

LMI Taskforce Meeting Notes

October 23, 2014

3:00 – 4:00 pm

How Does Mohave County Use LMI – Jen Miles

In our local region, we provide LMI information to One-Stop customers in several forms:

- O*Net Online
- Occupations in Demand (OID) List for Mohave/La Paz Counties
- Wanted Analytics information
- Local Job listings (compiled from Arizona Job Connection, Indeed and other search engines)
- CareerOneStop
(<http://www.careeronestop.org/StudentsandCareerAdvisors/StudentsandCareerAdvisors.aspx>)
- My Next Move (<http://www.mynextmove.org/>)

When analyzing our region for purposes of Business Planning, we use the above as well as:

- Bureau of Labor Statistics information
- Census data
- ESMI (provided by local community college)
- Arizona Workforce Informer

Just FYI, I was googling a bit on Labor Market Information in general and California's website came up. I liked their segmentation into different types of LMI groupings.

<http://www.labormarketinfo.edd.ca.gov/>

Comments from 10/23/14 Taskforce Meeting:

Jen described CareerOneStop and My Next Move websites as their guidance tools and how they're used.

- My Next Move – Tool that DOL uses. Paul summarized it as a tool for helping people plot their career goals or objectives.
- Career One Stop – very similar and somewhat interchangeable. Explores careers, education and training and pulls together a lot of information. Can assist in finding your local one stop and subsequently they can come in and get more localized labor market information. Sponsored by DOL, ETA.

Jen stated that one of them has competency models for pathways. It is a tool that was developed to support the work that they do as career coaches and that is why they use it.

For business planning, Jen uses BLS information and extracts the relevant information and also uses the Census Data Bureau. She said with both you get a good look at the region.

How Does Maricopa County Use LMI – John Catapano

As I mentioned in the meeting, we use LMI to provide our colleges with occupational demand information for programs they are considering. Collecting this information is part of the process through which colleges propose new programs, and they often contact me requesting this kind of data. In addition, we have also been trying to be more proactive by analyzing the industry and occupational make-up of our colleges' service areas in order to provide them some insight into what sorts of programs they might consider offering. I also mentioned that our department has begun a series of brochures with the City of Phoenix to provide LMI data to clients at their one-stops (Phoenix Workforce Connection).

In addition to program information, my office often does presentations out at our colleges to leadership groups or advisory councils on the current state of the economy (both nationally and in Arizona) and the current state of particular industry sectors that the colleges are interested in. Our colleges also use LMI data for federal Gainful Employment reporting, such as providing students with information about the costs of school, and their prospects for employment and wages by program area when they graduate. As you know (based on our meeting last year), we are interested in getting more information from the state regarding the wages and work status of our graduates. We also use LMI data for grant applications.

Are there any questions in the State Readiness and Technical Assistance Consultation Tool that I think LMI could address?

- Page 1 question 3, and page 4 questions 4 and 5 - sector strategies and career pathways. These often involve LMI analysis.
- Page 1 question 8 - unified planning with key partners. Would this involve LMI?
- Page 3 question 4 - key jobs in key industry sectors and growth industries. Are these determined by LMI?
- Page 3 question 9 - LMI availability for one-stop customers and staff.

Comments from 10/23/14 Taskforce Meeting:

John stated that colleges go through a process of making a proposal to create a new program and share with the 10 colleges in the district. One of the parts of that is to prove that there is some sort of occupational demand for the particular program wage information.

Has done reports on the colleges using EMSI data. Looking at particular college service areas and the industry composition, occupational composition from service areas to get an idea where there are gaps and where there might be opportunities for new program creations - a more proactive approach. Also use LMI data for marketing brochures for students and also created brochures in manufacturing and healthcare through a partnership with the City of Phoenix. They're used at Phoenix Workforce Connection and also MCC's website for the students

Makes presentations to colleges and talks to campus leadership, advisory committees about the economy both nationally and in Arizona. Noted that colleges are increasingly having to use reports from the feds for gainful employment for their program. The college programs have to show they provide information about employment opportunities for students through programs (i.e. what wages are, what the employment situation is like when someone graduates from a particular program). The information is provided to students before enrollment. Serves as an economic purpose for business prospects.

