

LMI ADVISORY GROUP MEETING
Thursday, January 17, 2008
Meeting Minutes

Advisory Group Attendees:

Lynn Archangel	CRC/Los Rios Community College District
Daniel Blake	SFV Econ Research Center
Walter DiMantova	Los Rios Community College District
Socorro Garcia	EDD – Workforce Services Branch
Laura Harris	Riverside County Workforce Development
Janet Maglinte	CA Economic Strategy Panel
Monica Mendoza	EDD – Workforce Services Branch
Teresa Milan	Los Rios Community College District
Cliff Moss	California Department of Education
Beverly Odom	California Workforce Investment Board
Dennis Reid	Bureau of Labor Statistics
Roy Station	EDD – Workforce Services Branch
Michael Tavares	Los Rios Community College District
Javier Vanga	City of San Jose Workforce
Julie Wible	California Department of Education
Stacy Wilson	California Postsecondary Education Commission

LMID Staff:

Laurie Achtelik
Nancy Gemignani
Bonnie Graybill
Janet Peters
Steve Saxton
Fran Styron
Jenifer Taylor

Bonnie Graybill – **Housekeeping**

Welcome – Steve Saxton

Introductions were made around the room, highlighting all of the new members.

Review of October 25, 2007 Minutes

No changes/alterations. Minutes were accepted as final.

Janet Peters and staff - Demonstration of New On-line Career Product

Laurie Achtelik and Jenifer Taylor gave a demonstration using the actual website. The system is scheduled for beta testing in several weeks. Nancy Gemignani and Felix Ho have helped get the project off the ground.

Jenifer Taylor gave the group a brief background on the California Occupational Guide program that has existed for more than 50 years. Used by school and occupational counselors, students and others, the Guides provide an overview of popular and important occupations with Statewide and local data. The Occupational Research Unit has used feedback from customers and focus groups over the years to provide the Guides in an easy-to-use format.

She then brought the system under development up on the internet test server and walked the group through the application.

The system starts at the launch page, allowing users to search by keyword or topic. There are three indexes available now, and the rest will be active in March 2008.

Data is available by State or by county.

“Top Paying Jobs” is one index that is now active, including job and median wages by hour and annually.

Another active area is “Most Openings”, which lists the top 100 by State and/or county.

“Fastest Growing Occupations” lists the 100 occupations that are growing the fastest by State and/or county.

Keyword search allows the customer to type in a search word, such as ‘Network’. The system will then bring up a list of occupations with the keyword in the title or text. This would include related Guides. The keyword searches on Guide and alternate job titles.

Searching on the system brings up the summary guide first, but one can select a detailed guide from that page.

A print option is available for both summary and detailed guides.

Active links are embedded in both the summary and detailed reports. These include O*Net, “tasks to skills definition”.

Jenifer Taylor then explained each of the sections to the group. She also gave an overview of section in the detailed guide. Laurie Achtelik stated there is much detailed information to be found by using the active links. For example, a user can find the nearest one-stop center through

the job search tips. A link to Info USA (employer listing) can also be found through the Guides.

Stacy Wilson: Are age data available on Info USA?

Answer: No, the application provides business name, address, size and industry designation to support job search and job development.

Laurie Achtelik continued with the observation that for the career professional, we have added a section that includes the O*Net and interest codes, Classification of Instructional Programs (CIP), and Taxonomy of Programs (TOP).

Javier Vanga: “Can NAICS be added in the industry section, a link via staffing patterns?”

Janet Peters explained that NAICS codes are included in the industry and occupational staffing patterns in the Data Library category on the www.labormarketinfo.edd.ca.gov/ Web site. (The industry staffing patterns list the occupations and employment within the industry. The occupational staffing patterns list the industries and employment where the occupation can be found.) She offered to provide an example of both types of staffing patterns to Javier Vanga. Also, there will be a link to the Staffing Patterns below the table in the “Where Would I Work?” section of the new guide product.

Stacy Wilson: “Can we go to the snapshot that includes a local area profile?”

Janet: “Not at this time. We will look into it as an enhancement of the system.”

Javier Vanga: “Is there a marketing plan for the program?”

Bonnie Graybill replied that there was a desire to do a ‘soft launch’ for beta testing before we market the system. Janet added that a marketing plan hadn’t been developed as of now.

Dan Blake commented on the ‘front end’ of the program, especially for, say, medical job family occupations.

Janet Peters responded that we have an index by SOC that is by job family.

Bev Odom commented that the Info Bulletin from EDD might include this system for marketing purposes.

Julie Wible said that ROP provides certification by county for students to search for occupations. She is interested in working with LMID to enhance the ROP section.

Cliff Moss noted that he would like enhancement of the system to avoid the 'vortex' of confusion for students. Cliff said he will get information out to schools about the program.

Janet Peters said we have purchased Department of Education's public school index, yet some only have a physical address, and not an electronic address we can use to communicate with them.

