

**Pennsylvania Department of Labor & Industry
Center for Workforce Information & Analysis**

**Workforce Information Grant (WIG)
July 1, 2010 to June 30, 2011
Annual Report**

Introduction: Pennsylvania's Labor Market Information Strategy & Success

Goal: Increase relevance and consistency of LMI delivery

Employment and Training Administration's (ETA) Program Year (PY) 2010 guidance via Training and Employment Guidance Letter (TEGL) 3-10 stresses that Pennsylvania must provide sound foundational data, information, and resources to the workforce system. Utilization of relevant and targeted labor market information (LMI) to assist Pennsylvanians in gaining productive jobs is critical in light of the increased demand for postsecondary credentials and career-long learning today. Using a comprehensive strategy adopted in 2009, Pennsylvania's LMI shop, the Center for Workforce Information & Analysis (CWIA) concentrated on both upgrading and maintaining traditional products while introducing a slew of local LMI products/services to help with local decision-making.

Work performed under Employment and Training Administration's Workforce Information Grant (WIG) addressed an urgent need to generate relevant LMI to help Pennsylvania make well-informed regional labor market decisions as the state comes out of the 'Great Recession'. The ETA grant has been leveraged with products from other funding streams to accomplish multiple improvements to Pennsylvania's Labor Market infrastructure including:

- Getting real-time LMI into Pennsylvania and conducting targeted training on use of this technology;
- Continuing research of the state's 'green economy';
- Defining and analyzing the state's Marcellus Shale industry sector;
- Creating partnerships with the Unemployment Compensation to connect workforce and unemployment data
- Developing an outreach strategy that concentrates on broad and efficient dissemination of our new/existing products and services especially using technology; and
- Ensuring consistent production/dissemination of local data for local decision-making

A new advancement in LMI that can also be found on CWIA's internet site is Job Spidering. Job Spidering is a technology that searches the internet for online job postings and allows job seekers to review thousands of online jobs from dozens of websites in one location. Job Spidering allows the job seeker to apply for the job and is free to the public for use. The value and interest in this new technology can be gauged by the dramatic increase in CWIA's website use (refer to Figure 1 below).

Figure 1: **Pennsylvania Workforce Statistics Monthly Unique Website Visits since August 2010**



Much of the new product development and existing product enhancements in 2010 are based on feedback and input from various customer groups. In addition to improvements made to Pennsylvania’s LMI infrastructure, the five deliverables for the WIG for PY 2010 were completed timely. These deliverables are:

1. Populating the Workforce Information Database (WID) with state and local data;
2. Producing and disseminating industry and occupational employment projections;
3. Conducting and publishing relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the governor and WIBs;
4. Posting products, information, and reports on the Internet; and,
5. Partnering and consulting on a continuing basis with workforce investment boards and other key workforce and economic development partners and stakeholders.

Ultimately, CWIA used ETA’s WIG to support Pennsylvania Department of Labor & Industry’s mission in this difficult economy to increase opportunities for the state’s workers to acquire the skills to succeed in our knowledge-based economy and to strengthen the commonwealth’s economy through a skilled workforce.

The purpose of this report is to summarize the work performed by Pennsylvania related to these deliverables. Specific accomplishments are listed by deliverable. An overview of products and services leveraged to optimize the use of the WIG and the broad scope of our evolving customer base is provided in the two tables below (Tables 1 and 2).

Overview of Deliverables

Annual deliverables from the WIG such as the maintenance and enhancements of the Workforce Information Database and Industry/Occupational Employment Projections were produced timely by Pennsylvania. They continue to be a great resource to our customers. The remaining three deliverables from the WIG (referenced in the previous section) provides flexibility to Pennsylvania and helps the state adjust to the shifting needs of workforce and economic development stakeholders. Leveraging Pennsylvania’s WIG to meet expanding partnerships, connecting with the workforce investment system

and education/economic development communities is a driving force for the state - this was taken very seriously by Pennsylvania in the use of its Program Year 2010 WIG funds.

Pennsylvania via the Center for Workforce Information & Analysis (CWIA) invests time to create, produce, and disseminate relevant labor market information on a consistent basis. Our goal is to respond to an urgent need for good comparable workforce data to assess the continuing effects of the Great Recession both statewide and regionally. This, in fact, is a charge of the current TEGL 4-11 that will guide our PY 2011 funds. The work that we have been able to provide through the WIG has been appreciated and (more importantly) used on a regular basis to drive workforce intelligence in Pennsylvania.

Every year, CWIA explores the value of current and new products and services before the WIG funds become available – we adjust our plans based on our research and extensive outreach to our stakeholder base to understand what they need. This has resulted in expansion of traditional support and the infusion of new products and services. Highlights are listed in the accomplishments section of this document. Table 3 provides the breadth of information we are providing our customers. Apart from the deliverables mentioned in the previous section, a variety of new and traditional products were produced and updated during the year. These include: a *Fast Facts* series that provide a snapshot of many different labor market and economic datasets specific to the state, workforce areas and Marcellus Shale; Help Wanted Online data that summarizes job postings from a wide variety of online sources, New Hire data that highlights industries that are hiring; tools and reports that assist in targeting or analyzing the performance of industry clusters across the state; reports and products containing occupational and career information with some specialized to the health care industry; and ongoing studies relative to the minimum wage and the unemployed.