Attempting to secure more information about the graduates (i.e. where are they working after they graduate, wage earnings, etc.). It's very difficult. Are working with their institutional research department at the district to survey some of their graduates in a few programs. Will do a trial run.

Uses pretty much the same sources:

- BLS
- EPS' website
- Census
- EMSI
- Real time LMI
- Wanted Analytics

How Does Yuma County One-Stop Use LMI – Frank Atondo

I work with the Yuma Private Industry Council (YPIC). We are a comprehensive one-stop employment center. We use Labor Market Information (i.e. Wanted Analytics, Arizona's Job Connection) in assisting members (people looking for employment) with job search and in planning promoting job training needs.

Comments from 10/23/14 Taskforce Meeting:

From a One-Stop point of view, uses the above mentioned sources to assist with the trends that there might be in the area. Because of Yuma being a rural area it's difficult to have access to a lot of the other tools.

Yuma County's One-Stop has a list of LMI that they provide to people looking for employment or participating in training.

Bob Duke from Central Arizona College stated that Pinal County is lumped into the Maricopa MSA for data and from their perspective it's possibly good data if it's related to San Tan Valley, City of Maricopa, Apache Junction, but past Casa Grande in Eloy and the eastern copper corridor data is not available in those areas of the county that are not adjacent to Maricopa County.

The Pinal Workforce Board is separating from Gila County effective July 1.

How Does Dept. of Education Use LMI – Megan Weldon

Arizona Department of Education, Adult Education Services uses LMI for various things including: County Flyers, information for Grant requests, Arizona Career Information System web-based application. We use Census data and Bureau of Labor Statistics information.

How Does City of Phoenix – Phoenix Workforce Connections Use LMI – Seth Dyson

How we use LMI:

- Preparation for workshops, presentations and industry forums
- Creating LMI brochures in partnership with the Maricopa County Community College District office of workforce development
- Establish 'employment centers' with available labor and commute shed (MAG data)

What LMI resources we currently use:

- AZDOA – Labor Statistics
- O*NET
- Arizona Career Information System
- BLS – AZ & Phoenix MSA
- Wanted Analytics (thanks to ACA)
- U.S. Census Bureau
- Maricopa Association of Governments (MAG) databases
- Maricopa County Community College District resources (EMSI)
- Various industry associations and initiatives: (National Association of Manufacturers, AZ Tech Council, Flinn Foundation, etc.)

No representation from City of Phoenix at 10/23/14 Taskforce Meeting

Additional Comments from various participants

Next step would be to categorize and group the data and discuss how people are using the information. Jen suggested the California EDD site at <http://www.labormarketinfo.edd.ca.gov/> categorizes in ways that are helpful.

- Aruna pointed out that a lot of the states have various functions in one office, but Arizona has various functions in different offices.
- Dennis Doby agrees that the rural areas have more issues with access to occupation and demand type information, but is not sure how the Taskforce would approach the issue.
- John Catapano referenced the following questions from the WIA Tool document:

(Pg. 1, Q 3) How engaged is the State in sector strategies or career pathways policy work, and to what extent does it identify and engage employers and employer associations from key industry sectors?

John stated the following:

...it's sort of like employer engagement, but again there's no question sector strategies and career pathways that was used in Pg. 1, Q 3 and then Pg. 4, Qs 4 & 5 mentioned those as well. Again, how would the sector strategies determine what sectors?

Pg. 1, Q 8, unified planning with career partners. Planning for what? Local planning purposes? Governance?

- Aruna asked the members the following...

