

**COMMONWEALTH OF MASSACHUSETTS**

**WORKFORCE INFORMATION GRANT**

**ANNUAL PERFORMANCE REPORT  
FOR  
PROGRAM YEAR 2010**

**January 2012**

**Executive Office of Labor and Workforce Development  
Department of Unemployment Assistance**

## **Massachusetts Workforce Information Grant Annual Performance Report for Program Year 2010**

### **Statewide Workforce Information System Overview**

Massachusetts' Workforce Development system is overseen by the Executive Office of Labor and Workforce Development (EOLWD). Workforce Information products and services are developed and disseminated primarily by EOLWD's Department of Unemployment Assistance (DUA) and Department of Career Services (DCS), in coordination with EOLWD.

EOLWD assures that products and services provided with these grant funds are consistent with the Governor's Strategic Plan and Goals and with the vision of the Massachusetts Workforce Investment Board (MWIB) and with the grant requirements. Labor market and workforce information resources provide the Commonwealth with information on jobs, wages, labor force, and occupations that support economic development efforts, workforce partners' job development, performance management and business planning, and customers' needs at the state and local levels.

The products and services are designed to meet customers' needs and to offer the flexibility for adjustments with changes in the Commonwealth's economic climate and labor force, the strategic plan and new electronic delivery systems

Focusing on real time information on those unemployed and seeking work, jobs and staffing patterns, demand occupations, occupational supply and wage information at the state and local Workforce Investment Area levels, the data and information products produced with the Workforce Information funding provide the Governor and other state and local policy makers with the tools to assist them in planning and meeting the state's strategic workforce and economic development goals. The data, information and products are readily available to policy makers, job seekers and citizens in real time access through the web site <http://mass.gov/lmi>.

EOLWD has the responsibility of ensuring the appropriate development and dissemination of workforce information and labor information, including economic, career, and occupational data to all state and local workforce development partners. Its key focus is identifying and serving the needs of local workforce boards, One-Stop Career Centers and their partnering organizations, as well as educators and job seekers, employers, students and parents served by local workforce providers.

The strategies employed to ensure wide dissemination of labor market and workforce information include assuring availability via the Internet, developing specific targeted products, providing technical assistance in the use and availability of information, responding to requests for customized information and new products and making presentations to inform and educate. Direct assistance is provided to all individuals who contact them in person, by phone, or through email.

All labor market (LMI) and workforce information (WI) are available online at the Commonwealth's web site at <http://mass.gov/lmi>.

The Massachusetts Workforce Board Association, representing the sixteen Workforce Investment Boards (WIBs), provides guidance for the development of state and local labor market information to ensure that we address the needs and concerns of local boards.

### **Core Products and Services**

The Executive Office of Labor and Workforce Development's Department of Unemployment Assistance, Economic Research Department and the Department of Career Services, Management Information Systems and Reporting Office, developed and provided workforce information products and services in the following core areas as defined in the Workforce Information grant.

#### **Populate the Workforce Information Database with state and local data:**

The Workforce Information Database (WIDb), which contains the LMI and WI data, is current with all releases for version 2.4 required by the grant and are working on version 2.5 released in June. All data and information products developed through this grant along with products developed through the BLS cooperative agreement including custom formats requested by customers are made available at the time of release through the Commonwealth's web site at <http://mass.gov/lmi>. The WID supports all of the electronic applications. The core LMI, and required workforce information database tables are populated for public use on date of release.

In addition to the core WI requirements, customized additions have been made to support Massachusetts developed data series and levels of aggregation requested by customers. Responses to customized data queries were provided through special web links in standardized formats.

#### **Produce and disseminate industry and occupational employment data and projections:**

Using the methodology, software tools and guidelines developed by the Projections Consortium and the Projections Managing Partnership DUA developed and published statewide and sub-state 2008-2018 long-term industry and occupational projections and statewide 2010 to 2012 short-term industry and occupational projections.