All the publications and reports discussed above are available through the Internet. Throughout the year via attendance at conferences and symposia and presentations provided by staff, we are able to interact with our customers allowing them to express their concerns and needs openly. New product development is based on acquisition of such knowledge.

Using technology to increase our customer responsiveness is also a focus. A series of webinars designed for PA CareerLink® and Workforce Investment Board (WIB) staff covering new products and tools highlighting real-time data were conducted throughout the program year. In addition, we interact with our customers through our Customer Response Team (CRT), staff dedicated to handling inquiries on a daily basis from a broad array of customers. The CWIA also works closely with the WIBs and other state entities on a regular basis to assist them in program evaluation, grant proposal, and training curriculum development. These entities include the Labor & Industry's Office of Vocational Rehabilitation, Bureau of Workforce Development Partnership and Unemployment Compensation Deputate as well as the Departments of Public Welfare, Education, Corrections, Aging and Community and Economic Development. An overview of products and services leveraged to optimize the use of the WIG and the broad scope of our evolving customer base is provided in the two tables below (Tables 1 and 2) and is followed by a detailed summary of the accomplishments by deliverable.

Table 1. Select CWIA Products	
Actuarial Evaluation	Older Workers in Pennsylvania
American Community Survey	Pennsylvania Employer Database
Analysis of Pennsylvania's Minimum Wage	PA Employers with more than 500 Employees
Areas of Substantial Unemployment	PA Resource Guide (Companion to Career Guide)
CIP/SOC Crosswalk(Class.Instr.Prog/Std.Occ. Class.)	Pennsylvania Career Guide
Civilian Labor Force Packet	Pennsylvania New Hires (by State & WIA)
County Profiles	Performance Measures for varied programs
Demographic Information	Population Estimates
Economic Indicators	Press Releases
Economic Review of PA	Profile of Pennsylvania's Unemployed
Green Research & Publications	Regional Data Analysis Tool
High Priority Occupations Policy Guidance	Regional Fast Facts
IMPLAN Analysis (Input/Output Analysis)	Statewide Fast Facts
Labor Surplus Areas	Strategic Early Notice Database
Local Employment Dynamics CD	Strategic Early Warning Network Data
Long-Term Industry Projections	Targeted Employment Areas
Long-Term Occupational Projections	Targeted Industry Cluster Analysis/Publication
Marcellus Shale Industry Reports	Top 50 Employers
Monthly Employment Briefing	TORQ Skills Matching Analysis
New Hire & Initial Claims Mapping	Unemployment Compensation Data
<i>This is a representation of current products/services used. It is not a comprehensive list.</i>	

Table 2. CWIA Customers
PA Workforce Investment Board
Local Workforce Investment Boards
Employers, Educators, Trade Associations/Unions
PA Department of Labor and Industry: Unemployment Compensation Deputate, Bureau of Workforce Development Partnership, Workers' Compensation Bureau, PA CareerLinks®, Industry Partnerships, Office of Vocational Rehabilitation
PA Department of Community & Economic Development
PA Department of Environmental Protection
PA Department of Education
PA Department of Revenue
PA Department of Health
PA Department of Public Welfare
Office of the Governor
Penn State Data Center
Policy Makers
Members of the Press/Media

Accomplishments by Deliverable - Summary of Program Year 2010

Deliverable 1: Workforce Information Database (formerly ALMIS)

The Center for Workforce Information & Analysis (CWIA) has, and will continue to, populate all designated core database tables and other tables not designated as core. CWIA also includes state data and, where available, data for regions and counties. CWIA is under contract with Geographic Solutions, Inc. and will continue to provide Internet access to the data through the address below.

<http://www.paworkstats.state.pa.us/altentry.asp?action=lmiguest>

Deliverable 2: Industry and Occupational Projections

Long-term (2008-2018) statewide industry and occupational projections were completed and submitted in June 2010. Similar projections for Metropolitan Statistical Areas (MSAs) and Workforce Investment Areas (WIAs) were completed in fall 2010. For customer use, all long-term industry and occupational projections were posted to CWIA's website as publications and within the Workforce Information Database.

Pennsylvania's short-term (2010-2012) industry and occupational forecasts were completed in June and will be posted on CWIA's website. The deliverable file was submitted per the provided instructions.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=495>

Deliverable 3: Relevant Economic Analyses, Special Workforce Information, and/or Economic Studies

Select products that were produced this year are highlighted as well as a summary of products that are frequently used off our website

Monthly:

Pennsylvania Fast Facts

Fast Facts is a monthly publication that provides a quick snapshot of Pennsylvania's many different labor market and economic datasets. The publication includes data on labor force statistics, unemployment demographics, the long-term unemployed, unemployment compensation and claims, jobs, industry employment, industry highlights, employer activities, economic indicators, mass layoff statistics, new hires, other state's unemployment rates, business employment dynamics, online job postings data, economic forecasts, news of the month, and a definitions section.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=770>

Workforce Investment Area Fast Facts

Workforce Investment Area Fast Facts is a monthly publication that provides a quick snapshot of a Workforce Investment Area's different labor market and economic datasets.

