

**STATE OF IOWA ANNUAL REPORT**  
**2010 Workforce Information Core Products and Services Grant**  
**July 2010 – June 2011**

**A. PRODUCTS AND SERVICES**

The Labor Force and Occupational Analysis Bureau of Iowa Workforce Development continues to recognize the need to provide quality, reliable and timely labor market information that is responsive to customer needs. This requires more effective integration and collaboration with workforce and economic development initiatives at the local, regional, and statewide levels. This also requires the building of a stronger network of partner organizations to ensure continuous development, enhancements and dissemination of labor market information products and services to customers.

**1. Workforce Information Database.** The Workforce Information Database (WID) provides states with a common structure for storing labor market information. The database is intended to serve as the cornerstone for information delivery, workforce research, and product development for information that is standard and comparable across all states. The Workforce Information Database is the backbone for the Iowa Workforce Information Network (IWIN). During PY 2010, the crosswalk, look-up and core tables of the WID version 2.4 were populated and updated as required. Funds were used for staff time, travel, equipment, programming and database development and related costs.

**Accomplishments:**

- Two labor analysts attended the Analyst Resource Center Consortium meeting in Portland, Oregon from October 26-28, 2010.
- Two labor analysts attended the Analyst Resource Center Consortium meeting in San Antonio, Texas from June 28-29, 2011.
- One labor analyst participated in teleconferences with the Workforce Information Database Structure Committee on August 25, 2010; October 20, 2010; April 7, 2011; and May 5, 2011.
- During PY 2010, the Workforce Information Database was populated with the most current editions of the Infogroup Employer Database. The database was updated with the First Edition 2011 in October 2010 and with the Second Edition 2011 in April 2011. Job seekers and the general public can access the Employer Database through the Iowa Workforce Information Network (IWIN).
- Initiated training for additional staff to populate the Workforce Information Database and the Iowa Workforce Information Network (IWIN).
- Core tables were updated regularly throughout the year. (Refer to the table on the following page.)

Core Table Updates:

Table	Type	Version	Update Schedule
CES	Data	2.4	Updated monthly with state and MSA estimates
CPI	Data	2.4	Updated monthly with previous month's data
EEOPOP	Data	2.4	Used for affirmative action; last updated July 2010
EEO LABFOR	Data	2.4	Used for affirmative action; last updated May 2011
EMPDB	Data	2.4	Updated with Infogroup First Edition 2011 in Oct. 2010; updated with Infogroup Second Edition 2011 in April 2011. Employer records for Iowa and all surrounding states were uploaded.
ESAPPLIC 1	Data	2.4	Updated quarterly
ESAPPLIC 2	Data	2.4	Updated quarterly
INCOME	Data	2.4	Updated with median household income from the Census and 2009 per capita income for counties from the Bureau of Economic Analysis
INDUSTRY	Data	2.4	Updated quarterly; last quarterly update was for fourth quarter 2010
INDPROJ	Data	2.4	Updated biennially; current long-term industry projections are for the 2008-2018 projection period
LABFORCE	Data	2.4	Updated monthly with state and U.S. data for the reference month
NCEP	Data	2.4	Quarterly QCEW updates
OCCPROJ	Data	2.4	Update biennially; current long-term occupational projections are for the 2008-2018 projection period
OESWAGE	Data	2.4	Updated with wage data from the OES Survey (May 2009 panel)
POPULATN	Data	2.4	Updated with population data for the State and counties from the 2010 decennial census; last updated May 2011

**Expenditures for PY 10: \$87,000**

2. **Produce and disseminate industry and occupational projections.** Iowa Workforce Development will prepare and disseminate long and short-term industry and occupational employment projections. The projections will be prepared using the methodology, software tools, and guidelines developed by the Projections Workgroup and the Projections Managing Partnership. The primary activity for PY 2010 will be the production of sub-state long-term occupational employment projections for the 2008-2018 projection period. Statewide short-term industry projections will be prepared for the 2010-2012 period, and statewide short-term occupational projections will be completed for the 2009-2011 projection period.

**Accomplishments:**

**Industry Projections:**

- The statewide short-term industry projections for 2010-2012 were completed in June 2011.