Early retirements and a voluntary leave option provided by the Commonwealth in the fall of 2010 resulted in numerous staff changes and delays in production of the projections that were required in PY2009 and those for PY2010. Long-term projections 2008 to 2018 both statewide and for sub-state areas and statewide short-term projections 2010 to 2012 were produced and published in September 2011. These products are being incorporated into numerous LMI products that will provide information on anticipated changes in the Commonwealth's labor market.

**Conduct and publish economic analyses and special information determined to be of benefit to the state and local WIBs:**

Massachusetts conducted a job vacancy survey during the fourth quarter of 2010 that covered 10,000 employers. The survey results were developed in the Standard Occupational Classification 2010 coding structure. The survey estimates which were developed statewide and for seven regions provide a picture of labor demand as the Commonwealth continues to generate new jobs following the recession.

**Comment [s1]:** Please mention the corrective action to do the economic analysis for PY 11 and reasons why the economic analysis was not done in PY 10: staffing issues, etc.

**Comment [s2]:** Is there a link for this survey on the website? If so, do you mind providing it?

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May 2010 occupational employment and wage estimates for all industries for each of the sixteen WIAs were produced and published in May 2011. In addition, at the request of the LWIAs, staffing pattern by industry estimates statewide and for each of the LWIAs were also produced and published in September 2011. This information on labor supply and wages by occupation provide a more current picture of jobs for those assisting job seekers and on skill needs when used in conjunction with projections. Additionally, all request from LWIAs for customized staffing pattern data were provided timely. The most frequent requests that cannot be accommodated are for occupational employment, wage and staffing pattern data at the six digit NAICS. Statewide many customers seek information for specialized clusters that do not align to NAICS structures. Due to the unique nature of these sectors and the specialized products and establishments the information cannot be developed with current estimates and software tools available through this grant.

**Comment [s3]:** Is this available on the website, if so do you mind providing a link? Thanks!

Massachusetts signed an agreement with US Census for the Local Employment Dynamics (LED) Partnership. The development of the required historical information and the production of the quarterly workforce indicators are the major priority for the WI grant funding for PY2011.

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

All LMI and Workforce Information data, products and reports are released and publicly accessible through the web as required by the WI Grant. The economic data pages and data tools on the web meet Electronic and Information Technology Accessibility Standards (section 508) as defined by the Federal government and pass HTML validation.

The consolidation of information delivery through the improved site provides for immediate access at time of release for all workforce information and LMI data and products. Providing a direct link to LMI and WI allows customers to see at a glance the latest information on jobs, the labor force, the unemployment rate, and wages by occupation, and get access to all information in downloadable formats.

Recent additions include the long-term and short-term projections, 2010 estimates for employment and wages statewide and staffing patterns statewide and at the LWIA levels. These tools provide local workforce agencies with the most current OES published data plus estimates developed for their areas along with staffing patterns that provide insight into the changing nature of the occupations in the workforce. These products coupled with the long-term projections and on-line vacancy information expands the set of tools available to local providers of reemployment services.

During PY2011, EOLWD will be developing a new LMI website that will provide workforce agencies and other customers improved and expanded Internet access to data and information products utilizing up to date presentation technology.

Customers accessing the LMI and WI electronic tools continue to increase. The website's query tools and the city/town data searches which are also linked directly from the mass.gov home page through the *Find resources in your community* search option remain popular and posted high rates of growth. During PY2010 there were 397,500 visits to the mass.gov/lmi site, an increase of 25 percent over the visits in PY2009 and a 53 percent increase from PY2008. There were 2.7 million hits during PY2010.

The state also disseminates customer-focused occupational and career information through the Massachusetts Career Information System (MassCIS), which is managed by the Department of Career Services. Massachusetts contracts annually with intoCareers out of the University of Oregon to use the national CIS program, and to host the MassCIS web site at: <http://masscis.intocareers.org/>.

MassCIS provides information on occupational skill requirements, user-friendly job descriptions, wages, and current and forecast employment by occupation, plus links to web-based job sites and to educational and training venues. These include colleges and universities nationwide, as well as proprietary training schools in Massachusetts. DCS develops the information on proprietary schools through an ongoing survey of the state's schools. Among the new information provided in the system were updated wage data, twelve emerging occupations, and the ability to identify "green" occupations.