How are your goals going to be measured? If all the local areas are going to be evaluated on certain metrics, then we need to understand those metrics. A clear understanding of those metrics at a local level over a course of time is essential to evaluate the outcome. We can provide LMI information that can help the local areas to measure the metrics, if possible. At this point implementation of the law is unclear. I don't know exactly how it is going to be implemented and how it's going to affect the local areas. So, if you're able to guide us and say that local areas will be measured against these criteria, in some fashion, then if we can provide information to support you. This will help us narrow down the focus in terms of the immediate goals that you all have rather than addressing broader questions.

- Peggy Castano asked if there are any areas in the law that we can work with on so that we know specifically what they're looking for labor market information?
- Paul responded that the WIB is still working on documents that describe the law.
 - Paul stated to the group he would send out the link to the DES repository of documents.
- Aruna also added that regardless of the law, there were a few things listed in the state's strategic plan that may provide an idea of what is expected in terms of the LMI information. One thing that she understood from the 5-year state strategic plan was that the local areas were interested in coming up with 4-year projections...a take away for the LMI shop is to produce a four-year industry and occupations projections. There is one additional LMI that can be provided. She said we don't have any county level Non-farm projections. Even though we cannot do detailed county level projections at the industry level, total Non-farm projections at the county level can be provided. So you don't have just an MSA level projections. Aruna's team is working on that and should be able to provide some county level projections on the EPS website.
- Jen responded that the law will be requiring a 4-year plan and the county level would be very helpful. She also added that they are now asked to look at what industries and sectors are growing, what is declining, and they really need that information and the trend analysis. They base many of their decisions on that, especially if they're going to be writing the plan again in another year or so. She would like to get the trends, and then the wages associated with industries and occupations because that is critical to whether they are going to invest in any kind of occupation or industry.

For the next meeting...

- Categorize and group the data and discuss how people are using the information.
- Taskforce members to provide Paul with how they would like to see LMI used in the future in a way that is not being used now.
- John Catapano to provide metric on the longitudinal database to track graduates.
- Suggestions for the agenda for the next meeting.

LMI Taskforce Meeting Minutes

November 6, 2014

3:00 – 4:00 pm

Review of Minutes

There were no changes to the minutes of the November 6, 2014 meeting.

Discuss How People Are Using LMI

Paul Shannon asked if anyone would like to describe how they are currently using LMI that did not get added to the conversation from last week. Megan Weldon responded that she was accidentally skipped from this topic last week.

There was no other discussion from members on how they are currently using LMI.

How to Use LMI in The Future

Paul Shannon asked if anyone had any comments with how people would like to use LMI in the future.

Bob Duke reported that he talked to one of the economic development groups in Pinal County and suggested that they take a look at Wanted Analytics to see if they can use it for economic development purposes. Bob is going to contact the Workforce Investment Board to find out if they would be willing to give him access to Wanted Analytics to get county data.

Longitude Database to Track Graduates

John Catapano from Maricopa Colleges was going to present on this topic but was unable to attend the meeting. This topic will be placed on next meeting's agenda.

National Office Update on WIOA and LMI

In order to give the Taskforce members insight on what the expectations are concerning how LMI is involved in the new law, Paul Shannon provided an overview of some PowerPoint slides from the presentation given a few weeks ago by Tony Dais, Office of Workforce Investment, Employment and Training Administration. A copy of the presentation was provided to each of the taskforce members.

Paul stated that everyone uses LMI differently because everybody has different tasks to perform and information forms those tasks differently. Paul reviewed some of the new law additions:

Slide #5 – In Demand Industry Sector Occupation, Paragraph (B) DETERMINATION

The determination of whether an industry sector or occupation is in-demand under this paragraph shall be made by the State board or local board, as appropriate, using State and regional business and labor market projections, including the use of labor market information.

Paul pointed out that using the projections produced by the EPS office is going to be one of the inputs in making those determinations by the state board or local board. The EPS office publishes annually 2-year and 10-year projections on industries and occupations. He stated they are interesting information that make projections from all different kinds of inputs and there's a model that is used by most of the states that are participating in this program. The limitation is that it cannot create demand, only forecast what the inputs are currently indicating, but it is still very valuable information.