### **Occupational Projections:**

- The statewide and substate long-term occupational projections for the 2008-2018 period were completed in August 2010. Sub-state, long-term occupational projections were prepared for the 15 IWD regions.
- The statewide short-term occupational projections for 2009-2011 were completed in August 2010.
- Both staff responsible for the industry and occupational projections participated in testing the new projections system.

### **Dissemination of industry and occupational employment projections:**

- *2008-2018 Occupational Projections Summaries* were completed for Iowa and the 15 IWD regions in October 2010. The summaries include information on the occupations with the largest projected job growth, occupations with the largest projected job decline, fast-growing occupations, fast-declining occupations, and occupations with the most annual openings.
- *2008-2018 Industry Projections Summaries* were completed for Iowa and the 15 IWD regions in June 2011. The summaries include information on industries projected to have the most growth as well industries projected to experience the most decline.
- *Iowa Green Jobs* was completed in January 2011. The publication uses the 2008-2018 occupational projections to identify the occupations that are defined by O\*NET as "Green Increased Demand" and "Green Enhanced Skills Demand". An annual growth rate, wages, education/training level, and skills are provided for each occupation.
  - *Green Jobs* publications were completed for each of the 15 IWD regions in June 2011.
- A staff member participated in the Career Expo held at the Polk County Convention Complex in Des Moines on April 4, 2011, where career information was made available.
- A staff member participated in the West Des Moines Job Expo on May 16, 2011. This event was held at the Sheraton Hotel in West Des Moines.
- Several career-related publications were updated during the year: *Career and Education Outlook*, *Career Connection Guide*, *Career Planners & Job Seekers Website Directory*, *Employers & Professionals Website Directory*, *Hot Jobs*, *LMI Guide* and *STEM Occupations*.
  - *Career and Education Outlook* publications were completed for each of the 15 IWD Regions in June 2011.

**Expenditures for PY 10: \$160,000**

3. **Conduct and publish relevant economic analyses.** 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.

**Accomplishments:**

- The fifth edition of *Iowa's Workforce and the Economy* was completed in June 2011, and has been posted to the Web. The publication will be distributed to the Governor's office; the State Workforce Investment Board, the local RWIBs, and to state agency directors. The booklet can be accessed through the Iowa Workforce Information Network (IWIN) at:  
<http://iwin.iwd.state.ia.us/pubs/pubs/iowaworkforceandtheeconomy.pdf>
- *Status of the Iowa Workforce and Economy* is prepared monthly to provide the governor, the state and local workforce investment boards (WIBs) state legislators, the Employer's Council of Iowa and other government planners with a one-page snapshot of the Iowa economy. The publication includes information on unemployment trends, nonfarm employment trends, unemployment insurance (UI) benefits, and other relevant economic issues:  
<http://iwin.iwd.state.ia.us/pubs/statewide/statusofeconomy.pdf>
- *Iowa Wage Survey 2010* has been developed for customers to have the most timely occupational wage information available. The wage estimates are prepared by applying the Employment Cost Index to the Occupational Employment Statistics (OES) data. The wage estimates are generated for the State, the MSAs, 15 IWD Regions, Balance of State areas, and industries. This publication can be accessed at:  
<http://iwin.iwd.state.ia.us/iowa/ArticleReader?itemid=00004030>

**Expenditures for PY 10: \$78,000**

4. **Post products, information, and reports on the Internet.** During PY 2010, staff continued to post grant-produced products and reports, economic time series, and other workforce information on the Web. Most information can be accessed through the Iowa Workforce Information Network (IWIN). In addition to updating and posting information to IWIN, Iowa Trends, an economic statistics website, is maintained and updated as information becomes available.

## Accomplishments:

IWIN monthly statistics for PY 10:

Month	Hits	Visitors	Year-to-Year Percent Change in Hits
July – 2010	1,520,358	44,342	-11.6
Aug	1,506,074	43,166	-16.0
Sept	1,463,225	40,030	-10.3
Oct	1,432,052	38,763	-10.8
Nov	1,298,520	40,500	-16.9
Dec	1,263,727	37,871	-9.9
Jan – 2011	1,653,288	43,823	-6.0
Feb	1,648,561	39,636	3.8
Mar	1,759,430	46,156	2.6
Apr	1,568,804	40,314	-1.8
May	1,610,809	30,689	-1.2
June	1,543,970	29,028	-3.8
<b>Total</b>	<b>18,268,818</b>	<b>474,318</b>	

