

**LMI ADVISORY GROUP**  
 Thursday, January 29, 2009  
 Meeting Minutes

**Advisory Group Attendees:**

Nelson Anthoine	NHA Consulting (Chico)
Dan Blake	Economic Research Center, Cal. State Univ., Northridge
Laura Coleman	Los Rios Community College District, Centers of Excellence
Laura Harris	Riverside County Workforce Development Center
Tammie Holloway	Director, Napa County Office of Education, ROP
Mather Kearney	California Business Investment Services
Neil Kelly	California Department of Education, Adult Education
Joyce Lee	EDD WSB/WSD – Data Analysis Unit
Janet Maglinte	California Economic Strategy Panel
Brian McMahon	Employment Training Panel
John Merris-Coots	California Career Resource Network
Theresa Milan	Los Rios Community College District, Centers of Excellence
Bev Odom	California Workforce Investment Board
Ken Quesada	California Workforce Investment Board
Dennis Reid	Bureau of Labor Statistics
George Schau	EDD Marketing and Constituent Services
Jeanine Suttie	EDD Marketing and Constituent Services
Stacy Wilson	California Postsecondary Education Commission
Ralph Zackheim	U.S. DOL, Employment & Training Administration

**LMID Staff:**

Laurie Achtelik
Diana Bunac
Dave Dahlberg
Nancy Gemignani
Bonnie Graybill
Marla Harper
Jeffery Hoort
Jeff Koller
Joseph Lee
Sally Ly
Fran Mason
John Milat
Joannie Ornelas
Esther Ruiz
Steve Saxton
Fran Styron
Jenifer Taylor
Paul Wessen
Spencer Wong
Karen Yuke

**Recorders:** Robyn Jensen and Murice Shelton

**Housekeeping** - Bonnie Graybill

**Welcome** - Bonnie Graybill and Steve Saxton welcomed the advisory group and each participant introduced themselves. Steve said these meetings are a great opportunity to develop partnerships. Today's agenda will be full of "Green" topics.

**Green – LMID Project Update - Bonnie Graybill**

Handouts: (1) PowerPoint slides and (2) latest version of "Green" survey

Bonnie made a PowerPoint presentation, "Understanding the Green / Clean Economy." Because "green/clean" is evident throughout the economy, it is a challenge across the nation to wrap our arms around what "green" is.

Thanks to Joseph Lee an LMID analyst, LMI has defined "green" as:

**Generating renewable energy**  
**Recycling existing materials**  
**Energy efficient product manufacturing and installation**  
**Education and awareness**  
**Natural and sustainable product manufacturing**

To meet this challenge, LMID is:

- Participating in monthly teleconferences with a dozen other states sharing information
- Collaborating with research partners to review existing research and identify gaps, including those at the federal level
- Collaborating with state and local partners to define workforce needs and support workforce development
- Developing an employer survey
- Posting other state survey results on our Web site as they are completed

The end goal is to, analyze emerging green careers, understand the skills and education needed for these occupations, and publish our own research. Bonnie walked through the "Understanding the Green Economy" Web page (<http://www.labormarketinfo.edd.ca.gov/?pageid=1032>) on the LaborMarketInfo Web site. The goal of this Web page is to facilitate information sharing for our partners in the state and the nation, and minimize duplication of effort. The Web page contains:

- An index and links to 81+ “green” reports and research studies, along with brief summaries of each report (studies from the local to international level)
- Green analyses of occupations and industries
- Green conference and summit materials
- Green job activities by state
- Green legislation - enacted or currently proposed, by state
- Related resources for understanding the green economy, such as community college programs

Bonnie explained that California is trying to create a communication tool for everyone to use, so others do not have to replicate what California has already done.

Bonnie encouraged participants to advise her of anything they feel would be useful to the Web page and also encouraged participants to send reports and studies (preferably with summaries) to include in the digest.

California recommended nine occupations be added to the Standard Occupational Classification (SOC) listing. Two occupations were accepted. Currently, the Bureau of Labor Statistics is asking for recommendations for North American Industry Classification System (NAICS) revisions.

LMID has not aligned Green occupations with the stimulus package but done a preliminary review to identify green occupations that only need rapid re-skilling.

Bonnie handed out the latest version of the “California Green Survey” with thanks to Albert Tou of the Occupational Employment Statistics program in the BLS San Francisco regional office. Mr. Tou is an expert in survey sampling and assisted in developing the survey sampling design. LMID will make use of an EDD application that will allow online response collection for those customers who will respond in that way. LMID can still use financial assistance in completing the 50,000 surveys

The survey contains questions from both the supply and demand side. The supply side deals with employers who “produce green products or services”; the demand side deals with employers who make use of green practices or would like to change their practices to include more green.

So far, 33 occupations have been identified as changing or emerging “green.” We will follow up with employers who respond that they employ these workers to gather detailed experience about the occupations, skills and training needs.

LMID is partnering with the Air Resources Board, the Energy Commission, CWIB, the Centers of Excellence and other organizations in the formulation of the survey instrument to insure we collect the needed information.

The survey is waiting approval from the Governor's office and is expected to go out this spring.

