



Edmund G. Brown Jr.  
Governor

October 21, 2011

Mr. Richard Trigg, Regional Administrator  
U.S. Department of Labor  
90 7<sup>th</sup> Street, Suite 17-300  
San Francisco, CA 94103-1516

Dear Mr. Trigg:

Enclosed is the California Labor Market Information Division's (LMID) Annual Report of Accomplishments for the Employment Cost Grant for Workforce Information Core Products and Services (#06-215-10). Accomplishments are for the period of July 1, 2010 through June 30, 2011.

I would like to add my endorsement of LMID's accomplishments during the grant period. The California Workforce Investment Board acting chairperson, Jamil Dada, will be sending you a separate letter with the State Board's endorsement of LMID's accomplishments.

If you have any questions or need additional information, please call Steve Saxton at (916) 262-2602.

Sincerely,

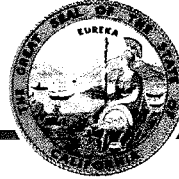
A handwritten signature in cursive script that reads "Pam Harris".

PAM HARRIS  
Chief Deputy Director

Enclosure

cc: Steve Saxton, MIC 57  
Carol Padovan, ETA





Douglas Sale, Acting Executive Director ▪ Jamil Dada, Acting Chair ▪ Edmund G. Brown, Jr., Governor

October 18, 2011

Mr. Richard Trigg, Regional Administrator  
U.S. Department of Labor  
90 7<sup>th</sup> Street, Suite 17-300  
San Francisco, CA 94103-1516

**COPY**

Dear Mr. Trigg:

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I would like to add my endorsement of LMID's accomplishments during the grant period. The California Workforce Investment Board appreciates the products and services from this grant such as work supporting analysis of the green economy and our Green Collar Jobs Council and data supporting regional industry sector strategies. The California Employment Development Department's (EDD) Director, Pam Harris will be sending you a separate letter with EDD endorsement of LMID accomplishments.

If you have any questions or need additional information, please call Steve Saxton at (916) 202-2602.

Sincerely,

A handwritten signature in black ink, appearing to read "Jamil Dada".

Jamil Dada

California Workforce Investment Board Acting Chair

Enclosure

cc: Steve Saxton, MIC 57

Carol Padovan, ETA

**State of California**  
Program Year 2010-11  
Workforce Information Grant - Annual Report

October 17, 2011

**Introduction**

The Department of Labor, Employment and Training Administration (ETA), continues to sponsor annual grants, such as the Workforce Information Grant (WIG) to support specified "core products" by labor market information (LMI) programs. Core products typically include infrastructure and product development (e.g., electronic systems, employment projections, occupational research/products).

The WIG is a critical fund source as it supports many value added LMI products and services not supported by the Bureau of Labor Statistics (BLS). The following are examples of the major activities supported by the WIG:

- Visual and spatial analysis of data using geographic information systems (GIS) technology;
- Information packaged to respond to the differing needs and capacities of primary customer groups;
- Delivery of easily accessed and interpreted information through the Internet;
- Collection and delivery of fundamental data from which to base analyses of the economy, including agricultural and small-county data collection and analysis not funded by the Bureau of Labor Statistics;
- Identification of customer needs through the Labor Market Information Division's (LMID) customer response network; and
- Ongoing communications with and support of a wide range of customers: workforce development partners, employers, educators, economic developers, planners, career seekers, and more.

We are pleased to share our accomplishments for the program year 2010-11.

## A. Core Products and Services Accomplishments

### 1. Continue to populate the Workforce Information (formerly ALMIS) database (WID) with State and Local Data. This includes updating occupational licensing data:

**Activity:** WID updates continue on a regular basis. This database provides the information, which drives our Internet Website, and is essential to our service delivery.

**Summary of accomplishments:**

- Data updates occurred as frequently as daily or monthly.
- The Online Systems Team used an in-house application to load the data. In addition, back-end changes to the online application occur as necessary.
- Labor Market Information Division coordinated the distribution and licensing of the WID *Infogroup Employer Database* CD-ROM set to local workforce investment areas, and other local customers as appropriate.
- LMID distributed the *2011 Infogroup Employer Database* to 21 eligible sub-licensees and 30 copies to LMID's local labor market consultants who assist local customers in mining these data when needed.

**Activity:** Conduct a survey of occupational licensing agencies to update information on LMID's Website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)), and the national delivery system.

**Summary of accomplishments:** LMID surveyed California licensing entities and made appropriate updates. LMID sent the 2011 occupational licensing file to the National Crosswalk Service Center to update the national database, America's Career InfoNet (ACINet). Updated licensing information was integrated in the Web-based *California Occupational Guides* and *Occupation Profile* applications.