The following information, products and reports were made available in IWIN during PY 10:

### Articles:

Retail Industry Wages among Lowest in Iowa  
Temporary Help Trends  
The Youth Unemployment Crisis  
Mass Layoff Statistics

### Products and Publications:

Affirmative Action Data 2010  
Business Connection Guide  
Career Connection Guide  
Consumer Price Index (updated monthly)  
County Unemployment Rate Map (updated monthly)  
Current Employment Statistics (updated monthly for State and MSAs)  
Green Jobs (State and 15 IWD regions)  
IWIN Guide  
Industry Projections Summaries 2008-2018  
Iowa County Wage Surveys 2009  
Iowa Current Employment Situation (monthly news release)  
Iowa Hot Jobs 2008-2018 (State and 15 IWD regions)  
Iowa Occupational Projections 2008-2018 (State and 15 IWD regions)  
Iowa Quarterly Industry Review  
Iowa Short-Term Industry Projections 2009-2011  
Iowa Short-Term Occupational Projections 2009-2011  
Iowa Trends (updated as economic indicators become available)  
Iowa Wage Survey 2010 (MSAs, Balance of State, Industries, and 15 IWD regions)  
Iowa WorkNet (first three quarters of the calendar year)  
Iowa's Career & Education Outlook 2008-2018  
Iowa's STEM Occupations  
Iowa's Workforce and the Economy 2011

Labor Force Data (monthly)  
 Labor Force Summaries (monthly and annually for all year subject to benchmark revisions)  
 Occupational Employment Statistics Wage Survey (May 2009)  
 Occupational Projections Summaries 2008-2018 (State and 15 IWD regions)  
 Occupations of Iowa Workforce Development Center Applicants (updated quarterly for the State and 15 IWD regions)  
 Older Worker Profile 2011  
 Quarterly Census of Employment and Wages (annually and quarterly)  
 Status of the Iowa Workforce and Economy (monthly)  
 Website Directory for Career Planners and Job Seekers  
 Website Directory for Employers and Professionals  
 Young Worker Profile 2011

Iowa Trends statistics for CY 10:

Month	Hits	Visitors
<b>Total</b>	<b>69,608</b>	<b>56,648</b>

The following information was made available in Iowa Trends during CY 10:

**Data:**

Average Pay  
 E-Commerce  
 Federal Reserve Bank of Chicago Survey of Farmland Values  
 Federal Spending  
 Gross State Product  
 Health Insurance-Share of the Population Not Covered  
 Income, household  
 Income, per capita  
 Iowa Consolidated Federal Funds Report  
 Iowa County Poverty Estimates  
 Iowa Gross Domestic Product  
 Iowa Initial Claims Associated with Mass Layoffs  
 Iowa New Residential Housing Permits  
 Iowa New Vehicle Registrations  
 Iowa Nonfarm Employment Summary  
 Iowa Number of establishments by employment-size class  
 Iowa Per Capita Personal Income  
 Iowa Production Worker Hours and Earnings  
 Iowa Sales of Existing Single-Family Homes  
 Iowa Population  
 Iowa Unemployment Insurance Claims  
 Iowa Value of Farm Exports, by Commodity  
 Iowa Value-Added Components of Net Farm Income  
 Median Household Income  
 Median Sales Price of Existing Single Family Homes  
 Net Farm Income by State  
 Patents issued  
 Per Capita Personal Income by State  
 Personal Income for Metropolitan Areas  
 Poverty Rates

**Expenditures for PY 10: (\$76,000)**

5. **Partner and consult on a continuing basis with workforce investment boards and key talent development partners and stakeholders.** Iowa Workforce Development will continue to consult and partner with stakeholders in the workforce development system in order to identify and provide labor market information that can be used to enhance economic development strategies and career guidance.

**Accomplishments:**

During the program year, the Labor Force and Occupational Analysis Bureau provided consultative services, reports, analysis on the state and local economy and workforce, and explanations of information to our customers such as in-demand occupations and industries, demographics, occupational and industry growth, and wages. Ongoing information and support was provided in the form of grant information assistance, special research and general inquiries.