There are 22 Workforce Investment Areas (WIAs) in Pennsylvania and each gets its own *Fast Facts* publication. The publication includes data on labor force statistics, unemployment compensation, industry employment, industry highlights, employer activities, new hires, online job postings data, news of the month, and a definitions section.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=777>

Marcellus Shale Fast Facts

Each of the *Marcellus Shale Fast Facts* sections provides a quick snapshot of LMI for Pennsylvania's Marcellus Shale (MS) industries and related economic activity. *Marcellus Shale Fast Facts* is updated each month with the most current and relevant information available. The publication includes data on jobs, industry employment, wages, occupations, online job postings data, new hires, maps, and a definitions section.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=775>

Monthly Employment Situation

Each month CWIA conducts a review of the latest changes to Pennsylvania's employment and unemployment data (e.g., jobs count, unemployment rate) and select state and national economic data to state government staff.

http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/PA_news_rel.pdf

Analysis of Help Wanted Online Job Postings

Help Wanted Online (HWOL) data is provided to CWIA from Wanted Analytics. HWOL data is collected from online job posting sites such as CareerBuilder, Monster, etc., and can be used as a tool to analyze trends in employment demand at various grouping levels. The data allows for real-time tallying of online jobs data by area, industry, occupation, and employer. CWIA distributes real-time job ad reports compiled by WIAs to the local WIBs via email. This enables the WIBs to determine where and in what industries and occupations jobs are occurring to help align local PA CareerLinks® and education providers with properly placing and training the unemployed.

Quarterly:

New Hires by Workforce Investment Areas

New Hires data are an informative and exciting new dataset for workforce and economic development professionals. The dataset shows those industries that are hiring, by WIA. The data are available for the most recent complete quarter, and can be used to determine where and in which industries employers are hiring; and to find emerging or declining industries based on year-ago comparisons.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=776>

Regional Data Analysis Tool (RDAT)

The RDAT is an access database tool that was provided to local WIBs to assist in their industry cluster analysis. The tool provides the ability for the local areas to produce employment, wage and competitiveness statistics for customized industry clusters for any region. Data are displayed for each North American Industry Classification System (NAICS) code included in the cluster defined as well as the cluster as a whole. The tool is updated quarterly and provided through our website.

<http://www.paworkstats.state.pa.us/workstatsftp/>

PA Employer Database

The PA Employer Database is provided to local WIBs and PA CareerLinks® to assist in outreach activities. The file includes employer names, contact information, NAICS codes, employment size ranges, latitude, and longitude of the employer for mapping purposes. The file also includes an indicator that identifies new employers. The database is used to assist PA CareerLink® staff in marketing one-stop services and by local workforce information boards to attract employers for industry partnership activities. The file is updated quarterly and provided through our website.

<http://www.paworkstats.state.pa.us/workstatsftp/>

Quarterly Targeted Industry Cluster (TIC) Reports

Each quarterly report contains a unique focus on a specific TIC and includes a comparison of industries within the focus area to larger geographical areas (including Metropolitan Statistical Areas and the state). In addition to the data provided in the TIC Summaries described above, these reports also provide some Shift-Share analysis as well as real-time job postings data for relevant occupations. The template for these quarterly reports was a direct result of a local WIB request. Examples of reports created - Bio-Medical, Energy and Information & Communication Services.

Annually:

Pennsylvania's Targeted Industry Clusters (TICs)

This publication provides an overview of the state's 11 TICs, highlighting employment, average wages and cluster strength. In recent years, TICs have been essential to the direction of all workforce development strategies in Pennsylvania. The December 2010 update to this document included 2008 annual average data and explained the changes from the original nine clusters. The most recent update, in June 2011, provided 2009 annual average data.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=407>

High Priority Occupations (HPOs)

Pennsylvania's workforce development strategy targets education and training dollars to HPOs: job categories that are critical to Pennsylvania's TICs, in demand by employers, have higher skill needs and are likely to provide family-sustaining wages. CWIA released an updated policy document regarding the HPO process in September 2010. The 2010 HPO list went into effect July 2010 and is located on the PA Workforce and CWIA websites. A draft version of the 2011 HPO list was provided for review in May 2011 and will go into effect on August 1, 2011.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=504>

Career Guide

The *2010-11 Pennsylvania Career Guide* was completed in Summer 2010. Hard copies were delivered during November 2010. Documents were posted to CWIA's website in late 2010. Work on the *2011-12 Pennsylvania Career Guide* started in January 2011. Delivery of the *Pennsylvania Career Guide* and an updated *Resource Guide* for teachers is targeted for September 2011.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=405>