Steve added that this survey is "Version 12" and is still being refined. He emphasized that comments and questions are still very much encouraged and appreciated.

Questions/Comments/Suggestions included:

- Arrange the job titles by categories to help employers who do not use titles similar to the SOC titles. This arrangement had been considered but was rejected by the green team.
- What industries are included in the survey? All industries are included, but we are discussing whether to weight some industries more than others. We are surveying the entire economy.
- May want to include a question on the portion of time a worker spends performing green services, as the employee may be spending only part of the time on green activities.
- What is the intent of the survey? The primary purpose of the survey is to identify employers who have these (green) types of employees so further contact can be made with them.

### **LMID Online Products Update - Nancy Gemignani**

Nancy gave an update on the new features of the LaborMarketInfo Web site.

The monthly e-newsletter has a new format. The old format was strictly a text version; the new and improved format contains charts and a table of contents, which links to articles below. The new format is much more user-friendly, has more flexibility in graphics, and has received many favorable comments. There are currently about 6,500 recipients of the newsletter.

Nancy asked the participants to subscribe to the e-newsletter if they have not already done so. The newsletter is the primary tool that provides what is new and is a device for LMID to obtain information, i.e., if we need information or suggestions from customers on a new product. She also asks for any feedback if anyone unsubscribes, so she can make changes to better serve our customers.

See the new format at <http://www.calmis.ca.gov/htmlfile/e-newsletter/e-news-2009-01.asp>.

The site can be reached on LMID's home page in the bottom right corner under Quick Links. Past issues are also listed including the topics covered in the issue.

Note: If the e-newsletter is printed in Firefox all embedded links are followed by the URL. If it is printed in Internet Explorer, then prior to printing, the customer would need to make additional changes to the settings by going to "Print," then "Options," then "Print table of links." This will display the links at the end of the document. (This process will work for other documents as well.)

Nancy wants comments on what information you may want to see in future releases. The newsletter tells people when the new information is available so they do not have to keep checking our data for the release they are looking for.

Steve noted that in addition to this monthly e-newsletter, the Regional Bulletin is released weekly (every Friday by 9:00 a.m.) and is available on LMID's front page (upper right corner). It provides economic news clips from different regions in the State.

The Occupational Profile (not to be confused with the *Occupational Guides*) has also been improved. Enhancements include:

- Above the title, we have added the SOC Code
- Under the job description, we have added the BLS training level.
- Also under the description, we have added some guidance regarding geography. If the selected county is in an MSA or region, we provide the MSA name. If the MSA or Region has more than one county, we list them.
- Expanded occupational license info. We now have a link directly to the Web site of the licensing authority plus a link to view all of the license particulars available in the database. The Department will be updating licensing information in the near future.
- Links in each section, "About...", now point to the information page for that data set.
- After selecting an industry in the Industries Employing This Occupation, viewers are offered filtering options to search for employers, such as view by size or area. Once an employer has been selected, the site even includes a link to a map for the employer.
- The training programs listed on the site come from LMID's database of data collected from survey information. The survey asks for what kind of certification/degrees the training agency offers.
- Updated and expanded information from O\*NET. We now display the skills, tasks, abilities, work values, alternate titles, and interests (including short explanations of each). These nonnumeric facts are based on Version 13 of O\*NET. Also included are job openings (from Job Central) and links directly to the O\*NET profile.

- Additional tools are listed at the bottom. The tools to compare occupations and view similar occupations are frequently used. Nancy acknowledged that these tools may still contain some older O\*NET data that has not been updated yet. We will work on these tools next.

See the new Occupational Profiles at

<http://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSSelection.asp?menuChoice=occExplorer>

Nancy also provided a sneak peek of a new feature that will be appearing on the LaborMarketInfo Web site in the near future. LMID recently purchased software that will extract existing data from the database and create a chart on the fly. For example, with a couple of clicks of the mouse, a chart can be created using labor force and unemployment rate data from a particular county. The charts will be in jpeg format so they can be dropped into a file.

Nancy wants to enhance the local area profiles using this software to take the place of the County Snapshots.

Participant suggestions included the ability to create a chart of industry by area. Another suggestion was to display labels at key points and include horizontal grid lines. Nancy wants to make the charts usable but not cluttered.

Nancy asked participants to e-mail her with their thoughts, suggestions, and comments

### **Status of the CWIB Green Jobs Council - Ken Quesada**

Assembly Bill 3018 (AB3018), the California Green Collar Jobs Act of 2008, was introduced by Fabian Nunez in February 2008 and signed by Governor Schwarzenegger in late September.

There are numerous bills on the subject area of “green.” While they all address green jobs and related topics, they address different needs in this emerging field. AB3018 requires a “Green Collar Jobs Council” (GCJC) be established. The purpose of the council is to employ sector strategy (a methodology in workforce-building) and industry clusters. The council will include members from education, , workforce developers, and private industry representatives.

Membership in the GCJC includes EDD; Business, Transportation & Housing Agency; Labor unions; and Department of Education. They would like to add ARB, PUC, Energy Commission, and private organizations.