The Bureau is a Census affiliate, receives and responds to inquiries via the LMI mail box and also responds to requests from the Iowa Workforce Development Director and Deputy Director, Labor Market and Workforce Information Director, Iowa Workforce Development Communications Director, the Legislature, and the Employment Statistics Bureau and Regional Research Bureau.

The Regional Information Center contained within Iowa Workforce Information Network (IWIN) is a source of useful local information for IWD staff, RWIBs, economic developers and educators and contains data such as:

- Demographic, social, economic and housing
- Population, labor force and IWD applicant data by gender and minority
- Regional profiles, high wage-high demand occupations, occupational employment and wages
- Characteristics of an area labor force, industry and occupational projections
- Unemployment rates, nonfarm employment and covered employment and wages
- Contact information for IWD offices, colleges and universities

Our customers have included:

- State Departments and Commissions such as Homeland Security and Management, Commission on the Status of Women, College Student Aid Commission, Department of Human Rights, Department of Management, Department of Public Safety, Department of Revenue, and Department of Education.
  - Example – Provided the College Student Aid Commission files on licensed occupations, state and regional occupation and industry projections and occupational wages for use in the state-designated career information system, I Have A Plan Iowa.
  - Example – Provided the Department of Public Safety, demographic information from the Affirmative Action Data book and county occupational wage information to assist with recruitment efforts.
- State and local economic developers such as Iowa Department of Economic Development, Midwest Partnership Economic Development Corporation, Lee County Economic Development Group, the Decorah Chamber of Commerce. In addition, staff provided information to the Regional Research & Analysis Bureau of IWD who receives requests for local labor market and economic data from chambers and economic developers working on employer and employee recruitment and development.

- Example - Prepared an economic and job outlook presentation for the Decorah Chamber of Commerce.
- Example - Provided economic analysis on Lee County for private employer and the Lee County Economic Development Group.
- Bureau staff provided assistance to local and regional IWD staff and RWIBs to enhance their understanding, interpretation and use of labor market and economic information and publications. In many areas the regional IWD staffs are the conduits for the RWIBs thereby requesting IWD staff to seek information and guidance from Bureau staff on grant funding opportunities, local planning, and economic conditions.
  - Example – Met with director of Region 11 RWIB and provided interpretation and explanation of regional data to be used in local WIA plan.
  - Example – Discussed the statewide and regional occupational projections and Hot Jobs publications with IWD Region 12 managers to provide them with a better understanding of its creation and use.
- Local government and community organizations such as Iowa City Police Department, City of Ankeny, Spectrum Resources, Goodwill Industries, Greater Des Moines Partnership, and Iowa Association of Business and Industry have requested and received demographic and wage information.
  - Example – Provided Spectrum Resources a community job training organization, demographic and population information from the Affirmative Action Data book to assist with the development of program development.
  - Example – Assisted the Greater Des Moines Partnership with occupational descriptions and provided associated occupational wage information to assist with recruitment efforts.
- Educational and learning institutions such as Des Moines University, Drake University, Hawkeye Community College, Iowa Lakes Community College, and Kirkwood Community College were provided with information that assisted with grant applications, development of educational programs and access to career resources for educators.
  - Example – Met with and provided Des Moines University a statewide and regional occupational projections crosswalk. The crosswalk correlates their careers located on the Area Health Education Center program and with occupational employment and wages.
  - Example – Provided Kirkwood Community College with labor force information for selected counties. The information was required as part of a grant proposal for their Work-Ready Communities pilot.
- Staff received and responded to inquiries for grant information or research purposes from Iowa State University, Legislative Services Bureau, Kirkwood Community College, and IWD employees.
  - Example – Provided Iowa State University educational and occupation information for use in creating a research proposal on educational attainment.
  - Example – Provided IWD staff with occupational projections, wages and analysis for their AmeriCorps grant proposal.



