

Digest of the Labor Market Information Advisory Meeting

Title	LMI Advisory Group Meeting																																																		
Date	January 24, 2013																																																		
Time	10:00 AM to 3:00 PM																																																		
Organization	CA EDD, Labor Market Information Division (LMID)																																																		
Location	7000 Franklin Blvd., Ste. 1100, Conference Rooms 2&3 Sacramento, CA 95823																																																		
Meeting called by	Spencer Wong, Division Chief, LMID																																																		
Facilitators	Cynthia Solorio, Deputy Chief, LMID Jeff Koller, Statewide Information Services Group Manager, LMID																																																		
Attendees	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">Au, Thuy</td> <td style="width: 33%;">Bureau of Labor Statistics</td> <td style="width: 33%;"></td> </tr> <tr> <td>Bader, Martha</td> <td>California Labor Federation</td> <td></td> </tr> <tr> <td>Cooper, Peter</td> <td>Employment Training Panel</td> <td></td> </tr> <tr> <td>Dickason, Jeff</td> <td>Mother Lode Job Training</td> <td></td> </tr> <tr> <td>Gomez, Cornelio</td> <td>Employment Development Department, Workforce Services Branch</td> <td></td> </tr> <tr> <td>Kelly, Neil</td> <td>California Department of Education</td> <td></td> </tr> <tr> <td>Kjelstrom, Dr. Judith</td> <td>UC Davis Biotechnology Program</td> <td></td> </tr> <tr> <td>Larson, Erin</td> <td>California Community Colleges Chancellor's Office</td> <td></td> </tr> <tr> <td>Moore, Dr. Richard</td> <td>College of Business and Economics, California State University Northridge</td> <td></td> </tr> <tr> <td>Quesada, Ken</td> <td>California Workforce Investment Board</td> <td></td> </tr> <tr> <td>Reid, Dennis</td> <td>Bureau of Labor Statistics</td> <td></td> </tr> <tr> <td>Rogers, Patrick</td> <td>California Research Bureau</td> <td></td> </tr> <tr> <td>Sanchez, Alana</td> <td>Employment Training Panel</td> <td></td> </tr> <tr> <td>Staton, Roy</td> <td>Employment Development Department, Workforce Services Branch</td> <td></td> </tr> <tr> <td>Steinberg, Cheryl</td> <td>Bureau of Labor Statistics</td> <td></td> </tr> <tr> <td>Wohl, Patty</td> <td>Department of Consumer Affairs</td> <td></td> </tr> </table>			Au, Thuy	Bureau of Labor Statistics		Bader, Martha	California Labor Federation		Cooper, Peter	Employment Training Panel		Dickason, Jeff	Mother Lode Job Training		Gomez, Cornelio	Employment Development Department, Workforce Services Branch		Kelly, Neil	California Department of Education		Kjelstrom, Dr. Judith	UC Davis Biotechnology Program		Larson, Erin	California Community Colleges Chancellor's Office		Moore, Dr. Richard	College of Business and Economics, California State University Northridge		Quesada, Ken	California Workforce Investment Board		Reid, Dennis	Bureau of Labor Statistics		Rogers, Patrick	California Research Bureau		Sanchez, Alana	Employment Training Panel		Staton, Roy	Employment Development Department, Workforce Services Branch		Steinberg, Cheryl	Bureau of Labor Statistics		Wohl, Patty	Department of Consumer Affairs	
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LMID	Ahtelik, Laurie Akthar, Mohammad Baker, Liz Dahlberg, Dave Faulkner, Amy Gregory, Tammy	Harper, Marla Hooker, Brandon Jensen, Robyn Koller, Jeff Martinez, Natividad	Rodriguez, Angel Ruiz, Esther Wessen, Paul Williams, Sharon Wong, Trisha																																																
Note Takers	Maria Clay/Pat Hom/Sharon Parker/Matthew Shiroy																																																		
Welcome/Introductions	Cynthia Solorio <ul style="list-style-type: none"> • Introductions were made of all attendees. • Instructions were provided on the focus group breakout sessions. 																																																		
Review of Minutes	No corrections																																																		
Division Update	Spencer Wong <ul style="list-style-type: none"> • Appointed LMID's new Division Chief, taking the place of Steve Saxton, who retired in December 2012. • Cynthia Solorio was promoted to Deputy Chief of the Occupational Research and Local Information Services Groups, taking Mark Heilman's place. Mr. Heilman transferred to another agency. • Muhammad Akhtar, Amy Faulkner, Margo Gonzales, and Nannette Potter were promoted to Research Manager IIs. • As part of LMID's cross training efforts, Research Managers are being given the opportunity to rotate to other units. • There is a need for a succession planning in the EDD and in the LMID. • Vacancies remain in the first line management category. • Budget outlook appears to be good, no expected layoffs, only normal attrition. • New program activity: Regional Industry Cluster and Skills Gap Analysis. • LMID continues to focus on data matching with longitudinal studies research. • Announced LMID's possible move to downtown, slated for September 2013. 																																																		