Analysis of Pennsylvania Minimum Wage in 2010

This report highlights the statistical information on Pennsylvanians who earn at or below the minimum wage; analyzes the demographic characteristics of hourly workers making at or near the minimum wage; details the industry characteristics of those making at or near the minimum wage; discusses the issues of inflation and poverty in relation to the minimum wage; and considers other states' minimum wage data. A comparison is made between the years 2009 and 2010 to determine the impact of the minimum wage increases on Pennsylvania workers, businesses and economy.

http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/Minimum_Wage_Analysis.pdf

Actuarial Evaluation

This annual publication provides analysis of Pennsylvania's unemployment compensation system regarding current and forecasted Unemployment Compensation Trust Fund activity.

http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/Actuarial_Evaluation.pdf

Career Posters

These colorful posters are aimed at spreading career awareness through high schools and middle schools, although they are also used at many PA CareerLink® offices across the state. They are focused on the new TICs while highlighting occupations within the cluster in a 'career ladder' format. The posters are ordered online and the customer has the option of adding his or her organization's logo to the poster. The finished product is mailed to the customer on a CD-Rom.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=492>

Periodically/Ad hoc:

Local Employment Dynamics (LED) Analysis Database

This is a new product. This Microsoft Access database contains LED data by state, WIA and county. Standard queries are built into the database to analyze local economies based on the questions that can be answered by LED's Quarterly Workforce Indicators. For example, one feature of the database is specialized queries that focus on the growing cohort of older workers in the workforce.

Pennsylvania Green Jobs Continued Analysis

See Appendix A for full overview of the Center's Green Jobs research.

Marcellus Shale Industry Snapshot Update

Industries involved in the drilling of the Marcellus Shale natural gas formation are some of the fastest growing in the state. This updated report, released in December 2010, highlights the core industries involved in this sector as well as how those industries are performing now and how they are expected to grow in the future. To gain a further understanding of this emerging sector, CWIA has chosen to gather information from the employers and businesses operating within the sector. Industry Partnerships and the Marcellus ShaleNet organization have played key roles in matching CWIA up with the important players of this sector.

<http://www.portal.state.pa.us/portal/server.pt?open=18&objID=806040&mode=2>

A Profile of the Pennsylvania's Unemployed People

The U.S. economy is in the midst of the longest period of high joblessness since the Great Depression of the 1930s. The high rate of unemployment has prompted an ongoing debate about the need for public policies that stimulate job creation and more directly assist the unemployed. This report presents the basic facts on Pennsylvania's unemployed, including their demographic characteristics and educational background, where they live, their work histories, and the industries and occupations of their last job. The purpose of the report is to help customers make informed decisions about job creation policies and assistance for unemployed people.

http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/profile_of_unemployed.pdf

Targeted Industry Cluster (TIC) Summaries

These four-page documents are based on the state-defined TICs and can be produced for Pennsylvania or any WIA. They include regional cluster employment statistics in the region, top employers by size and location quotient, and information on occupations and/or HPOs associated with the cluster. These summaries are aimed local WIBs. TIC summaries are available upon request.

<http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=462>

Strategic Early Warning Notice Database

The Strategic Early Warning Notice Database identifies probable companies of importance in a WIA. Early Warning companies are experiencing significant employment decline. Early Growth companies are experiencing significant employment growth. The purpose of the database is to highlight companies that may be candidates for further investigation by workforce and economic development professionals. The Early Warning companies are selected as potential candidates for intervention strategies. The Early Growth companies are selected as candidates for potential expansion. The database does not presuppose a cause for a company's decline or growth. Companies are selected based on an algorithmic model. An Early Warning company is defined as a company whose employment count has declined each quarter over the past year and has had unemployment claims activity. Only those companies having at least 20 employees at the beginning of the measurement period and having an employment decline of at least 10 percent are selected. An Early Growth Company is defined as a company whose employment count has grown each quarter over the past year. Only those companies having at least 10 employees at the beginning of the measurement period and having employment growth of at least 10 percent are

selected. Employer size, industry classification, timeframe, geographic area, and annual percentage employment loss or gain can be adjusted. An additional wage filter parameter can be used to select those employers paying near or above the statewide average annual wage.

Nursing Supply Demand Analysis Reports

In support of the Pennsylvania Center for Health Careers (PA CHC), CWIA staff provided current statewide and regional occupational employment data to update the following 2005 publications: Registered Nurse Workforce in Pennsylvania Supply and Demand Report and Licensed Practical Nurse Workforce in Pennsylvania Supply and Demand Report. Both reports previously examined the nursing supply/demand situation in 2010 for the commonwealth and designated health districts and all WIAs. In 2009, the PA CHC and CWIA analyzed the shortage through 2014. In Fall 2011, these reports will be updated again to include an outlook for 2016.

http://www.portal.state.pa.us/portal/server.pt/document/490284/2009_rn_lpn_models_pdf?qid=42281457&rank=6

Reemployment Assessment Reports

Reemployment assessment reports are commonly used to evaluate job prospects for individuals impacted by major layoffs or plant closings. These reports are produced upon request or, when possible, in anticipation of such events. On average, CWIA completes about five to six reports annually but intends to market these services more in the coming year.

