



Workforce Florida, Inc.

055/



Agency for Workforce Innovation

September 15, 2011

Dr. Helen N. Parker
Regional Administrator
Employment and Training Administration
Atlanta Federal Center
Room 6M12, 61 Forsyth Street
Atlanta, Georgia 30303

Dear Dr. Parker:

On behalf of Workforce Florida, Inc. and the Florida Agency for Workforce Innovation, enclosed is the Annual Performance Report for the Workforce Information Grant for Program Year 2010.

If you need further information, please contact Rebecca Rust at 850-245-7257.

Sincerely,

A handwritten signature in green ink, appearing to read "Chris Hart", is written over a horizontal line.

Chris Hart
President, Workforce Florida, Inc.

A handwritten signature in blue ink, appearing to read "Cynthia R. Lorenzo", is written over a horizontal line.

Cynthia R. Lorenzo
Director, Florida Agency for
Workforce Innovation

Agency for Workforce Innovation

The Caldwell Building, Suite 200•107 East Madison Street•Tallahassee, Florida•32399-4120
Telephone (850) 245-7105•Fax (850) 921-3223•TTY/TDD 1-800-955-8771-Voice 1-800-955-8770

www.floridajobs.org

An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this document may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.

Florida
Annual Performance Report
Workforce Information Grant
PY 2010

A. Accomplishments by Deliverable

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

Outcomes Compared to Planned Outcomes

Florida populated the Workforce Information Database using version 2.4 with the latest labor force, industry, occupation, wage, performance, and administrative information in PY 2010. The database continues to provide information for several Internet-based delivery systems, including the Florida Research and Economic Database (FRED), the What People Are Asking (WPAA) system, and the LMS Website. The Workforce Information Database was used for data extractions for special requests from state and Regional Workforce Boards and local economic development councils.

Extent to Which the Activity Conformed to Planned Milestones

The activity conformed to planned milestones as specified in the PY 2010 Workforce Information 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 for the year 2018. 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, 2011 for the year 2012.

Employment projections were a critical input into the Florida Workforce Estimating Conference (WEC), which met twice in PY 2010 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 2010 Workforce Information Grant.

3. **Conduct and publish relevant economic analysis, special workforce information, and/or economic studies determined to be of benefit to the governor and state and local WIBs.**

Outcomes Compared to Planned Outcomes

The Labor Market Statistics Center (LMS) completed the trends and conditions report as part of the Agency's Long Range Program Plan (LRPP). This contained an annual report on economic/demographic trends and conditions by industry/occupation which were provided to the Executive Office of the Governor. This report is required by Florida Statutes.

Florida's Labor Market Statistics Center also produced Industry Profiles for targeted sectors as requested by Workforce Florida, Inc, Florida's state workforce board. These industry profiles support 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.

Training for high-value industries is concentrated in Banner Centers in partnership with community colleges. Industry Profiles were completed for:

- Aviation and Aerospace
- Biotechnology
- Finance and Professional Services
- Health Care
- Information Technology
- Logistics and Distribution
- Manufacturing

The studies cover industry and occupational employment and wages in order to provide an overview of the industry as it relates to size, wages, and training requirements.

Extent to Which the Activity Conformed to Planned Milestones

The activity requirements were met and were targeted to support the state's major policy initiatives in workforce and economic development. Workforce Florida, Inc. requested and approved the substitution of industry profiles for the statewide economic analysis.

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

Outcomes Compared to Planned Outcomes

This deliverable continues to play a critical role as LMI data users prefer online usage. The Labor Market Statistics Center deploys: Florida Research and Economic Database (FRED), What People Are Asking (WPAA), in addition to the LMS Website, Florida Wages (the Estimates Delivery System), the Targeted Occupations List, and the Quarterly Workforce Indicators as major delivery vehicles for on-line uses. The total website hits and requests were 13,126,819 in PY 2010. Web hits and requests now comprise the majority of data and publications provided to customers and partners.

