

TRANSMITTAL #2

MEMORANDUM

July 18, 2012

TO: Executive Committee, Workforce Development Council

FROM: Roger B. Madsen, Director

SUBJECT: Labor Market/Work Force Information

ACTION REQUESTED: Approval/Endorse of 2012-2013 Workforce Information Plan

BACKGROUND:

Workforce Information Grant 2012/2013 Products, Services and Research

The Idaho Department of Labor is seeking input and an endorsement from the Workforce Development Council Executive Committee to apply for the 2012-2013 Workforce Information Grant and engage in research pursuant to the Training and Employment Guidance Letter (TEGL) 19-11, issued by the U.S. Department of Labor. Please see attached document for details on this grant.

Contacts: Primary: Georgia Smith (208) 332-3570, ext. 2102
Secondary: Bob Uhlenkott (208) 332-3570, ext. 3217

Attachment

Idaho Workforce Information Grant

Statement of Work ~ Products, Services and Research

2012/2013

The 2012/2013 plan develops workforce information that leverages grant funding by expanding partnerships within the workforce investment system and in the education, training and economic development communities. This granting opportunity will also assist in the pursuit of other competitive grant opportunities since every workforce development enterprise can benefit from the labor market information, economic analyses and workforce intelligence gained from professional interpretation of these data within the context of Idaho and its regional and local economies.

To achieve these goals Idaho's labor market information team will aggressively pursue the completion of all five core deliverables outlined in this grant application:

1. Populating the Workforce Information Database 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 economic studies determined to be of benefit to the governor and the Idaho Workforce Development Council;
4. Posting products, workforce and career information and reports on the Internet; and,
5. Collaborating and consulting on a continuing basis with Workforce Investment Boards and other key workforce and economic development partners and stakeholders to improve LMI-WI products, tools and information services to meet evolving customer needs.

The Workforce Information Database core deliverables in more detail are:

#1 Populate America's Workforce Information Database with state and local data.

Idaho's Workforce Information Database can be accessed via the department's Internet delivery system for career and labor market information, which is fully available and operational.

Idaho's database is populated with tables required by the Analyst Resource Center work group and is updated throughout the year with weekly, monthly and quarterly data as they become available. All core tables are uploaded, current and listed below:

- Current Employment Statistics
- Local Area Unemployment Statistics
- Income
- Idaho Long-Term Industry Projections
- Sub State Long-Term Industry Projections
- Idaho Long-Term Occupational Projections

- Sub State Long-Term Occupational Projections
- Idaho Short-Term Industry Projections
- Idaho Short-Term Occupational Projections
- Input/output Matrix
- Occupational and Employment Statistics
- Quarterly Census of Employment and Wages
- Career and Professional Licensing Information
- Population Data

The Workforce Information Database is a normalized relational database, which houses employment statistics, population, wage and related economic and demographic data. Data standardization through use of the Workforce Information Database has an unprecedented ability to link the various systems, classifications and coding schemes. These integrated resources provide unlimited opportunities for the delivery of customized, local information to customers in useful formats. Leveraged endeavors with the recently completed LMI Improvement Grant, Workforce Data Quality Initiative and the State Longitudinal Data Systems endeavors will allow the development of more current and robust data querying and analytical tools.

#2 Produce and Disseminate Industry and Occupational Employment Projections.

Using methodology, software and guidelines from the Projections Workgroup and Projections Managing Partnership, Idaho will produce, disseminate and submit:

- Sub state long-term 2010-2020 biennial industry employment projections;
- Sub state long-term 2010-2020 biennial occupational employment projections;
- State-level short-term 2012-2014 annual industry employment projections;
- State-level short-term 2012-2014 annual occupational employment projections;
- Data and research developed for public dissemination pursuant to Projections Workgroup and Projections Managing Partnership procedures and associated applications.