Area Snapshots

Area snapshots were created to inform a broader audience of what was happening in the regional economy. These ad hoc reports take a look at TIC information for a specific WIA and evaluate the data alongside other demographic data. The additional information may be age demographics, housing starts, commuting patterns, etc. This is used to help determine possible reasons why clusters are stronger in some areas rather than others. In 2010, area snapshots were developed for the Northern Tier and North Central WIAs.

Allied Health Occupations

Also in support of PA CHC, CWIA participated on an allied health sub-group to look at potential strategies to identify and alleviate workforce issues throughout allied health occupations. CWIA provided detailed occupational employment and wage information for allied health occupations, explained how to use and interpret the information, and participated in workgroup discussions. Extensive supply/demand analysis and skills analysis will most likely be required as this group moves forward.

Careers In Demand

These one-page fact-sheets are produced for each of Pennsylvania's HPOs. Similar to *Occupational Outlook Handbook* articles, they focus on the nature of the work and the skills and knowledge required to perform the essential job duties of the occupation. The profiles also provide basic labor market information, such as openings and wages. The one-pagers will be redesigned and updated to reflect the state's 2011 HPOs.

http://www.portal.state.pa.us/portal/server.pt/community/career_descriptions/12890#top

Education Instructional Program & Occupational Code Crosswalk

In conjunction with local WIBs and the PA Department of Education (PDE), CWIA has revised and continues to modify the national Classification of Instructional Programs (CIP)-Standard Occupational Classification (SOC) crosswalk. The purpose of this crosswalk is to ensure that educational programs are aligned with the occupational coding structure maintained by the Bureau of Labor Statistics – the inter-agency review ensures compatibility with changing industry skills needs. One of the primary uses of this crosswalk is connectivity to the state's HPO list and the resulting funding associated with it. The crosswalk is periodically reviewed and adjustments made based on input from partners. The current version was released in December 2010. Another update is expected to be released in August 2011 and will incorporate the 2010 CIP and 2010 SOC codes.

<http://www.portal.state.pa.us/portal/server.pt?open=514&objID=575374&mode=2>

Special Request Surveys

CWIA is responsible for preparing surveys for, among others, the state WIB in an effort to collect and analyze data from the local WIBs. Each survey is different in scope and has its own unique set of questions to gather pertinent data from the respondents. One example is the survey for local WIBs on the number of students in and out of school, with GED or high school diplomas, and employers actively involved in a school's local curriculum. There are also several open-ended questions in which the respondents can describe event participation in an essay format.

CWIA also conducted an employers needs survey in response to local WIBs request regarding certifications that are in demand by employers. This survey asked employers about the area and Industry Partnerships they represented, any certifications that were required by occupation, and if the employer had any vacancies or difficulties filling positions.

Deliverable 4. Products on CWIA Website

CWIA posts a vast array of products, information and report to the website. They are listed in Table 3 below. Also included in the table are presentations on various topics that are posted on our website.

Table 3. Products, Information and Reports Available Online	
Pennsylvania Fast Facts	monthly publication that provides a quick snapshot of PA's many different labor market and economic datasets http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=770
Workforce Information Area Fast Facts	monthly publication that provides a quick snapshot of a WIA's different labor market and economic datasets http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=777
Marcellus Shale Fast Facts	monthly publication that provides a quick snapshot of LMI for PA's Marcellus Shale industries http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=775
Monthly Employment Situation	monthly briefing to state government staff conducted by CWIA to discuss the latest employment and unemployment data http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/PA_news_rel.pdf
New Hires by WIAs	quarterly dataset showing industries that are hiring by WIA http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=776
Regional Data Analysis Tool (RDAT)	tool provides the ability for the local areas to produce employment, wage and competitiveness statistics for customized industry clusters for any region – requires Data Sharing Agreement http://www.paworkstats.state.pa.us/workstatsftp/
PA Employer Database	Database includes employer names, contact information, NAICS codes, employment size ranges, latitude, and longitude of the employer for mapping purposes – requires Data Sharing Agreement http://www.paworkstats.state.pa.us/workstatsftp/
Pennsylvania's Targeted Industry Clusters (TIC)	annual publication that provides an overview of the state's 11 TICs http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=407
High Priority Occupations	annual lists containing the HPOs both statewide and by region http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=504
Pennsylvania Career Guide	annual publication designed to assist those exploring careers and making decisions about post-secondary education, training and work http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=405
Analysis of Pennsylvania Minimum Wage in 2010	annual report highlighting statistical information on Pennsylvanians who earn at or below the minimum wage http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/Minimum_Wage_Analysis.pdf
Actuarial Evaluation	annual publication providing analysis of PA's unemployment compensation system http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/Actuarial_Evaluation.pdf
Career Posters	annually updated posters aimed at spreading career awareness through high schools and middle schools http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=492
Marcellus Shale Industry Snapshot Update	highlights the core industries involved in this sector as well as how the industries are performing http://www.portal.state.pa.us/portal/server.pt?open=18&objID=806040&mode=2
A Profile of Pennsylvania's Unemployed People	presents the basic facts on PA's unemployed http://www.paworkstats.state.pa.us/admin/gsipub/htmlarea/uploads/profile_of_unemployed.pdf
Targeted Industry Clusters (TIC) Summaries	based on state-defined TICs and can be customized for any WIA http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=462
RN/LPN Supply/Demand Analysis Reports	examines the nursing supply/demand situation http://www.portal.state.pa.us/portal/server.pt/document/490284/2009_rn_lpn_models_pdf?qid=42281457&rank=6
Careers In Demand	one-page fact sheets produced for each of PA's HPOs http://www.portal.state.pa.us/portal/server.pt/community/career_descriptions/12890#top