- On July 15, 2010, one Bureau's staff participated in the Annual Teachers' Workshop at the University of Northern Iowa in Cedar Falls. A presentation was provided to 40 high school teachers on the status of the State and local economies, skills desired by employers, implications of the long-term occupational projections for Region 7 and occupational wages for Region 7.
- In July 2010, an analysis of job growth for nine, north-central Iowa counties was performed at the request of the Mid-Iowa Growth Partnership Region.
- August 4-5 2010, the supervisor of the Labor Force and Occupational Analysis Bureau and staff participated in the Green LMI Training presented by the Labor Market Information Training Institute. The objective of the training was to help LMI staff analyze the Green Economy in ways that are relevant to the questions being raised by key users and to integrate current/future data collection and research efforts with available resources.
- On August 10, 2010, the supervisor of the Labor Force and Occupational Analysis Bureau participated in the Gaining Early Awareness and Readiness for Undergraduate Programs Iowa Partnership Summit. The summit was attended by partners from state agencies such as Education, Human Services, and Economic Development. Also in attendance were representatives from postsecondary learning institutions, community organizations, industries and businesses. Participants shared information and discussed strategies to increase the number of students prepared to enter and succeed in postsecondary education.
- September 16, 2010, the supervisor of the Labor Force and Occupational Analysis Bureau attended the IWD State Board meeting. She presented the 2010 Labor Market Information Core Products & Services Grant and the 2010 Iowa's Workforce and the Economy Report.
- September 28, 2010, the supervisor of the Labor Force and Occupational Analysis Bureau participated in a roundtable discussion with the IWD Director, IWD administrators and staff and state librarians. The event provided an opportunity for librarians whose facility may become local access points to learn about the products and services provided by IWD and ask questions.
- October 7, 2010, the supervisor of the Labor Force and Occupational Analysis Bureau prepared and provided an economic and LMI overview at the Career and Technical Education Conference for educators. It was held in Cedar Rapids, Iowa and 65 educators were in the session.
- January 6, 2011, one of the Bureau's staff participated in the Career Expo sponsored by Central Iowa Society for Human Resource Managers. Approximately 70 employers were in attendance and over 2,000 job seekers participated.
- In January 2011, an analysis of economic trends was prepared for Region 12 in northwest Iowa. The information was presented at the Region 12 RWIB meeting.
- February 23-25, 2011, one staff attended the LMI Conference held in New Orleans, Louisiana. He attended the PMP Projections Consortium Summit's review on new projections software; and The LMI Training Institute's marketing workshop.

- In March 2011 the supervisor of the Labor Force and Occupational Analysis Bureau prepared and presented LMI and career information to 20 students enrolled in program to obtain their high school diploma/GED.
- In March 2011, a power point presentation on the Iowa and Region 12 economies was prepared at the request of the WIA director. The WIA director provided the presentation to the RWIB.
- In March 22, 2011 the supervisor of the Labor Force and Occupational Analysis Bureau prepared and gave a power point presentation on LMI and careers to a class of 17 education and career counselors students at Drake University.
- In March 30, 2011 the supervisor of the Labor Force and Occupational Analysis Bureau prepared and gave a presentation on LMI and careers to 15 at-risk high school students enrolled in a program through Des Moines Area Community College.
- In March 2011, a power point presentation on the Iowa and Region 12 economies was prepared at the request of the WIA director. The WIA director provided the presentation to the RWIB.
- In April 2011, provided an update to the Wagner-Peyser and Workforce Investment Act Programs for Iowa's program year 2010. The update included an economic analysis, job growth analysis on industries and occupations.
- April 19-20, 2011, three Bureau's staff and the supervisor of the Labor Force and Occupational Analysis Bureau attended the Northern Plains & Rocky Mountain Consortium: Researching the Green Economy Conference. Approximately 90 participants attended from Iowa, Montana, Nebraska, South Dakota, Utah and Wyoming who gathered to learn about the impact the new green jobs technologies and research results. Two of the Bureau staff who attended also assisted in planning the event.
- April 19, 2011, one of the Bureau's staff participated in the Career Expo sponsored by IowaWORKS Central Iowa, Jobdig, Bootstraps Expo 2011, DART, The Des Moines Register, Mediacom, The Men's Wearhouse and 2 The Top Career Advancement Strategies. Approximately 60 employers and 22 educational institutions were in attendance and 1,400 job seekers participated.
- May 5, 2011 one of the Bureau's staff and the supervisor of the Labor Force and Occupational Analysis Bureau exhibited LMI products specific for businesses and attended the SMART Conference sponsored by the Iowa Department of Economic Development. The conference attracted approximately 350 economic development professionals, business leaders, chamber of commerce executives, community leaders, elected officials and others who influence economic development and public policy issues statewide and within their own communities.