In this grant period Idaho will take the already completed sub state long-term 2010-2020 industry and occupational employment projections and develop published materials that leverage complementary research. Examples of these publications are the hot industry and hot jobs the department develops and disseminates from these raw data. We also will publish and present an educational suite that measures earnings by educational level and return-on-invest analyses as well as several ad-hoc and planned research projects outlined in other sections of this application.

#3 Conduct and publish relevant economic analyses, special workforce information and economic studies determined to benefit the governor and the state and local Workforce Investment Boards.

- **Economic Multiplier Application – Economic Modeling Specialists Inc.** ~ The Idaho Department of Labor will continue to purchase and use the Economic Modeling Specialists Inc., or EMSI, application that integrates census, labor and other economic data along with input/output models specifically designed for Idaho and its sub state regions. This new product allows staff and our regional labor economists, almost in real time, to research and answer questions concerning the impact on occupations, industry and other economic factors from forecasted economic expansions and contractions. The strength of the EMSI product is that it uses data from federal sources to estimate confidential cells allowing more data to be available to the public.

The department will use this tool to leverage other department funds to publish a comprehensive high-tech research project that allows Idaho to compare its economic position in the competitive business of high technology with the other 49 states.

- **Projections Data Dissemination** ~ Idaho will develop and disseminate data that synthesize occupational employment data with long-term projections data. This product will display the fastest growing and most abundant occupations by educational/training category. Idaho will also produce its annual Hot Jobs publication, which identifies the fastest growing, most abundant and highest-paying jobs. Idaho will maintain a recently developed tool that will assist in the automation of these highly sought-after occupational projections rankings. Projections in their entirety are published via Idaho's Workforce Information Database and projections Web page for labor market information.
- **Occupational Employment Statistics Wage Publication** ~ Idaho will continue to maintain and publish occupational employment statistics, the department's top requested product that includes both wages and employment estimates at the state and sub state levels. The publication will be accessible via Idaho's Workforce Information Database website and assimilated in a host of other research projects and publications. The bureau is also working towards a fully automated dissemination tool.
- **Education & Training Pay** ~ The "E&T Pays" product is a great example of the synthesis of Bureau of Labor Statistics data with occupational projections data provided through this grant. Idaho will develop its annual "Education & Training Pay" publication, which combines occupational and employment statistics with education codes developed by the Bureau of Labor Statistics and the Current Population Survey. We will also expand this effort to develop an education and training suite to allow users to evaluate their return-on-investment when choosing to pursue higher education.
- **Employer Database** ~ Idaho will continue to use the Infogroup Directory sponsored by the Employment and Training Administration.
- **Idaho Business Directory and Business Lists** ~ Idaho will leverage funds with other support to develop and maintain the Idaho Business Directory and associated business lists. Idaho is currently developing a protocol and business plan for customers and stakeholders seeking business lists that will serve workforce or economic development purposes, furthering the department's mission to partner with businesses as their career and workforce resource. This partnership furthers the department's commitment to generating quality jobs and maintaining an educated, skilled workforce that serves as the foundation of strong communities with vibrant, diversified and expanding economies.
- **Fringe Benefit Survey (Biennial)** ~ Idaho will continue to use the revamped survey that allows for direct comparisons with Washington and Oregon. In this program year we will focus on planning the 2013/2014 survey.
- **Underemployment Metric** ~ This new innovative approach automates department wide data to produce annual county underemployment rates. This metric will continue to be enhanced as the data become available.

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

- **Coalesce, Maintain and Enhance Idaho's newly developed Workforce Information Database Website with Career Information System** ~ Idaho will continue to maintain and use this data and research dissemination tool as its primary avenue for distributing career and labor market information. Idaho will be working with new skins and directory structure to improve navigation, look and feel. Labor Market Information grant funding has been and will continue to be integral to Idaho publishing and disseminating research to customers and stakeholders. Both the Career Information System and the Labor Market Information sites are being rebuilt and the Web development team is seeking areas where databases and information can be leveraged to seek synergies in the development and dissemination of this vital information.
- **Monthly Newsletter** ~ The department continues to publish a monthly newsletter that provides local area labor market information for the six workforce regions. A hard copy is also available online at Idaho's Workforce Information Database website. This effort is designed to cull data from the programs and applications previously mentioned and deliver regional labor market information specific to the needs of local partners and customers. Funds from this grant directly support this compilation of complex Bureau of Labor Statistics data into a form that is understandable and has utility to customers and stakeholders.