Customers used the LMS Website more frequently than the other applications. The LMS Website had about 9.8 million hits in PY 2010.

- Received the following hits by product:
 - Over 2.5 million for WPAA
 - More than 2.7 million hits for labormarketinfo.com and 2.1 million for floridawages.com
 - More than 2.2 million hits for FRED
- Web hits of products include:
 - 140,156 information requests on Deepwater Horizon
 - 44,558 publications from the website
 - 32,499 maps and charts
 - 3,141 Green Jobs brochures
- The Labor Market Statistics Center provides several types of continually updated maps on-line:
 - 92 commuting maps per year
 - 132 industry level change maps
 - 132 industry percent change maps
 - 36 unemployment rate maps

Web requests totaled 3.3 million compared to 3.9 million in PY 2010. The WPAA system had the most requests at 2.6 million in PY 2010. The LMS website continued to maintain a link 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.

Florida deployed a special on-line map application for tracking the oil spill impact on Florida employers. It received more than 99,000 requests in just one month.

Extent to Which the Activity Conformed to Planned Milestones

The activity conformed to planned milestones as specified in the PY 2010 Grant.

5. Partner and Consult on a Continuing Basis with Workforce Investment Boards and other key workforce and economic development partners and stakeholders

Customer demand for LMS products and services from the workforce, economic development, and education system remains high. A major product (and service) is the Workforce Estimating Conference and the Regional Targeted Occupations Lists (TOLs). In addition, LMS completed numerous other products and services in consultation with Workforce Florida, Inc.; Florida's 24 Regional Workforce Boards; Enterprise Florida, Inc.; and local economic development councils. These products and services are described below.

Regional Targeted Occupations List (TOLs):

Labor Market Statistics (LMS) continued to maintain the TOL website for the Regional Workforce Boards to update their preliminary TOLs and for Workforce Florida, Inc. to review these submissions. LMS provides this system to accommodate the appeals process for Regional Workforce Boards to request additions to or deletions from TOLs. Education program linkage files were also posted on the TOL website so Regional Workforce Boards and their workforce training partners could ensure appropriate program linkages were established for each targeted occupation. Almost 26,000 web requests for TOLs were received in PY 2010.

In addition, LMS assisted Workforce Florida, Inc. with the compilation, review, and labor market analysis of the Regional Workforce Boards requests for additions to the TOLs.

LMS under the state workforce board's direction is in the process of finalizing the 2011-2012 Regional Targeted Occupations Lists that included occupations based on local input from the regions and occupations suitable for statewide training due to high demand.

Presentations and Training:

Labor Market Statistics continued to provide technical training and presentations for workforce and economic development. A total of 1,900 people attended 23 LMS presentations and seven customized training sessions. LMS produced 89 individual PowerPoint reports for workforce and economic development partners.

State and Local Area Press Releases:

Monthly state press releases are very comprehensive and include:

- Narrative release with tables
- Frequently Asked Questions
- Briefing Paper for AWI Director
- Maps
- Recession Graphs
- Travel Report for the Director (PowerPoint)

As a special service Labor Market Statistics produces custom monthly press releases for all 24 of Florida's workforce regions. These reports include data tables and narratives.

A monthly conference call is conducted with Regional Workforce Board directors and their communications staff covering the major issues related to the data releases, including information on local areas.

Posters and Print Media Publications:

Demand remains high for innovative print media publications and posters, despite the change to electronic delivery. A total of 148,636 publications were distributed by mail and 43,742 were retrieved from the website in PY 2010.

Wage Conversion Posters (10,000 small, 1,000 large) are produced and distributed annually, with Florida's new minimum wage posted prominently. A total of 51,000 Occupational Highlights brochures, with occupational forecasts statewide and for all 24 Regional Workforce Boards, were produced.