### 2. Produce and disseminate industry and occupational employment projections:

**Activity:** Produce and disseminate industry and occupational short-term employment projections for California for 2010-2012.

**Summary of accomplishments:** Produced California 2010-2012 industry and occupational projections and fulfilled the ETA deliverable to submit occupational employment projection files to North Carolina LMI by June 30, 2011.

**Activity:** Produce and disseminate long-term employment projections for California.

**Summary of accomplishments:** Completed and published 2008-2018 industry and occupational employment projections for California.

**Activity:** Produce and disseminate long-term sub-state employment projections.

**Summary of accomplishments:** Completed and published 2008-2018 industry and occupational employment projections for all sub-state areas.

**Activity:** Attend Workforce Information System-sponsored projections training to help accomplish these objectives.

**Summary of accomplishments:** Projections analysts attended the Projections Managing Partnership Summit and training provided by the LMI Training Institute in February 2011.

**3. 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 Workforce Investment Boards (WIB):**

**Activity:** Conduct labor market research and produce a periodic on-line labor market report providing analysis of statewide and regional labor market trends.

**Summary of accomplishments:**

- The California Labor Market Review is published monthly. It is one of LMID's most popular publications and provides a current analysis of the California economy as related to the employment situation.
- California Labor Market Trends reports are periodic publications of major economic interest. The most recently published report is the California's Veteran Population in the Labor Market. This report was produced using American Community Survey data and described veterans' participation in California's labor market and characteristics of veterans in the labor force for 2009. Another publication with substantial interest was the California Disability and the Labor Force report. This report presents estimates of the number of disabled persons in the California labor force in 2009.
- The Labor Day Briefing is an annual publication prepared to report on California's labor markets as the nation commemorates Labor Day. This report presents significant labor market trends and topical statistics relating to the California economy.
- LMID also produces monthly reports reflecting online job advertisements for California and the sub-state areas. The Online Job Advertisements Data for California and the Help Wanted Online (HWOL) Local Area Data reports fill in a critical gap in the current U.S. economic indicators by providing timely, monthly measures of labor demand (advertised vacancies) at the national, regional, state, and metropolitan area levels. The data come from The Conference Board, Help Wanted Online Data Series™.
- A report series entitled Vocations for Vets was created at the request of a special workgroup comprised of One-Stop representatives, Employment Development Department (EDD) Administrators and staff, including LMID staff, in an effort to improve services provided to veterans. The special reports were specifically developed to assist veterans re-entering the labor market areas and were tailored for the various EDD regions in the state (Northern Region, Los Angeles/Ventura Region, and Southern Region). These reports identify a group of civilian occupations, which require a set of knowledge, skills, and abilities that are transferable from many common military occupations identified by veteran clients in the three regions. These publications were included in special training that targeted staff providing services to veteran clients. LMID's local Labor Market Consultants (LMC) provided this training in areas throughout the state.

**Activity:** Collect and deliver agricultural employment data (not funded by the BLS).

**Summary of accomplishments:** LMID continues to publish the California Agricultural Bulletin on the LMInfo Website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)), highlighting recent quarterly data. The Website also includes links to more detailed regional monthly data found in Excel spreadsheets. This data series continues to be the most current agricultural employment data available.

**Activity:** Produce small county industry employment data (not funded by the BLS).

**Summary of accomplishments:** LMID continues production of small area industry employment estimates allowing partners in the workforce development system access to consistent sub-state industry employment data across the State to assist them in making strategic and operational program decisions. This is in line with the ETA's strategic goal of generating the most current and local information. LMID continues to produce timely, monthly estimates for small areas, which are released at the same time as the larger Metropolitan Statistical Areas in the State.

**Activity:** Produce disaggregated county-level data from multi-county metro areas (not funded by the BLS).

**Summary of accomplishments:** Those counties that are a part of the multi-county Metropolitan Statistical Areas (MSAs) are disaggregated annually. These monthly and annual averages of employment data at the county-level would not otherwise be available to customers.

**Activity:** Support the California Regional Economies Project (CREP) and other regional economic planning.

**Summary of accomplishments:** LMID staff continues to provide extensive data files and expertise that support the CREP and other regional economic planning.

**Activity:** Produce static and interactive maps and geo-spatial analyses for workforce investment/One-Stop decision-makers and others.