Theresa Milan - Center For Excellence Overview

This is a State-funded project. Many of the attendees don't know what the Centers of Excellence (CEO) are or what we do. We do environmental scanning at a local level.

The CEO is part of the California Community Colleges, and operates under the aegis of the Dean of Economic Development. We have nine Centers of Excellence, covering the State. I'm going to focus on my area, the Northern California region based in Sacramento.

There are a total of nine centers, each serving a group of colleges/geographic regions.

The main objective of the Centers of Excellence is to provide community colleges with information for informed course planning and decision making.

We begin our process by identifying growing industries in the region. We then work with the local community colleges, providing them with "information and intelligence" to help them make decisions about the type and scope of curriculum they offer.

To accomplish this, our group uses a number of tools, including Geographic Information System (GIS) software, geospatial mapping software, and data from a variety of public sources including LMID. We also use InfoUSA and U.S. Census data, O*Net and the US Bureau of Labor Statistics.

At any given time, each regional center is reviewing from 10-15 industries, analyzing each to determine relevancy for the community college system.

They produce reports on those industries showing changes in the number of employees, businesses, and sales volume. They also produce lists of employers for the region, including contact information.

The system is able to define a target area in a region. An example might be businesses sharing a single or multiple NAICS codes in a defined area. For example, the system is able to show all of the businesses sharing a NAICS code

in an area 10 miles from a community college. This can be defined as a 'trade area'.

Other possible uses for the software include cluster analysis, which can show different industries in clusters in a particular region.

After the data parameters have been chosen, a College-specific demographic and industry data report is produced in the form of a regional, multi-regional or sub-regional Environmental Scan Report.

- Industry Overview
- Occupational Overview
- Employer Needs and Challenges
- Community Support and Resources
- College Response and Issues
- Conclusion and Recommendations

These reports can be used in grant applications, to assess curriculum relevancy, marketing to business and industry, building business partnerships, provide industry updates to career counselors, and to import databases of industry contacts.

The program has already had some early successes, with scans produced on logistics, computer and gaming, and public administration.

Anticipated future efforts include solar energy, medical device manufacturing, energy efficiency, allied health, game simulation, infrastructure construction and more.

The reports the CEO's produce are available on-line.

Dan Blake: Center of Excellence does not convey meaning to me. Have you thought of a name change to more accurately reflect what your group does?

Answer: We are using an outside firm to help answer a variety of questions including name of the program.

Current employment on the slide for LA, does that include projections data?

Answer: Not on that slide.

Bev Odom: Training gaps – Assessing the group with training gaps, do you partner with UC and CSU? Do you look at matriculation rates?

Occupational supply and demand information on the internet might give some data regarding this. County, State levels by school. They have funding problems, though.

Supply and Demand information.

Stacy Wilson: Is your goal to stimulate economic growth especially in Northern California counties?

Answer: We focus on the training side. Businesses might be attracted to an area because of training and education offered.

Sajid Hussain: Local Employment Dynamics (LED) Presentation

Sajid Hussain from LMID's Applied Research Unit provided a PowerPoint overview of the LED with visuals describing the enhancements to the Quarterly Workforce Indicators (QWI) and Quarterly Census of Employment and Wages (QCEW) data updates for California. The presentation covered the following points:

- Internet navigation instructions to access QWI data
- Explanation of QWI indicators:
 - Employment
 - Earnings
 - Job creation
 - Separations, and
 - Turnover
- Explanation of how to analyze the data:
 - By geography
 - By industry
 - By gender
 - By Age, and
 - By time period
- QWI enhancements:
 - Create comparative charts (e.g., to track new hires by industry group)
 - Graph trends for job gains and losses by major industries (e.g., Pharmaceutical and Medicine Manufacturing)
 - Create maps (e.g., for the affected businesses due to the recent Southern California wildfires)
- Updates to QWI-QCEW for California
 - Currently NAICS data is available from 2001 through 2004
 - By March 2008, Census is expected to upload 2005 and 2006 and potentially the first quarter of 2007

Questions and Comments:

Bonnie Graybill: Just clarifying----Census is working on adding 2006 QCEW data.

Dan Blake: If the (QWI) data is model-based, can we trust the data? What if the model is flawed? Data from the base wage file is from social security numbers.

Sajid Hussain: The QWI is based from a model. But, Census continues to improve the QWI data.

Janet Maglente: Does info show by NAICS code? If I click biotech, will it show a list of NAICS codes that represent biotech industries?"

Sajid Hussain: Yes, standard NAICS codes are displayed in the QWI.
NOTE: Industry clusters, such as biotech are not defined in the QWI.

Question: How does LMID get data for special reports, such as the Wild Fires report?