- May 16, 2011; one of the Bureau's staff participated in the West Des Moines Job Fair Expo sponsored by the West Des Moines Development Connection and Iowa Workforce Development. Approximately 25 employers were in attendance and 500 job seekers participated.
- In June 2011, an economic analysis was prepared for Region 11, and provided to the RWIB Director.
- Staff participated in the Military Service Licensing project with Department of Veterans Affairs and other IWD staff to research state and federal resources. They also reviewed the current policies of Iowa Licensing Boards and ascertained if military training could substitute for licensing requirements.
- The supervisor of the Labor Force and Occupational Analysis Bureau met with employers, Department of Education and Iowa Association of Business and Industry to create a Manufacturing Career Cluster brochure. The brochure will be used educators to engage students in learning about the manufacturing industry and its career opportunities.
- The supervisor of the Labor Force and Occupational Analysis Bureau met with employers, Department of Education, Master Builders of Iowa, and Iowa College Student Aid Commission to begin work on an Architecture and Construction Career Cluster brochure.
- Monthly analysis were conducted on the 15 IWD Regional Offices that displayed over the month demographic, education, gender, employment, age, ethnicity and job orders.
- Monthly News Release meetings were held prior to publication of the statewide unemployment rate. The Iowa Department of Economic Development was invited and regularly attended the meetings held to discuss the changes in the economic activities observed across the state.
- The supervisor of the Labor Force and Occupational Analysis Bureau attended meetings with partners of the Business Education Center (BEC) to develop a real world work-based learning model that can be replicated in schools. The model will provide educators an opportunity to visit local businesses, learn about various jobs and skills, and ask employers and employees questions. The knowledge gained can then be shared with students in the classroom where LMI is also incorporated to assist with making prepared and informed career choices. The BEC is a virtual center where partners come together from business and industry, education, economic development to prepare the future workforce.

**Expenditures for PY 10: (\$49,000)**

## **B. CUSTOMER CONSULTATIONS**

The Labor Market and Workforce Information Division of Iowa Workforce Development maintains an Activity Log on the agency's intranet site to record individual customer requests. The log is currently being used to collect customer satisfaction information. An electronic customer satisfaction survey was designed during the program year to obtain feedback from customers regarding labor market information products and services.

The customer satisfaction survey was added this year. While responses received from the survey have not been great, all 10 responses indicated that between 80% and 90% of the customers were **very satisfied** with the information/product received and the length of time taken to receive the information. All of the remaining customers rated the responses satisfied. Additional comments received from customers stated that staff was helpful, prompt and willing to provide assistance.

### C. RECOMMENDATIONS FOR IMPROVEMENTS OR CHANGES TO THE DELIVERABLES

- Adjust the due date for the Short-Term Industry and Occupational Projections adjusted to August or September. This would allow the use of current fourth quarter QCEW data which are needed to produce more timely projections.
- Make more funds available for career information and OES job seeker tools.
- Iowa would like ETA to designate or design a universal customer satisfaction tool.
- Receive the TEGL in early spring or extend the deliverable date.
- Include more career-related materials in the grant deliverables.
- Develop a best practices guide for the development of core products and services. The guide would also showcase the best practices of materials and resources created under the auspice of the TEGL.
- Iowa would like a clarification on the definition of "green" industries and occupations. The interest regarding this subject has intensified during the past program year, and guidance is particularly needed for the production and dissemination of information on the subject.
- It would helpful to have a universal mechanism for the LMI information display system so all states would have a similar appearance. This would enable customers to locate information easier when comparing state information, and would also facilitate populating the information.
- It would be helpful to have a consistent framework that would work with the Occupational Employment Statistics (OES) Survey to develop a system to produce local wage information for all states.
- An adequate budget is needed to fully support all the required core products and services, and allow for the training of staff.
- Iowa would like to receive timely feedback from ETA on the products and services that have been developed during the program year that would offer recommendations for improvement.
- Considerable time and effort was given to upgrading the Iowa Workforce Information Network (IWIN). A Request for Proposal was prepared and placed on the Department of Administrative Services contract site. However, the project was ceased due to lack of sufficient funds available to cover the costs.