The first GCJC meeting will be held on February 11, 2009 (no further information). See the CWIB web site at [www.calwia.ca.gov](http://www.calwia.ca.gov) for more information.

Q: What exactly will come from this?

A: We will define what programs, policies, and funding are available. At this time there is no funding. The council is developing a matrix to link information about the various partners' programs, funding and opportunities. The GCJC's goals are to align systems, align policies, and align funding sources in order to have a better delivery system.

The outcome (of AB3018) would be new policies or recommendations pertaining to green collar jobs creation, a venue for collaboration, shared responsibilities, and shared decisions made about funding.

Bonnie: Energy-related agencies have been on their own paths, now they are talking to each other. The GCJC has provided a venue (or authority) for shared responsibilities and decisions toward energy renewal and efficient programs.

The next logical step prior to legislation is to get regional industry feedback, not having the state dictate what to do.

Agenda for the February 11 meeting:

Legislative Panel

Panel of Experts

Local Initiatives Panel (clean/green)

Business Panel

### **Economic Update - Paul Wessen**

*The PowerPoint slideshow of this presentation will be made / is available at:*  
[http://www.calmis.ca.gov/file/Advisory-Group/Handouts/Jan\\_09/Economic-Update.pdf](http://www.calmis.ca.gov/file/Advisory-Group/Handouts/Jan_09/Economic-Update.pdf)

Paul began his presentation by advising everyone to hold on to their stomachs as we are on a steep, bumpy road. The National Bureau of Economic Research (NBER) has determined that the U.S. officially entered a recession in December 2007. Evidence suggests that the steep downward spiral of the recession began in August 2007 and will be the nation's worst recession in decades. It is expected to continue to deepen through the middle to latter half of 2009.

The U.S. Gross Domestic Product (GDP) is expected to decrease 5.2 percent, which would be the third negative quarter out of the last five quarters, and the worst drop in GDP since 1982. (The actual rate of -3.8 in the fourth quarter of 2008 was released the morning after the Advisory Group meeting. It has since been revised to a 6.2 percent decline.)

Both the UCLA Anderson Forecast and Department of Finance Projections are expecting a steep drop in the GDP before returning to a more “normal” (but not “robust”) growth.

The housing crisis (which is the root of the credit crunch) continues in the U.S. and has spread to England, Ireland, and Spain. The financial crisis/credit crunch (which began with the collapse of Lehman Brothers) has locked down business investment in the U.S. and the world and is spilling into commercial real estate at home and abroad.

American consumers have drastically cut spending, further weakening housing and slowing business activity.

U.S. imports are weak, helping the trade balance but affecting export-oriented economies globally. Exports are falling as the global economy weakens and the dollar appreciates. Longer-term export outlook has weakened.

With interest rates near zero, monetary policy options are limited. There is no indication as yet that government bailouts have stabilized the economic situation or broken the credit crunch. That leaves government spending (i.e., the “stimulus” package) as the remaining ray of hope to affect change and break the cycle.

The U.S. unemployment rate rose to 7.2 percent in December, which is the highest rate since January 1993. California’s seasonally adjusted unemployment rate jumped to 9.3 percent, the highest one-month jump on record and the highest rate since January 1994. California has lost 151,000 jobs in the past two months. As bad as the economy has been in recent month, employment trends have largely paralleled the nation’s, and in percentage terms, job losses rank in the middle in comparison to other states.

It should be noted that when the annual revised data is released, the numbers should smooth out a bit.

Paul opened the floor to questions:

Q: Does the CES survey miss job losses?

A: No, they are being captured, but a critique of CES is that it may miss turning points or the magnitude of losses.

Q: Does the (CES) survey include estimates of the birth/death of businesses?

A: Birth/death estimates are based on historical data. Because it’s a sample survey, it may not capture the magnitude of the turning points.

- Q: Does the CES survey capture the informal (underground) economy?  
 A: The survey only includes people who are on actual payrolls. The household survey is more likely to capture changes in the informal economy, but nothing is quantifiable.
- Q: What about the self-employed?  
 A: The self-employed are captured in the household survey – the Current Population Survey (CPS). The CPS is a monthly survey of approximately 60,000 households nationwide, of which about 5,500 are in California,.
- Q: Will the stimulus package create jobs?  
 A: CalTrans, ARB, and others all have people looking at that. Also, it's not necessarily about jobs "created" as it is about jobs "retained."
- Q: Are retirees who are going back to work part of the labor force?  
 A: Yes. There may also be a "wealth effect" – a lot of one-income households now need two incomes, so the labor force is expanding because of those people now entering the labor force.

**Wrap Up / Closing / Next Agenda:**

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Economic Update	Didn't go to Viet-Ha for lunch
LMID's Green Update	
Green Collar Jobs Council Update	

**Next LMI Advisory Meeting:** Thursday, April 23, 2009

**Agenda Items:**

- Bay Area Energy Efficiency Study by the Centers of Excellence
- Green Update
- Green Collar Jobs Council Update
- Presentation by Patricia de Cos of the California Research Bureau
- Help Wanted Online (HWOL)
- Economic Update