After a new printing of 9,500 sets of Career Posters, distribution continues for this item that remains popular with One-Stop Career Centers and schools. To aid middle-school career counseling, LMS updated and reprinted 5,000 sets of Career Comics and continued the wide distribution of these popular sets to Florida schools.

A total of 50,000 Job Vacancy Survey Brochures for all 24 Workforce Regions and statewide were produced.

In addition, the Resource Guide (a tri-fold brochure to inform the Regional Workforce Boards and the public about the resources and publications available from LMS) remains a popular item especially for distribution at conferences and seminars.

A flyer on "A Sample of Jobs in a Green Economy" originally produced to aid educational efforts by Workforce Florida, Inc., was updated and remains available on the agency website. Two additional flyers, Jobs Online and Education and Training Pay, are available on the website and receive many requests from schools and One-Stop Career Centers. All print media publications are produced at the request of Regional Workforce Boards.

Strategic Partnerships:

Labor Market Statistics worked with the Florida Department of Education on data implementation for the Florida Career and Professional Education Act and on occupational training codes for the 2009-10 regional targeted occupations lists.

6. Conduct Special Studies and Economic Analyses

Outcomes Compared to Planned Outcomes

Program accomplishments greatly exceeded the plan due to the large demand for reports/products/data services from Workforce Florida, Inc., Regional Workforce Boards, local economic development councils, and other customer groups. The following is a list of the major projects that were completed under this deliverable. Special studies continue to be one of the most important activities under the Workforce Information Grant. LMS

received 247 special requests for occupational and wage data, and 156 census-related requests for demographic data.

Labor Supply Studies:

Labor supply studies for business recruitment are one of the more innovative products produced for Enterprise Florida, Inc. (EFI, the state's economic development entity), Regional Workforce Boards and for local economic development councils. The studies are structured using occupational staffing patterns or occupations requested by the prospective employer including related occupations. Related occupations are now identified using the Transferable Occupation Relationship Quotient (TORQ) system instead of 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. Wage ranges are provided for each occupation. A total of 26 labor supply studies were completed in PY 2010. These are high-demand customized studies that require a fast turn-around cycle.

Regional/Special Group Reports:

During PY 2010, LMS prepared monthly Help Wanted OnLine data sets for 24 Regional Workforce Boards. Other studies included two special studies of the impact of an industry on a specific geography and five special impact analyses of facilities closures or expansions.

Industry/Occupational Projections:

LMS produced long-term employment projections for Statewide, all 24 workforce regions, and for all large counties with employment of 100,000 or more to the year 2018. Short-term projections to the year 2012 at the statewide level also were produced.

LMS 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.

Maps:

Developing mapping capability is a major focus, and most maps are distributed on the website. Additionally, 39 special request map projects were completed. LMS prepared commuting maps for all 24 Regional Workforce Boards in Florida.

Extent to Which the Activity Conformed to Planned Milestones

The level of activity exceeded planned milestones as specified in the PY 2009 Workforce Information Grant.

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 4.76 for all six questions, the same level as for PY 2009. Excluding the overall rating, the range of scores was between 4.7 and 4.9.

Based on these customer satisfaction findings LMS will continue with efforts to make online products more understandable to the average Florida data user.

In addition, Labor Market Statistics continues to receive the highest rating of any office within the Agency for Workforce Innovation from the WFI Partners (Regional Workforce Board directors and staff). LMS received an aggregate rating of 4.7 on responsiveness, 4.7 on timeliness, 4.8 on knowledge, 4.3 on understandability, and 4.6 on overall satisfaction from the last survey.

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. ETA should include and fund additional products such as Job Vacancy/Hiring Needs Surveys and Benefits Surveys to help fill data gaps.

D. Expenditures:

Unexpected grant opportunities were provided to LMS over the last year. However, the Agency will expend approximately 95% of PY 10 funds by September 30, 2011. It is projected that the balance will be expended before the end of the December quarter.