

LMI Advisory Group
Thursday, April 22, 2010
Meeting Minutes

Attendees

Holden, Richard	Bureau of Labor Statistics
Moluga, Karolina	California Workforce Assoc
McAloon, Jill	Employment & Training Panel
Harris, Laura	Riverside County EDA/WDC
Wible, Julie	California Dept of Education
DiCaro, Gino	CA Manufacturers & Technology
Garcia, Socorro Davila	Workforce Services Branch
Baker, Liz	Local Information Service Group
Wehner, Justin	CA Business Investment Board
White, Maureen	CA Community College Career Tech
Lovell, Vicky	California Budget Project
Odom, Beverly	California Workforce Invest. Board
Maglinte, Janet	CA Labor & Workforce Agency
Cooper, Peter	CA Labor Federation

LMID Staff

Saxton, Steve
Graybill, Bonnie
Wong, Spencer
McClellan, Judi
Styron, Fran
Solorio, Cynthia

Welcome

Steve Saxton:

- Showed a video from the [Governor's website](#) about green companies/industries survey. He announced the release of the green job survey press release yesterday (April 21, 2010).
- President's budget proposed centralization of Current Employment Statistics (CES) estimates. States are working together on their responses to this proposal.
- New bill in the legislature to allocate money to study the workforce needs for a High Speed Rail initiative. There will be a working partnership with EDD and High Speed Rail Authority to conduct a labor assessment.
- LMID staff will present a segment on Wanted Analytics-Help Wanted Online tool.
- Workforce Information Council (WIC) has formed a new group to better understand and apply customer information needs (Customer Consultation Study Group).

Bonnie Graybill:

Judi and Cynthia are "facilitators in training" for the Advisory Group. Bonnie reminds the group about plans to retire in December.

Review of January 28, 2010 Minutes

Minutes were accepted by members. Minutes and copies of presentations are located on LMID's website, LMI Advisory Group page (<http://www.labormarketinfo.edd.ca.gov/?pageid=1022>)

California's Green Economy PPT Presentation, April 21, 2010 by Bonnie Graybill

- Studying Green economy since spring 2008
- Did research on definitions of green jobs, occupations, research on green studies, links to activities in CA and other states, survey & publications from outside sources
- Survey was completed in January 2010
- Survey cuts across the economy and all industries
- Strong interest for Earth Day, analysis is not completed and results are still preliminary
- Briefed Agency Secretary, Vicky Bradshaw, who briefed the Governor.
- Interviewed by NPR on April 19, 2010
- More than 300,000 spending more than ½ time of their job on green aspects of their job
- Baseline:
 - Number of business that adopted green practices
 - Surveyed over 50,000 employers
- 15,200 employers responded (approximately 35 percent response rate)
- 63 percent of the respondents reported using green practices
- Leading sector for green jobs is manufacturing (93,143 jobs), followed by the construction industry (67,973 jobs)
- Top jobs concentration regions was southern California, followed by the Bay Area
- Main reason businesses offer for going green is the environmental benefits

Comments/Discussion

- Bonnie:
 - April 21, 2010 Green Economy presentation shows evolution of numbers, thanked Fran Styron and Esther Ruiz's staff for finishing the survey
 - If you limit the definition of "green" to select industries you limit how much data is collected
 - Most common green practice was recycling
 - Formal training might not be necessary -- on the job training may be all that is needed for some jobs
 - Washington initially conducted a survey limited to specific industries that indicated 1.6 percent of total employment was green. They surveyed again across the economy and the green jobs estimate went up to 3.3 percent
 - Manufacturing came out as the industry with the most green jobs
 - One of our members commented that info from the green survey assisted him in responding to a proposal from Comm College administration to shut down training for hazmat occupations, thinking it was "old and unneeded".
- Steve:
 - BLS is trying to figure out data collection on green data. They are looking at different levels—industry, occupation and revenue-- trying to figure out what information to capture, what questions to ask, definitions of a green job.
 - Determination of job growth in the green economy
 - How much revenue is generated by green jobs?
 - How much revenue is related to economic activities?
 - One third of our survey respondents used the online version of the survey
- Q: Did anyone ask about climate change (as far as the sustainable practices – benefits)?
 - A: The list of practices encompasses that aspect

Economic Update by Paul Wessen (Refer to PPT presentation)

Comments/Discussion

- Smoothed seasonal adjustment – introduced to even out large fluctuations in the monthly data that occurred due to the functioning of the labor force model, and more particularly, the adjustments that makes sum of states estimates of employment and unemployment equal the national estimate.
- Steve: Previous data was “jagged” and fluctuated, but now smoothing was applied to the data. Some may wonder whether the true data is more “jagged” than the smooth data.
- Paul: Through the QCEW, we get a complete count of firms. CES estimates employment from survey . The farther you get from base period the more deterioration you get.
- Paul: There is a slide on government spending that is not included in the slide notes. Government spending has increased with stimulus spending. Some was direct assistance. Stimulus was changing spending priorities, bridging the gap between businesses and consumers. There are stimulus dollars in pipe line that will run out eventually. Looking forward after the Recovery Act, will businesses pick up the slack for the dwindling stimulus money? All monetary policy has been turned on to the max; inflation is going to be an issue. The Fed will have to control inflation. This might be a public spending bubble.
- **Question:** If the UI benefits were exhausted, would recipients fall off labor employment? Labor Force and unemployment are not tied to receipt of benefits. They are tied to the question of actively seeking work.
 - Spencer: When recipients exhaust benefits, they would be continue to be counted in the labor force, presuming they are looking for work. Some come back into the labor force as the economy improves with more confidence that they will find a job
- **Question:** There are many people who deferred their retirements due to the bad economy
 - Steve: There are people who deferred retirement due to their shrinking 401 K portfolio
- Paul: NUMMI plant closure in Fremont will eventually show up in the April manufacturing industry data. (refer to Slide 19)
- Steve: In previous recessions, when there were three consecutive months of growth, recovery occurred
- Based on preliminary sample – Southern California is leading in recovery due to export trade, logistics, and motion pictures