**Summary of accomplishments:** LMID staff continues to produce maps for customers including One-Stop decision makers and local workforce investment boards. Staff also conducted geo-spatial analyses using GIS tools, provided geocoding services in support of mapping requests, provided mapping assistance, and prepared data files for use in all projects. Examples of the above include producing maps of local workforce investment areas (LWIA) with One-Stop locations; producing maps of agricultural employment, other employment and unemployment; calculating employment in various geographic areas such as Congressional and Assembly districts, fire districts, and city boundaries; and calculating distribution of American Recovery and Reinvestment Act (ARRA) funds by LWIA and political geography.

The GIS team continues to map employment and related data to assist policy makers and staff responsible for responding to various emergencies, such as drought, fire, and earthquakes. Staff created and updated real-time fire perimeter maps that illustrated and tabulated employers and employment potentially affected within actual fire perimeters and various radii of those perimeters. These efforts assisted the workforce delivery system staff and allowed decision makers to stay informed during actual emergency events.

LMID continues to create, evaluate, and use sub-county data sets in analysis and mapping. The data include Census data, Unemployment Insurance Claims data, and data from BLS' Quarterly Census of Employment and Wages (QCEW) Program.

Staff is participating on a One-Stop location work team with the State Workforce Services staff. GIS technology is being used to map a variety of factors in the effort to maximize the nexus of office location and service needs throughout the State.

Staff has leveraged other funds to develop further interactive mapping capability for customers through the use of a web portal. This activity is in progress.

**Activity:** Promote regional interstate efforts to coordinate best practices and information-sharing regarding research tools and software products.

**Summary of accomplishments:** California staff established a regionally based forum where analytical and technical staffs participate in bi-monthly WebEx meetings to showcase new products and tools, discuss current activities, LMI topics, and challenges.

**Activity:** Continue analysis of California green jobs and skills associated with the California Green Economy Survey.

**Summary of accomplishments:** The American Recovery and Reinvestment Act (ARRA) LMI Improvement grant funded much of the green occupational research in PY 2010. Staff concentrated their research efforts on occupations identified in California's green economy survey. Research findings were integrated into 34 Internet-based *Occupational Guides* (four have been translated into Spanish). Staff identified six occupations that were new and emerging specifically due to the green economy. These *Guides* only contain anecdotal wage information (i.e., wage survey data are not available) and job outlook is unknown.

**Activity:** Continue studies and focused regional and industry research utilizing the California Green Economy Survey.

**Summary:** Much of these activities were supplemented by the ARRA LMI Improvement Grant. However, staff continued to field requests for customized data by region and industry.

**Activity:** Collaborate with other states and California entities to better define and describe green industries and jobs, and inform the workforce development community.

**Summary of accomplishments:**

- LMID participates in a national NASWA Green Jobs conference call each month to discuss projects, best practices, issues, and products related to the green economy. Numerous state LMI researchers, DOL, and ETA representatives join these green jobs calls. This is an opportunity to share research ideas and products for possible application in other states.
- LMID attends periodic labor market forums sponsored by the SolarTech Workforce Innovations Collaborative (SWIC). SWIC is one of six public-private partnerships funded by the State of California's \$19 million Green Innovation Challenge Program (2010-2012). These forums often include facility tours, which provide invaluable insight to occupational descriptions (e.g., skills, knowledge, abilities) and industry supply chains. With the expressed permission of the employers, LMID has published *Employer Briefs* to share this valuable insight with workforce preparation professionals.
- LMID continues to participate in various green-related conferences, webinars, symposiums, seminars, and webcasts (e.g., Greening the Grid in California, Integrated Energy Career Pathways, SolarTech Clean Energy Sector Labor Market Roundtable, Green Labor Market Information: Key Findings and Promising Practices). Staff also provides presentations on California's green economy survey findings and skills research in a variety of venues (e.g., California's Legislature, California Workforce Association, Green Technology Summit, Webcast for The Conference Board, Green Jobs State Labor Market Information Improvement Conference).

**Activity:** Continue green transportation research as outlined in an interagency agreement with the California Energy Commission (CEC).

**Summary of accomplishments:** Initially staff analyzed California's green economy survey to provide supporting industry and occupational data for the Alternative Renewable Fuel and Vehicle Technology Program (ARFVTP). This data analysis included the examination of green transportation jobs and industries by geographic location and size of firm, as well as reported methods of training, anticipated skill needs, and the prevalence of alternative fuel vehicle use.