The information is located on the Employment and Population Statistics' website at <https://laborstats.az.gov/>. If anyone needs assistance with the information on the website, contact EPS and staff will be happy to help on how to use the information.

Slide #6 – (5) the identification and dissemination of information on best practices, including best practices for...

(C) effective training programs that respond to real-time labor market analysis, that effectively use direct assessment and prior learning assessment to measure an individual's prior knowledge, skills, competencies, and experiences, and that evaluate such skills, and competencies for adaptability, to support efficient placement into employment or career pathways; ...

Paul pointed out that use of labor market information in the law is to provide effective training programs. He expressed that the most important part of the paragraph is real-time labor market analysis. EPS has a "training" license with Wanted Analytics and Help Wanted Online to familiarize staff with the product. In the future, but before implementation of the law, EPS would be able to release reports which would give a better idea about what occupations are currently in demand including training levels.

Slide #7 – LOCAL PLAN ...(2) Workforce Research and Regional Labor Market Analysis – in order to assist in the development and implementation of the local plan, the local board shall...

Paul stated that EPS can provide assistance with the implementation of the local plan with each of the local areas whenever anyone is ready or needs to discuss.

Slide #8 - (c)(2)(M) under the required program elements addresses labor market and employment information. Local areas are required to provide program elements including services that provide labor market and employment information about in-demand industry sectors or occupations available in the local area, such as career awareness, career counseling, and career exploration services.

Another reference to local demand for occupations and industries.

Slide #9 – (2) to review all the relevant labor market information, including related information in the State plan or the local plan, to—

(A) recommend the in-demand industry sectors or occupations in the area in which the Job Corps center operates;

Another use for labor market information is the requirement that the job corps centers meet at least every six months to reevaluate the labor market information and other relevant information.

Slide #10 – (4) in coordination with the State agencies and the staff of such agencies, assist in the planning and implementation of activities to enhance the professional development and career advancement opportunities of such staff, in order to strengthen the provision of a broad range of career guidance services, the identification of job openings (including providing intensive outreach to small and medium-sized employers and enhanced employer services),...

This is another reference to using labor market information for professional development.

At Aruna's suggestion, Paul is going to try and get someone from ETA to talk about the use of labor market information and felt that Tony Dais would be able to do that.

Other Business

Paul asked if there was other business that anyone would like to discuss.

Due to scheduling conflicts and Thanksgiving, Paul proposed **December 4, 2014**, as the next meeting date. The month in between will give everyone a chance to think about what is going on and it will give Paul time to develop information and to review for these meetings.

Paul expressed his appreciation to everyone for being part of the process. He will send out emails to the Taskforce with additional information as it becomes available.

Bob Duke asked where does a person go for training on how to use LMI once they have access to it?

Paul responded that EPS staff are just beginning to use the Real-Time LMI and they don't have the expertise yet to provide training and suggested C2ER because they do training around the state. He added that he will be attending an economic developers meeting in January which will give him the opportunity to discuss training needs. Paul also stressed that this is something that this Taskforce needs to address and appreciated the question.

Aruna Murthy explained that Arizona Commerce Authority (ACA) had contracted with C2ER (Council for Economic Research) to provide training to various workforce boards throughout the state. It was Aruna's understanding that C2ER's contract with ACA has now expired. However, C2ER can provide pre-made training materials to educate the user. She also suggested for initial training to contact Wanted Analytics as they could provide the first round of user training.

Bob Duke believes he had attended one of C2ER's training seminars, but due to technical difficulties regarding C2ER's system, all training screens were lost.

Aruna again recommended going through Wanted Analytics because the orientation session was very useful to her team. Ben Fa'anunu commented that Wanted Analytics were better able to answer questions as opposed to C2ER because C2ER did not know enough about the data.

EPS staff will send everyone the direct link to the Win-Win site.

Since there were no other comments or concerns, the meeting ended.