MassCIS continues to be available free online to all Massachusetts residents and for the fifth year had an increase in the number of users. Many of the One-Stop Career Center and workforce partner staff trained in previous years are now conducting MassCIS training and workshops at their own One-Stop Career Centers. Over the course of PY2010, at least 12 of our One-Stop Career Centers began offering their clients regularly scheduled workshops on the use of MassCIS.

Over 180,100 MassCIS visitor sessions were recorded in PY2010. Visitor sessions can be identified as coming from a One-Stop Career Center if users log in with their assigned passwords. During PY2010 almost 40,000 of our users could be identified as One-Stop Career Center staff or clients. We were also able to identify more than 5,700 of our users as being associated with the state's Community Colleges.

During PY2010, MassCIS staff held thirty-four training sessions for over 270 One-Stop Career Center and workforce partner personnel, where the training was exclusively about MassCIS. One-Stop Career Centers use MassCIS to provide labor market, workforce and occupational information based on assessments as part of the Career Center Seminars and related programs that are mandatory for selected UI claimants.

MassCIS was contracted by The Work Place career center In PY2010 to assist with the development of state-based materials as part of the Health Care Virtual Career Platform (HVCP), which included links to MassCIS for career and economic information.

Additionally, the Massachusetts Department of Elementary and Secondary Education recommends MassCIS as a resource for students to use when completing mandatory career development requirements. MassCIS staff is working with the Massachusetts Educational Financing Authority and ConnectEDU as they develop *Your Plan for College*, a statewide portal for students, parents and teachers to organize and access student records and simplify college applications. MassCIS modules and links are available at the request of school systems that will be using the portal.

Additional funding from other grants are also used for the delivery of CIS services.

### **Partner and consult with workforce investment boards:**

Based on discussions and input from the WIAs and partner agencies the information and products outlined below were developed and published. EOLWD will also continue to consult with key members of the MWIB, and local boards, to ascertain which key indicators of labor market demand and supply are needed to develop the capacity of regions in this current recessionary period, so that more current labor market and economic data for planning, analysis, and policy development purposes can be developed and provided. By providing access to relevant and easy to understand labor market information, workforce development officials will be able to build the capacity of their regions to analyze, interpret, and use labor market data on an ongoing basis.

Regional Labor Market Information Profiles for each of the sixteen (16) workforce areas were published in July 2010. The regional profiles were developed in response to demand from local workforce boards and issued to coincide with the annual workforce planning cycle. These reports detail economic conditions and present key economic data within the workforce areas. The Profiles are posted on the web site at:

<http://mass.gov/lmi> and <http://lmi2.detma.org/Lmi/FPlmiforms1.asp#Profiles>

The Career Moves publication was updated, expanded and published in early 2010 with Massachusetts 2006-2016 projections which were revised to account the impact of the recession that began in December 2007. The updated version profiles growth jobs and provides descriptions of specific jobs, education and training requirements, wages and salaries, and the industries where jobs are currently found. This publication which is widely used by counselors to help students and job seekers make more informed career decisions, is posted on the web site.

**Comment [s4]:** Is this posted on-line?  
If so, please provide the link. Thanks!

Two job vacancy surveys, covering 10,000 employers each, were conducted in 2010 and the summary information and findings were published during PY2010. The surveys provide data that help customers understand and address the issue of skill mismatches in Massachusetts. Vacancy survey information provides WIAs and partner agencies with anticipated jobs in demand and insight into training required for these positions.

**Comment [s5]:** Same thing – please provide the link, if it's on-line.

Monthly LMI fact sheets provide Career Center and Workforce staff with succinct information on recent economic trends in five major regions of the state. These reports are posted on the Internet at <http://lmi2.detma.org/Lmi/FPlmiforms1.asp>.

**C. Expenditures**

<u>Carry-in from PY2009</u>	<u>PY2010 Funds</u>	<u>Total 2010 Expenditures</u>
PS/PB \$37,020	\$431,195	\$468,215.
NPS \$20,255	\$ 42,098	\$ 62,353
Total \$57,276	\$473,293	\$530,568
Carry Over	\$192,087	\$192,087