In early 2010, LMID agreed to perform additional research for CEC beyond the findings of California's green economy survey and analysis in order to expand the list of green transportation occupations related to California Assembly Bill (AB) 118. The source of the expanded list was the Department of Labor's Occupational Information Network (O\*NET). Research also included a review of online job ads using the HWOL job listing application. This search tool allowed LMID to mine online job listings across 1,200 online job boards, for a real-time look at existing, new, and emerging jobs. Job ads included knowledge and skill needs posted by employers. In addition, LMID's newly released California Short-Term Projections of Employment (2009-2011) assisted in assessing growth trends for many of the jobs researched.

Later in the year, LMID met with CEC to review findings from the California Green Transportation Jobs Report. Clarifying graphs and charts allowed CEC to better understand the data and discover applications related to ARFVTP training needs. Additional information related to training demand was provided, including the *Motive Power Report* prepared by the California Department of Motor Vehicles, and more current job listing trends from the HWOL tool.

**Activity:** Support the California Green Jobs Council of the California Workforce Investment Board.

**Summary of accomplishments:** LMID routinely attends meetings, provides presentations, and input to strategic planning documents, as requested.

#### 4. Post products, information and reports on the Internet:

**Activity:** Develop, maintain, and post needed information and products on LMID's Internet and Intranet Websites.

**Summary of accomplishments:**

- Update and maintain LMID's Website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)): California staff continues to host and maintain the California Workforce Informer Website, LaborMarketInfo. The Online Systems Team is responsible for day-to-day activities and implements improvements. The team prepares articles for publication on each of the portal pages, uploads reports prepared by LMID, updates data as it becomes available, and continues to incorporate established usability standards to enhance the customer's ability to use the Website. The Understanding the Green Economy Web page is a popular feature of our Website, and facilitates information sharing about this emerging topic for many California entities and State Labor Market Information programs across the nation.
- Maintain WorkSmart, which is an Internet application available in English and in Spanish designed to offer entry-level job seekers and workforce re-entrants "soft"



skills and occupational information to assist them in obtaining employment. About 42,000 visitors access *WorkSmart* per month.

- LMID continues to maintain the Intranet Customer Database (ICDB) for tracking customer requests, contact information, and product inventory. The ICDB allows staff to compile information by type of customer and request so that LMID can assess those customer contacts and requests and be more responsive.
- Update and maintain LMID's state and local Internet-based career product, *California Occupational Guides*. Staff continues to develop new *Guides* and update information in the existing online *Guides*. This product delivers statewide and local area occupational information, which includes detailed job descriptions, wages, outlook, benefits, and education and training requirements drawn from data contained in the WID. Printable summary or detailed career reports are available to customers 24 hours a day, seven days a week. Elements related to the green economy continue to be integrated into the *Guides*, which are identified with a green leaf icon.
- LMID committed to research and consult with others in the delivery of labor market information and Website capacity to make use of advances in Web technology by expanding staffing to include a Web liaison analyst. In anticipation of improving our Website and information delivery, LMID's Web liaison reviewed all LMI sites nationwide and developed a scoring system that ranked Websites based on current usability criteria, became certified as Website usability analyst, and provided support and expertise to the Workforce Information Council (WIC) Technology forum meetings held in May 2010. These efforts are ongoing as California state agencies comply with imposed Website protocols.
- LMID continues to improve the Internet-based *California Training Inventory* by adding new programs with a special emphasis this year in green-related training. A green leaf icon identifies green-related programs to assist customers in identifying those areas affected by the green economy. Three distinct search options are available to locate training:
  - Search by Field of Study
  - Search by Training provider
  - Search by Green Training
- Research related to California's green economy survey was integrated within applicable Internet-based *California Occupational Guides*. Each *Guide* with green components is identified by a green leaf. Green economy research and integration of green skills information is now a mainstream activity.
- LMID continues to maintain and enhance the Understanding the Green Economy Web page. New state pages were added with their green economy reports highlighted. Green digests are listed in a matrix format displaying green reports and studies from entities throughout the nation.

**5. Partner and consult on a continuing basis with workforce investment boards and key workforce and economic development partners and stakeholders:**

**Activity:** Provide public information services and field public requests for labor market information.

**Summary of accomplishments:** Staff responded to calls and email requests to assist customers in interpreting labor market information, distribute marketing fact sheets, brochures or labor market products, as well as respond to ad hoc data requests. Local area staff routinely responds to media requests, develop products for and give

presentations to workforce investment boards, employer groups, local agencies, and others.

**Activity:** Publish online *Planning Information Packets* for Local Workforce Investment Boards (LWIBs).

**Summary of accomplishments:** Produced and published customized online *Planning Information Packets*, which are statistical reports for California's LWIBs. Local Boards use these publications for program planning and targeting workforce and economic development needs and services. These packets contain local summary data on target customers such as public assistance recipients, individuals at lower living standard income levels, and economically disadvantaged persons.

