of employees by occupation for selected industries in the state and workforce investment areas. Data are beneficial for determining the types of jobs required by employers in specific industries and can be used to enhance target industry analyses for business retention and recruitment as well as for preparing re-employment strategies for employees of firms announcing closures or staff reductions.

The Workforce Statistics and Economic Research division collects, analyzes, and publishes a wide array of information about the state's labor market. This information provides a snapshot of Georgia's economy, job market, businesses, and workforce. These publications can be found on our Internet version of *Georgia Labor Market Explorer*, which is updated on a monthly basis.

**Partner and consult on a continuing basis with workforce investment boards:**

Products: Customer defined area economic studies and analysis reports

Required Work Deliverables include:

- Grantee consultation with the SWA, SWIB, LWIBs, economic and workforce development organizations, education and training institutions, community colleges, and other appropriate state-identified strategic partners and stakeholders.
- Establishing and maintaining strategic partnerships that work to jointly identify and address job seeker needs as well as those of state and local workforce system staff users and other state-identified stakeholders.
- Collaborating with as many stake holders as possible including economic development agencies and those state-identified.

Achieved Work Deliverables

- During PY 2010, the number of presentations given and customers served remained high as WS&ER strived to maintain excellent customer service and outreach. The WS&ER staff delivered presentations to Workforce Investment Boards and their partners across the state regarding the state of the economy, data research and available as well as labor market information resources.
- The WS&ER staff made every effort to meet the data needs of Georgia's WIA local boards. Staff worked with boards on a variety of requests for assistance regarding their data needs, including data location, creation of special reports, preparation of graphics, charts, and handouts, interpretation of data and data education concerning how to use it, how to apply it and the strengths and limitations of it.

Requests for assistance come from a variety of sources including local boards and staff ranging from development and/or delivery of training sessions to researching data in detail for their own presentations, trainings and reports. The WS&ER staff evaluated each request and worked to customize materials to meet individual needs of the customer and/or project. The staff also assisted with the design and/or development of projects by providing PowerPoint presentations, charts, graphs, scripts, delivery notes, and reference materials for members of the WIA community.

The WS&ER division also assisted other divisions, agencies and boards in Georgia with economic development initiatives for state and local areas including assistance with writing grants, preparing data and information for economic development projects.

The WS&ER staff engaged in helping Georgia's communities by offering one-on-one training with data users. This allows the WS&ER staff to not only provide data, but to engage our users by teaching them to obtain the best data for their projects while being able to understand, create, find and apply it to their needs. Data research projects have included utilizing data series developed exclusively by the WS&ER division as well as other data sources including but not limited to the U.S. Census Bureau, U.S. Bureau of Labor Statistics, the U.S. Department of Labor, the Georgia Department of Labor and other national and state agencies.

Standardized training presentations include the following topics:

*Economic Trends* – These presentations are highly customized to meet the geographic area that the group is from and addresses the workforce, economy and resources of an area. This presentation always includes an overview of the state as a whole, which offers a comparison for the local area being studied.

*Education Rocks! Train-the-Trainer* – The train-the-trainer session is the heart of success for the Education Rocks! This program or session includes a full demonstration of the scripted PowerPoint presentation detailing the many different career planning resources available to WIA boards, their staff, education partners and career guidance specialists. The session also includes a detailed look at all the resources that are available on the Education Rocks! Resource CD, discussion centering on how to customize the resources to best fit their needs and how to maximize their effect. Each participant attending the train-the-trainer session receives a full version of the Education Rocks! Resource CD and the Education Rocks! Teachers Resource Manual.

*LMI 101* – A three hour overview of all data products and services offered through Workforce Statistics & Economic Research. This session is in a classroom setting and includes basic exercises concerning data analysis.

*LMI 101: Lab Version* – An expanded five hour class includes a complete overview of all data products and services offered through Workforce Statistics & Economic Research including accessing all materials via the web. This session is in a computer lab setting and includes hands-on exercises for extracting, analyzing and applying the data produced by WS&ER.



Data Mining – Data Mining is a six hour overview centering on using on-line resources to pull data from different sources including the Georgia Department of Labor, the U.S. Department of Labor and the Census Bureau. The overview includes an introduction into the Local Employment Dynamics (LED) products and detailed instructions on using each of the three LED products.

Local Employment Dynamics (LED) – LED introduces the user to the types of data available and how to utilize them. This session also provides user basic guidelines for pulling data from the different data applications, creating maps, etc. This session needs to be followed by a Data Mining class for detailed user instructions for the three tools.

Community Construction: Painting in the details using data and graphics (LED) – A one to two hour session provides an introduction to the Local Employment Dynamics On-the-Map, mapping tool. This session introduces the user to the amazing mapping software that utilizes state created industry employment data as a foundation for creating commuting maps and reports detailing where workers reside and/or where the workers report for work. This session includes a detailed user guide for How to Create a Map. This abbreviated LED training class was originally requested and developed for WIA local directors for a regional conference.