CIP-SOC Crosswalk	aligns training programs (classified by CIP codes) and occupations (classified by SOC codes)
http://www.portal.state.pa.us/portal/server.pt?open=514&objID=575374&mode=2	
Presentations	
.pdf versions of all presentations are available at http://www.paworkstats.state.pa.us/gsipub/index.asp?docid=782	
Labor Market Information for PA CareerLink® Business Service Teams	covers a combination of existing and new LMI products to assist professionals working in PA CareerLink® Business Services Teams
Tools for Labor Market Information	creates awareness of new and existing LMI tools for WIBs and Industry Partnership professionals
Job Spidering	explains the new tool that searches the web for online job postings and allows job seekers to review postings from one location
Pennsylvania's Workforce: What Are the Jobs of Tomorrow?	provides educators and guidance counselors with a basic understanding of the occupational data available to identify emerging careers for students
Analyzing Pennsylvania's Employment Picture	uses statewide and local area press releases to explain the different employment data available from CWIA
Career Opportunities in Science, Technology, Engineering & Mathematics	focuses on career opportunities in STEM occupations
Green Research: Then and Now	reviews findings from the most recent green research
Industries and Occupations: The keystones of Labor Market Information (LMI)	focuses on LMI from the perspective of occupational and industry analysis and tools available
The Use of Fast Facts and Real-Time Labor Market Information (LMI)	highlights new tools and resources that showcase real-time data and Job Spidering technology
Using Unemployment Compensation Information to Understand Your Local Economy	highlights current and projected unemployment compensation claimant activity

Deliverable 5: Partner and Consult on a Continuing Basis with Workforce Investment Boards (WIBs) and Other Key Workforce and Economic Development Partners and Stakeholders

Pennsylvania via the Center for Workforce Information & Analysis (CWIA) invests time to create, produce, and disseminate relevant labor market information on a consistent basis. Our goal is to maintain continuous communication with our stakeholders/customers to improve the regional focus of our products. Every year CWIA explores the value of current and new products and services before the WIG funds become available – we adjust our plans based on our research and extensive outreach to our stakeholder base to understand what they need. This has resulted in expansion of traditional support and the infusion of new products and services as discussed in previous sections.

Throughout the year via conferences and symposia attended by staff and webinars and presentations provided by staff, we are able to interact with our customers and get their feedback on CWIA products. These are continually incorporated into our service delivery strategy.

A critical component of CWIA's customer outreach is the work done by our Customer Response Team (CRT). This group of analysts is dedicated to handling inquiries on a daily basis from a broad array of customers. They are responsible for answering questions on our products and publications, assisting with navigation through our website, and compiling data to fill requests. They also track requests and trends, which lead to the alteration of the website and creation of new products. Having a real person

answer the calls from our customers helps build a good relationship and allows for a better forum for the callers to tell us about the things that are working well and provide feedback on what could be improved upon or is missing.

For the next program year, CWIA intends to:

1. Formalize the Customer Response Team strategy;
2. Create a formal needs assessment mechanism from the local WIBs;
3. Create stronger partnerships with the economic development community; and
4. Create stronger partnerships with employer community.

Recommendations for Improvements or Changes to the Deliverables

Future Direction of LMI Work

Goal: Increase relevance and consistency of LMI delivery

The information provided above provides an overview of accomplishments under the WIG. Each year, CWIA will continue to develop on its existing strategy and explore the value of current and new products and services before the WIG funds become available. Plans for the grant will be adjusted based on our ongoing research and extensive outreach to our stakeholder base to understand their needs.

To kick off this strategy on September 6th, 2011, CWIA convened a meeting with some of its customers to ascertain 'what is working' and 'what needs improvement'. Appendix B provides a version of the document that served as the agenda. Also included is Appendix C, a draft of a 'Needs Assessment' that will be refined for use to gauge customer input from other stakeholders.

Using these 'inputs' the work stemming from the WIG will be modified to ensure the LMI we produce is indeed relevant. Expansion of traditional support and the infusion of new products and services will continue to be based on such outreach and new mechanisms will be created to capture the evolving needs of our customers and labor market and the changes in the economic climate. At this time we are still analyzing the feedback and do not have any new recommendations.