**Activity:** Expand customer outreach, marketing, and feedback efforts.

**Summary of accomplishments:** LMID has expanded its customer outreach effort by adding a marketing and customer outreach unit that is consolidating these activities and related functions for the organization, and increasing efforts to meet customer needs. Staff developed a new on-line customer satisfaction survey. Staff surveyed the LMI Advisory Group (see reference below) in order to get feedback on our Website and facilitated a discussion of their responses during a quarterly meeting. LMID gives routine customer orientations to other department management and staff. Staff has developed a feedback form for participants in order to assess usage of LMI and opportunities for collaborative work and/or better, targeted delivery of our data.

**Activity:** Facilitate the Labor Market Information Advisory Group.

**Summary of accomplishments:** The LMID facilitates the LMI Advisory Group, which meets on a quarterly basis. LMID highlights products, reports, and tools and provides economic updates while soliciting feedback and discussion. Members represent stakeholders in education, workforce, job-training, and related areas; the State, local and Federal government entities; the workforce preparation community; economic development agencies; economists; and researchers; as well as labor, and the employer and job seeker communities. LMID has continued to hold quarterly meetings of the Labor Market Information Advisory Group since the mid-1990s. Agendas, presentations, and meeting minutes are posted to the LMInfo Website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov))

**Activity:** Offer labor market information training designed to meet local customer needs.

**Summary of accomplishments:** Labor market consultants out-stationed throughout the state continually work with EDD, LWIBs, and One-Stops to assess the training needs of staff. Consultants frequently train new staff on how to navigate and find information on the LMID's LMInfo Website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)). Training includes information on what data are available, updates frequencies, and how those data may help staff provide services to job seekers, employers and other customers. Additionally, consultants develop "tip sheets" and "guide cards" to help individuals remember how to find specific information once the training session is over. Consultants were also responsible for the Veterans' Training, which helped market the *Vocations for Vets* publication mentioned above.

## **B. Customer Consultations—Findings and Recommendations**

### **1. Methods for collecting customer satisfaction information and interpreting the collected information:**

To ensure that consultation with our customers is an essential component in improving the usefulness of and satisfaction with the LMI disseminated through the workforce information system, LMID implemented a marketing program and a survey process to collect customer satisfaction information in the mid-1990s. The Division maintains a demand-driven system by actively seeking ongoing feedback from our customers on how we can improve our products and information services, as well as identifying emerging information needs. Activities associated with our customer outreach and customer satisfaction efforts, particularly for our primary customer sectors, include:

- Focus groups
- Online customer satisfaction surveys
- LMI Advisory Group
- Interaction and participation at over 300 meetings, conferences, job fairs, presentations, training, and workshops attended by over 13,500 LMI customers.

Customer information is tracked in the Division's ICDB. Staff can access reports through the ICDB. The database also easily provides staff with lists of customers who have ordered products, creating a contact list for focus groups for more detailed surveys.

The Division also relies on focus groups, one-on-one customer interviews, and the insights of the LMI Advisory Group to obtain customer suggestions and comments for enhancement of our products and services. These activities are ongoing. To augment our understanding of our customers' needs, and how we might better address them, LMID maintains both a Marketing and Customer Outreach Guide that describes appropriate customer outreach efforts for our staff, and Customer Group and Product Profiles that are housed in the Division's ICDB and provide select satisfaction ratings and information by customer group or individual product.

### **2. Assessment of the principal customers' satisfaction with the product and service:**

During 2010-11, LMID's LMInfo Website ([www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov)) disseminated LMI products and publications primarily via electronic format. From September 2010 through August 2011, there were more than 22.5 million visitors to the Website. These customers viewed over 27 million pages. Our online jobseeker resource, *WorkSmart*, received over 400K visitors during the same period.

Our customers value our products and services, as reflected in the Web statistics above. Major points of interest on our Website are occupational information and career tools. In particular, customers received details on wages, occupational projections, occupational guides, job openings, and information on training programs.

### **3. Activities to be undertaken to add customer value to the product or service, where needs for improvement are identified:**

We continue to work with our customers to hone our products and services to meet their needs. We received feedback during meetings, conferences, training, and presentations

we provide. We also monitor customer feedback as it is received from the online *Comments, Complaints, and Suggestions* form.

**C. Recommendations for changes or improvements to the required grant deliverables:**

We applaud the ETA for the willingness to listen to the recommendations of the Workforce Information Council as it related to improving the expected deliverables for this Workforce Information Grant. The 2010 core products are better focused, and continue to meet customer needs.