#5 Collaborating and consulting on a continuing basis with WIBs and other key workforce and economic development partners and stakeholders to improve LMI-WI products, tools and information services to meet evolving customer needs.

- **Partnerships and Collaborations** ~ Idaho will continue to work hand in hand with the Workforce Development Council in developing the workforce information plan and other associated collaborations and partnerships. Workforce information research will assist the Workforce Development Council in its mission to understand the unique needs of business, workers and students, make policy recommendations to the governor and the Board of Education and facilitate coordination of an integrated Idaho workforce development system with four major goals:
 - *Create jobs that sustain Idaho workers and grow the economy,*
 - *Facilitate development of an Idaho workforce that is highly skilled, committed to continuous learning and aware of opportunities available in the marketplace,*
 - *Support a comprehensive education and workforce delivery system, and*
 - *Improve awareness of the workforce system among employers, workers, partners and policy makers and expand its use and effectiveness.*
- **Tourism Taxonomy and Research Development** ~ Idaho is currently working with the Idaho Department of Commerce to potentially maintain a robust taxonomy for the tourism cluster for subsequent research and analysis of that sector.
- **Customer Satisfaction Component** ~ Idaho will revisit past evaluation methods and tools for evaluating assessing customer satisfaction. We will attempt to develop an electronic tool within our web delivery system in order to measure customer interest and satisfaction of our workforce information products. We also plan to incorporate our annual LMI In-Demand data collection effort along with this customer satisfaction endeavor.

- **Department Formula and Discretionary Grants** ~ Idaho will continue to work with and leverage research and data for allocation and analytical purposes. Some of these partnerships involve National Emergency Grants, federal stimulus grants, Dislocated Worker Employment and Training grants, the Senior Community Service Employment Program, green jobs and other associated energy grants, Pathways out of Poverty grants, health care grants and re-employment of ex-offender grants, to mention a few. The Idaho labor market information team has a close relationship with the administrators of these programs and grants, who tap department research and analytical prowess on a weekly basis for these important partnerships and collaborations.
- **LED Program** ~ The department will continue to collaborate with the U.S. Census Bureau on its innovative Local Employment Dynamics program. This partnership fills critical data gaps and provides economic indicators and information to participating states, enhancing the decision-making process for state and local authorities. As part of the agenda, various administrative record files such as unemployment insurance wage files and Quarterly Census of Employment and Wages data are sent to the U.S. Census Bureau, which provides each state with Quarterly Workforce Indicator data. The receipt of these data marks the beginning of a unique partnership with the U.S. Census Bureau, providing the Idaho Department of Labor and the state with a valuable resource for research and publication opportunities.
- **Training and Software** ~ Idaho's regional economists provide one-on-one instruction, group classes and information via email messages to the department's employment consultants as well as those at local colleges and high schools, economic development organizations and workforce partner agencies. In the process, the regional economists keep these people abreast of national and local labor market trends. This program year we will focus on better assimilating the career information system within the workforce information network and leveraging these two complementary entities. Idaho will pursue training opportunities for staff in geographic information systems, online analytical processing, data cube development, estimate delivery systems, long- and short-term projections and skills-based employment projections on an as-needed basis pending the availability of funding and resources. Idaho will also use grant funds to train the regional economists in all the Bureau of Labor Statistics and other tools provided by vendors to assist them in their jobs.

GIS software maintenance and upgraded licenses will be procured for staff with the necessary GIS background and skills. This will greatly improve department research, mapping and analytical capabilities, taking advantage of geo-coded databases. We will also be evaluating the purchase of other electronic tools to enhance our workforce information services.