Statement of Work Certification
State Workforce Information Grant

The State of Pennsylvania certifies that it has accomplished grant deliverables 1 through 6 specified in Attachment III of the Workforce Information Grant Application Instructions for Program Year 2010.

State Workforce Agency

Administrator

Date

State Workforce Investment Board

Chair

Date

Appendix A

Pennsylvania's Green Labor Market Information Improvement Grant

In November 2009, the commonwealth received a \$1.25 million American Recovery and Reinvestment Act (ARRA), Labor Market Information Improvement Grant to supplement the state's green labor market information infrastructure. This grant assisted Pennsylvania in generating industry-level information on green jobs and documented occupational demand and skill requirements necessary to target training to the need of green industries. Pennsylvania via the Center for Workforce Information & Analysis (CWIA) used these funds implement a broad strategy to generate labor market information on the state's green economy. The goal of this information is ultimately to support implementation of effective green workforce development strategies in the commonwealth.

The Pennsylvania Green Jobs Report, Part I defined green jobs and identified five broad industry sectors. While this report provided baseline information, there were several critical questions unanswered:

- Where are Pennsylvania's green jobs now, and two years from now?;
- What jobs are green, and where is the demand?;
- What are the skills for in-demand green occupations?;
- Does Pennsylvania have the capacity to meet employer demand?; and
- What career pathway models link the job seeker to green in-demand occupations?

To answer these questions, CWIA engaged state agencies, local workforce investment boards, employers and educators in the following research activities:

- *Survey of Pennsylvania's Green Economy* that provided the first estimate of current and anticipated green jobs, critical occupations in the green economy and their unique skill needs;
- *Listening Sessions* with employers and educators to clearly define demand and training needs;
- *Inventory of Green Education and Training Capacity*;
- *Job Tasks Analyses* of emerging and evolving green occupations and career pathways; and
- *Career Tool*, with information about wages, career paths, education and certification requirements, to assist job seekers

Resulting products and services developed from this collaborative work are as follows and includes a revised definition of 'green jobs' in Pennsylvania (see Box 1):

Pennsylvania's Occupational Competency Report – This report identifies green occupations, and explores potential career pathways, and estimated supply/demand balance of green workers.

Green Listening Session Report – this report articulates qualitative information gathered from a series of seven Listening Sessions that CWIA conducted around the state, which were attended by 350 employers, educators and workforce development professionals. This information was

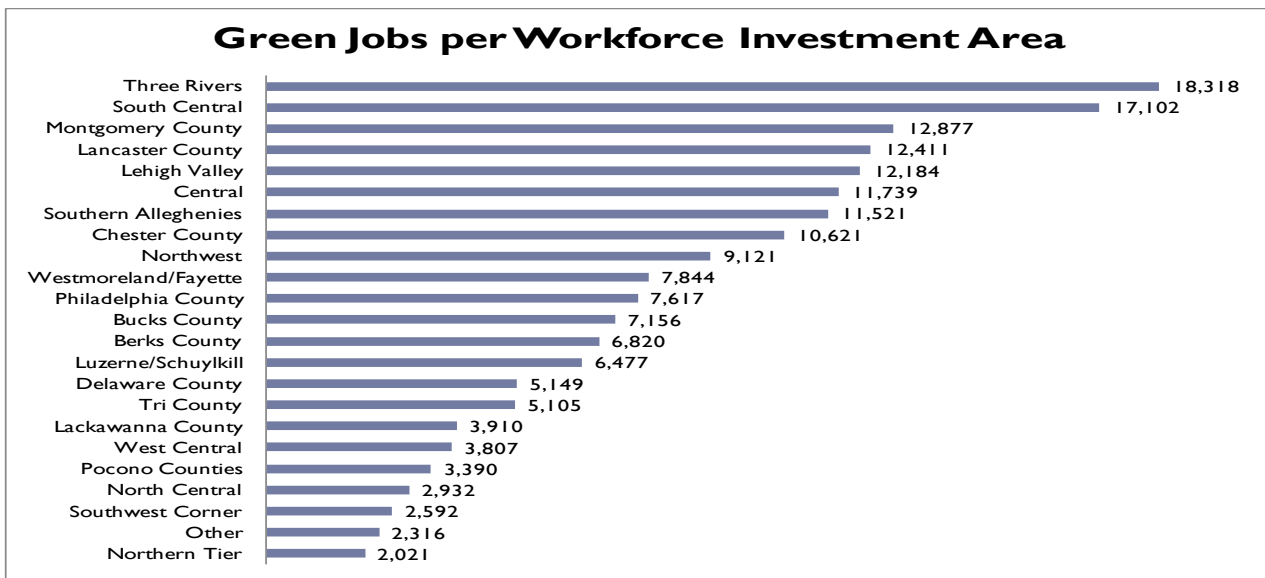
Pennsylvania defines **green** jobs as jobs that employ workers in producing or offering products or services that:

- Promote energy efficiency;
- Contribute to the sustainable use of resources;
- Prevent pollution;
- Clean up the environment; and
- Promote the reduction of harmful emissions
- Education, awareness and compliance

Appendix A

used to inform and refine the green economy employment and skills surveys. This activity along with release of the Bureau of Labor Statistics definition of ‘green’ was key in identifying a sixth green industry sector, Education, Awareness and Compliance.