Sajid Hussain: Data are gathered by census blocks

Nancy Gemignani: LMID Web Site Redesign Presentation

Nancy Gemignani provided an overview of the planned enhancements to the [Labor Market Information Web site](#). The new design is consistent with the State's and EDD's new web formats, more ADA compliant and customer focused. We gained feedback by observing customer test groups through two-way-mirrors. Terminology is a major key for ease in finding what customers need. For example, laid off clients looking to file an unemployment claim were reluctant to select the link to "unemployment insurance." They interpreted "unemployment insurance" to be synonymous with paying premiums, as you would with car insurance. Instead, if they saw the term "unemployment," they were more likely to select the link to file for unemployment benefits. We used the same process when renaming LMI links. For example, we changed the existing "[State and Local Info](#)" tab to "The Economy." Generally, the LMI links on the new Web site are the same. Web pages will be dedicated to topics. We moved the explanations about the data (i.e., methodology pages) off the main pages. You will notice that the new LMI Web site will be displayed more prominently as a page within the [EDD Internet site](#). We expect to be online by the end of March 2008.

Questions and Comments:

Overview Web Page

Beverly Odom: We get numerous calls that we have to refer to Department of Industrial Relations.

Question: Can you rename the “Occupation Explorer” to occupational description?

Nancy Gemignani: If the link is renamed, it won’t match the destination page which references the Occupation Explorer.

Question: Did you change the term “projections?”

Nancy Gemignani: On the “Overview” page, it is now the “Fastest Growing Jobs” unless you go to the “Data Library.” (Acceptable/understandable names are still under discussion.)

Question: If you use the “Search,” where are you searching (i.e., the entire EDD Internet site?)

Nancy Gemignani: If the “Labor Market Info” tab is selected, it will only search within the LMI collection.

Question: What will happen to “My LMInfo” feature?

Nancy Gemignani: We propose that it will no longer exist. The feature required high maintenance and it was not considered user friendly. However, we will survey people registered for that page to insure that we get customer input on that decision.

Career Center Web Page

Dan Blake: I’m confused. I see “Select an Area.” Is that geographic or occupational area?

Nancy Gemignani: It’s geographic.

Janet Peters: Would it be possible to add regions in addition to county and state as a way to get quick answers? Maybe that could be put on a long-term wish list.

Tiffany Furrell and Sheila Urdesich: Labor Market Consultant Services

LMID’s Area Services Group (ASG) Manager, Joel Hessing introduced Sheila and Tiffany. Joel announced to the LMI Advisory Group that his last day with EDD would be January 18, 2008. Joel said that he accepted a new position with the California Superior Court for the County of Sacramento as the Operations Manager for the Juvenile Division.

Sheila and Tiffany’s presentation centered on customers that ASG staff serve throughout the State. ASG’s role evolved over the course of ten years from

disseminating only hard copy publications to assisting customers in accessing data using the Internet and participating in regional and Statewide projects. The presentation identified the following key customers and some of the services [LMC's](#) provide using local area expertise:

Customer	Service
Workforce Investment Boards	<ul style="list-style-type: none"> • Produce local economic profiles • Supply occupational data, wages, and skill sets • Provide industry trends • Create demographic profiles
Job Service & One-Stops	<ul style="list-style-type: none"> • Translate data into useful information • Provide area specific LMI for occupations and industries • Provide presentations • Answer LMI questions
Economic Development Boards	<ul style="list-style-type: none"> • Supply industry growth trends • Find local wages • Assist with integrating LMI data in local area reports • Compile data upon request • Provide pertinent information to showcase local communities
Educational Institutions	<ul style="list-style-type: none"> • Assist in LMID Web site navigation • Furnish occupational and industry trends • Provide occupational and industry projections for curriculum and training programs • Supply data for grant applications • Support Educational Advisory Committees
Employers	<ul style="list-style-type: none"> • Help create job descriptions using occupational profiles • Compare local occupational wages for competitive advantage and validate annual wage increase • Produce demographic profiles for affirmative action planning and government contracts • Identify demand occupations

Questions and Comments:

Question: Are projections available for the San Fernando Valley area?

Cynthia Solorio: Projections are available at some county and/or metro division areas.

Joel Hessing: No. Projections are not available for the San Fernando Valley Area as a whole.

Roy Staton: Do you have employment changes by industry so you can see job growth or declines?

Cynthia Solorio: Yes. Our Current Employment Statistics program collects data and we publish it monthly. You can see month-over and year-over changes by industry. The industry detail will vary by size of the county. We also have historical files on our Internet site.

Wrap-Up/Closing Comments/Agenda Planning

+	Δ
Good Information	Sajid's LED presentation – it would have been helpful to provide handouts (will put on web)
Member Presentations – COE	Joel Hessing's last meeting
Refreshments – Starbucks!	
Adhered to agenda/times well	
Variety of information	

Next Meeting: Thursday, April 10, 2008

Agenda Items:

- ▶ Silicon Valley GIS Project – Javier Vanga
- ▶ Economic Update – Paul Wessen
- ▶ CWIB Update – Bev Odom
- ▶ Budget Update – Steve Saxton
- ▶ Green/Clean Energy – Janet Maglinte et al