Longitudinal Employer Household Dynamics Data Tools: Quarterly Workforce Indicators & On The Map Version 4 DEMO/DISCUSSION - Danielle Costello & Brandon Hooker

(Refer to PPT presentation)

- **Industry Analysis by Gender**
 - Females were under-represented in Construction Industry; now Female workers held 60,000 more jobs in construction in 2008 than 1998 (from 16 percent to 21 percent).
 - Generalizations can now be backed up by data
 - Stable Jobs: Held employment from the beginning to the end of the quarter
 - Industry Focus Data Tool: From LEHD website, users can analyze (and rank) employment, new hires, average monthly earnings, etc.
- **Workforce Investment Areas Analysis**
 - Firm job gains
 - State and local government merged with private industry
 - Rehire Analysis (e.g., Are females being rehired in Professional, Scientific and Technical services more for just temporary positions?)
- **Cornell Virtual Research Data Center (<http://www.vrdc.cornell.edu>)**

- **US Census Bureau LED On the Map Version 4 (<http://lehdmap4.did.census.gov/>)**
 - With Commute Data, use caution as it is modeled after Minnesota's commute patterns
 - On Area Profile Map, circles represent concentration of jobs (the bigger the circle, the more concentration of jobs); Employer's information is confidential
 - Website provides easy-to-use tutorials
 - **Question** from Attendee: What are thermals?
 - Answer: Thermals are a way of displaying the data to show concentration of jobs within a square mile
- **Longitudinal Employer-Household Dynamics (LEHD) Web Site:**
 - Map tools
 - Caution with earnings data as it is constantly updated
 - Download with data set
 - Industry focus based on stable jobs
 - Question-Gino DiCaro: Can map be broken by Congressional/Legislative Districts.
 - Steve: Unsure if it'll break by Congressional/Legislative Districts. But On the Map allows user to draw own lines. Directed to Cornell Virtual Research Data Center (<http://www.vdr.cornell.edu/news/data/>); Center Produces zip files, which are extremely large

Conclusion:

- Steve: Jeremy Woo is founder of LEHD Web site.
- Third Wave of Statistics: Set of artificially correct synthetic data analysis; represents future of Statistics
- High protection/confidentiality of census data
- For Public Admin, use caution as earning and employment data are trend-data (as it includes wages of CEO's and technicians)
- Still a work in progress

POTENTIAL USES OF HELP WANTED ONLINE (HWOL) DEMO/DISCUSSION by Laurie Ahtelik and Marla Harper (Refer to PPT presentation)

- **About HWOL**
 - Process of scraping job boards; Conference Board contracted with Wanted Technologies to develop Help Wanted OnLine (HWOL) Data Series
 - Uses "Web Spidering" technology to scrape online job listings from 1200+ Internet job boards (large and small) to determine hiring activity by location, occupation, industry, employer, etc.
 - Originally based off of Help Wanted Index of print newspaper ads
- **HWOL Advantages**
 - Supports local labor market demand
 - Can be compared to short-term projections
 - Can support One-Stop Centers
 - Pilot test in One-Stop Centers right now to assess its utility in helping put people to work
 - HWOL Workgroup will conduct weekly conference calls to discuss HWOL usefulness
- **HWOL Disadvantages**
 - Does not list union job listings, light on blue collar job listings
- **HWOL Uses By LMID**
 - Supplemented 2009 Labor Day Briefing publication

- NUMMI Auto Workers-Jobs in Demand by Region (basing off of commute patterns)
- California Energy Commission-Green Transportation Worker Demand (electrification, light rail)
- Green Follow-up Skills Study
- Capture job listings

Hiring Demand Dashboard Application-Demonstration

[\(http://www.wantedanalytics.com/myanalytics/\)](http://www.wantedanalytics.com/myanalytics/)

- Process:
 - Set filters (e.g., location)
 - Search by top occupations, industries
 - Results provide links to job listings
- Searching by keyword (put in quotes), followed by location, provides spreadsheets by employer and openings
- LMID developing a monthly data release from HWOL for California
 - Using HWOL data in relation to economic data
- NOTE: HWOL measures only *online* job postings and *not* number of jobs
- Request to see if re-postings can be tracked
- HWOL pulls from pay and non-pay job posting sites; source of listing is identified
- Number of online job listings has increased from last year's online job listings
- Bonnie:
 - Asked attendees to send them ideas on uses for HWOL data
 - Reported that license is very expensive and is for 1 year. We want to be sure we make good use of the data and demonstrate its utility

Wrap Up/Closing

- Bonnie asked to let her know if there are HWOL data summaries we might use to generate products LMID could make available online
- Next Meeting: July 15, 2010

Positives (+):

- PowerPoint's were good
- Parking/new chairs
- Networking during Lunch
- Meeting new staff & new attendees
- Food (wonderful selection of refreshments)
- Handouts: Attendees can share with their staff immediately following meeting
- LMI-Not so unfamiliar now
- Good coverage of LMI material

Improvements:

- Build in more discussion time
- More handouts at time of meeting to make comments/notes
- Ask before presentation who wants handouts (saves trees)

Ideas for Next Agenda

- Update on Green Jobs (LMID)

- Paul: Econ Update (LMID)
- Report out on HWOL local uses with examples (locations) (LMID)
- CA Manufacturing Tech. Assoc: Presentation of LMI data uses

Adjourned at 3:10 PM