10 Secrets of Presenting: How to Avoid Giving Mind-numbing Presentations – A one to two hour session looking at the most common training pitfalls associated with delivering training of a technical nature. This training class was originally requested and developed for WIA local directors for a regional conference.

In addition to standardized presentations, members of the WS&ER staff are often asked to develop and deliver customized training. A customized training class is available for each labor market information publication, product and service or in any combination for those individuals and/or groups requesting assistance. Training may also be in person on a one-on-one situation to a formal full day training session to meet each group's individual needs. Additionally, members of the WS&ER staff are often called upon to develop training and/or presentation materials for others to deliver, including WIA board members and other workforce development partners. Materials prepared are often scripted for the WIA staff or partner to assist them with their delivery and/or discussion of the data and/or information provided.

The WS&ER staff strives to form meaningful relationships with WIA partners. While all customers are important to WS&ER staff, our WIA customers are afforded a special importance as they in turn offer our data and resources to their customers. Our efforts help us to prepare our customers for success, thereby allowing WS&ER to leverage time, talent and resources to impact and assist the greatest numbers of individuals across the state.

### **Customer Satisfaction Assessment**

The WS&ER staff continued to refine and improve their standing as knowledgeable subject matter experts; to be valued as experienced and desired speakers. As a result

of their continued efforts, they have earned an outstanding reputation and routinely report high levels of customer satisfaction result from training evaluations and reviews. Members of the WS&ER staff were requested to make appearances at a wide variety of events serving as guest speakers, subject matter experts, workshop presenters and exhibit booth sponsors, at local, regional, state and national events. WS&ER's standard exhibit booth generally includes a computer resources area where well-versed LMI experts conducts mini-training classes and provides participants with individual consultations on the latest LMI products including career planning assessments via O\*NET products. As a result, the demand for WS&ER to plan, prepare and present for speaking engagements, to develop training sessions and to participate in resource fairs and exhibits continues to thrive.

In PY 2010, WS&ER staff presented over 20 different training sessions and/or presentations. In addition, the WS&ER staff prepared and staffed numerous statewide job fairs and provided LMI data and resources for dozens of additional events. The WS&ER division developed new materials for career transition directly related to heavily impacted groups. New resources and training classes were unveiled for multiple Career Expos and Education Resource Fairs. The WS&ER staff also assisted with preparation of data and graphic tools for key note presentations and handouts at statewide events including the highly publicized Georgia Jobs Summit. Training and exhibits included several statewide conferences associated with workforce development associations, the Department of Education events, statewide Summer Intern Program events, economic development authorities, various trainings and presentations for local educators, WIA partners and associated organizations, various local WIB meetings and many others.

Results from the customer satisfaction surveys regarding WS&ER staff members and products had a 90 percent response rate. Of those respondents, 63 percent were currently using LMI products in their jobs including 65 percent who use the WS&ER portion of the GDOL web site, and 41 percent had contacted WS&ER directly for assistance. Of the respondents who said they used WS&ER products, 91 percent indicated that they were satisfied with their product use (24 percent indicated extremely satisfied). No respondents indicated that they were dissatisfied with their product use, but thirty-five percent of respondents did not respond. Fifty-nine (59) percent of all participants indicated that they were satisfied with their overall experience with WS&ER. One percent of respondents indicated that they were neither satisfied nor dissatisfied with their overall experience. No respondents indicated that they were dissatisfied with their overall experience but 37 percent of respondents did not respond concerning their overall experience. Additionally, responses from one-on-one contact, email correspondence and telephone correspondence support high levels of customer satisfaction. Education, customer service training and LMI product training continue to be high priorities for WS&ER staff in order to continue to assist all customers with their data knowledge and needs.

The WS&ER staff collected training evaluations from all sessions but in the case of presenting at large, regional and/or statewide events, it is not always possible. Often times, feedback are shared at a later date with the presenter.

**Recommendation for improvements or changes to core products**

As stated in the Workforce Information Grant Plan –Statement of Work Deliverables for program year 2010, the initiative of Georgia's Labor Market Information division was to continue to develop and provide specific deliverables. The deliverables include the population and maintenance of the Workforce Information Database, the production of industry and occupational employment projections and other economic and workforce information products and services required to support the state, local and regional workforce investment system.

Through the use of measuring instruments designed to provide a means for consulting with customers; informal and group discussions, publication and presentation surveys and voluntary feedback from data users, Georgia's Workforce Statistics and Economic Research division can identify areas where change may be necessary to improve the overall data products, information and services provided. Localized data incorporated with service delivery and continued expansion and diversification in order to provide LMI products to principal customers, including employers, job seekers, the business community, workforce development professionals and State and Local Workforce Investment Boards, will continue to be the primary goals of the division.