Economy Wide Green Employment Survey Report – CWIA surveyed 25,000 employers, with a 65 percent response rate. Based on the results, there are approximately 183,000 green jobs in Pennsylvania and, employers forecasted 6.5% annual growth in green employment over the next two years. Furthermore, the survey showed that green jobs exist across all industry sectors and in all Workforce Investment Areas (see chart below).



Green Skills Report – A follow-up survey to employers with green employment was conducted to determine the skills and certifications required of workers in the green economy. The results showed that the skills and knowledge areas most lacking in “green” job candidates were environmental regulations, LEED, math and communications. In addition, the survey revealed that 60 percent of green jobs require a special license, certification or other training, while 40 percent of employers look for green technical skills in their workforce.

Career Tool – A web-based tool was developed to assist job seekers in researching green occupations, looking for jobs, and developing resumes. The tool also includes an inventory of green training programs to assist individuals in aligning their interests in green jobs with the training available.

Appendix A

The Center for Workforce Information & Analysis created an outreach strategy to disseminate this important information to a broad stakeholder base. Highlights include:

- Creating Pennsylvania's ***Green Jobs Toolkit***
- Connecting products developed to traditional labor market information products/services
- Conducting Webinars on the green economy
- Presenting green research findings at numerous meetings and conferences. A total of 23 presentations were made to 650 individuals.

As the state's green economy continues to evolve, CWIA continues its research into the green economy. Comparisons between the initial green industries and occupations published to those reported in the green survey as well as to those identified by the Bureau of Labor Statistics are being conducted. The CWIA is also producing a series of one-page occupational documents highlighting each of the 136 green occupations for the Pennsylvania Center for Energy and Green Careers.

Appendix B

Agenda: September 6, 2011

Goal: Review of Labor Market Resources Available for Local Data Intelligence:

1. Welcome: Deputy Secretary Michelle Staton
2. Introductions
3. LMI needs assesment: Roundtable discussion on 'what's working, what's not'
4. Overview of current CWIA Products/services and what is coming up
5. Suggestions on strengthening the 'system*'

*For purpose of this meeting, 'system' here alludes to how LMI can be used to refine workforce development efforts at the local level

Examples of Relatively New Products

Goal: Increase relevance and consistency of LMI delivery

1. HWOL (monthly)
2. Job Spidering - English (website access)
3. Job Spidering raw data (monthly) to customers who are requesting
4. Fast Facts: PA, WIA, Marcellus Shale (monthly for all 3 reports)
5. New Hires Real time by WIA (quarterly)
6. Local Employment Dynamic (LED) Database (quarterly)
7. Targeted Industry Cluster Reports (quarterly)
8. Green jobs reports
9. ITA Analysis (ad hoc)

Traditional Products (back in the picture)

Goal: Increase relevance and consistency of LMI delivery

1. RDAT (quarterly)
2. Employer Name-Address File (Quarterly)
3. Reemployment Report (ad hoc)
4. Nursing Supply-Demand Report (annually)
5. Education program analysis (ad hoc)
6. TEA/ASU

Appendix B

Upcoming Products/Services

Goal: Increase relevance and consistency of LMI delivery

1. TORQ (website access, limited to WIBs)
2. Job Spidering – Spanish (website access)
3. Growing/declining industry report (ad hoc/quarterly)
4. Career Tool (website)
5. SOII (new BLS program)
6. New Hires commuting pattern (where people are getting hired)
7. Job vacancy/employment surveys (energy and Marcellus Shale)

Products/Services Missing (based on ‘issues’ you face in the field)

Discussion: What else should we (CWIA) be doing?

Appendix C

LMI Needs Assessment – possible questions

Are you currently using one or more CWIA products and services?

Which of the services/products do you currently use?

- Statewide Fast Facts
- Fast Facts by LWIA
- Job spidering
- HWOL
- Unemployment/employment data
- Employer database
- HPO information
- Green Reports and Research
- Marcellus Shale
- Career Services
- Job Market Trends
- Profiles
- Data from Workforce Information Database on website

How do you use this information?

Primary user / audience for this information

Do you find it to be easy to use and understand?

How do you access CWIA services and products?

- Request by telephone
- Request by email
- Visit the CWIA website
- Review materials sent by CWIA

What format do you find most useful for the dissemination of information?

- Electronic (by email)?
- Electronic (downloadable from a website)?
- PowerPoint presentations offered at meetings, seminars and conferences?
- Printed materials—Pamphlets, brochures, fact sheets and reports?

Please identify any gaps that you see in the data and information provided.

Appendix C

How can the products and services be improved?

Cite an example of how you are able to use a product or service to perform an important task or to meet a need in your WIB.