<p>Occupational Products' Focus Groups and Target Customers</p>	<p>Focus Groups were established</p> <p>Group 1: Liz Baker (LMID), Patrick Rogers, Roy Staton, and Cheryl Steinberg Group 2: Thuy Au, Erin Larson, Ken Quesada, and Angel Rodriguez (LMID) Group 3: Laurie Ahtelik (LMID), Judy Kjelstrom, Alana Sanchez, and Patty Wohl Group 4: Jeff Dickason, Cornelio Gomez, Pat Hom (LMID), Robyn Jensen (LMID), and Dr. Richard Moore, Group 5: Martha Bader, Natividad Martinez (LMID), Sharon Parker, Dennis Reid, and Matthew Shiroy (LMID) Group 6: Neil Kelly</p> <p>The Groups were given the Accountants and Auditors Occupational Guide, both summary and detailed versions, along with the Occupational Profile. They were asked to review the information contained in these products, discuss, and answer the four questions provided (see below). They were then asked to present their findings to the LMI Advisory Group on whether these products meet the needs of the following targeted customers:</p> <ul style="list-style-type: none"> • Job Seeker • Dislocated Worker (e.g., due to business closure) • Job Changer • Student • Career Counselor <ul style="list-style-type: none"> ○ High School ○ Post-Secondary ○ Vocational Rehabilitation • Curriculum Developer <ul style="list-style-type: none"> ○ College (2yr/4yr/advanced degree) ○ Training providers • Business and Industry <ul style="list-style-type: none"> ○ Human Resources
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<p>Occupational Products Focus Groups: Questions, (Q) Group Talking Points (TP), Findings, and Discussion</p>	<p>Q1 and TP: <i>Identify (and prioritize if possible) top elements contained in the occupational products provided that would assist each Target Customer (elements may be different per customer).</i></p> <p>Group 1 Employment projections, qualifications and education, and wage information are the top elements used by both Job Seekers and Employers.</p> <p>Group 2 Lump first three customers together and make the job lead lower. Top three elements that would assist Curriculum Developers: "How Do I Qualify," "For the Career Professional," and "Outlook and Wages." For the Business and Industry customer, the top elements are "Working Conditions," "Wages and Benefits," and "What Would I Do" may help with job descriptions.</p> <p>Group 3 Top elements are qualify, outlook, wages, and early career and training progress.</p> <p>Group 4 Job description, outlook, pay, and qualifications.</p> <p>Group 5 Top elements were wages, outlook, training skills, and supply.</p> <p>Group 6 N/A.</p> <p>Q2 and TP: <i>Identify elements in the occupational products provided that can be eliminated.</i></p> <p>Group 1 Nothing.</p>
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- Group 2
Eliminate “Yellow Page Headings.”
- Group 3
“Tasks” in skill table, no soft skills, emphasize physical requirements, and condense career professional section.
- Group 4
None.
- Group 5
No, but change the organization of the page. Provide a synopsis, link an index of each part of the detailed guide or links to open pop-ups; do not navigate away from the front page.
- Group 6
Would not get rid of anything.

Q3 and TP: *Identify important elements missing that would add value to an occupational product for Target Customers.*

- Group 1
Context for projections such as comparing with the U.S., social environment of working conditions.
- Group 2
More links to more job sites.
- Group 3
Cost of training, link to job ads, strategy for career advancement, graph to show minimum education attainment, customize projections by region, and graph to compare growth of Guide occupation to other occupations.
- Group 4
Supply either a narrative or a link, “Finding a Job” is currently too generic, and tailor to occupation and provide licensing information.
- Group 5
Missing more detailed projections, geography, and supply chain data would be fantastic though - tough to get in a useful way, cost and time to train from my current skill level, and provide links to where individuals can find funding for training.
- Group 6
Add a navigation filter for each audience. Also would recommend an index by education and improved ease of filtering of training programs for guides. Links at the end of each guide for related and affiliated web sites, clubs and associations, and trends for the occupations that may affect job growth were all suggested. Mention emerging “hot spots” in certain industries.

Q4 and TP: *Would you consolidate the products to address the majority of the needs of the Target Customers? If yes, provide an outline of the consolidated product (list the top elements in order). If no, explain why.*

- Group 1
Get rid of Summary Report, add the ability to expand and collapse sections of the Detailed Report, and selectively add sections to PDF for printing and emailing proposed.
- Group 2
Yes, provide drop down menu so people can customize.
- Group 3
Consolidate soft skills in one section and the universal skills needed for all jobs.
- Group 4
Tailor guides to the users by software, which can customize information according to the user. For example, dislocated workers may want or need different information than a high school student doing career exploration.
- Group 5
Yes, all of the above.
- Group 6
None.

[Economic Update](#)

Paul Wessen, LMID

- California’s economy is improving but the state’s unemployment rate is still higher

	<p>than the nation's.</p> <ul style="list-style-type: none"> • The gap between the state and national unemployment rates is the smallest it has been since 2009. • Discouraged workers are not reflected in the unemployment numbers because they are currently not actively seeking work. • California's Labor Force participation rate continues its increase which started in September of 2012. • Voluntary non-participation by Baby Boomers retiring and younger workers not likely participating in the Labor Force has kept the Labor Force participation rate low in recent months. • Year-over nonfarm and private sector jobs' growth has been doing better in California when compared to the nation. • Month-over Retail Trade jobs experienced a significant drop. The unusual December month-over drop in Retail Trade jobs was in part due to increased levels of hiring during October and November. In comparing year-over 4th quarter Retail Trade hiring, 2012 is the highest it has been in the last five years. • Job losses in the Professional and Business services sector appear to be bottoming out. • The housing sector is expected to be a plus for California's economy. • Global slowdown is affecting CA's growth. Contrary to some other perspectives, Dennis Myers of the Department of Finance said that things are coming back in China.
<p>Wrap Up, Evaluation, and Adjourn</p>	<p>Cynthia Solorio</p> <ul style="list-style-type: none"> • Thanked everyone for their time and participation. • Attendees were asked to fill out the evaluation forms.
<p>Upcoming LMI Advisory Group Meeting Dates</p>	<ul style="list-style-type: none"> • April 25, 2013 • July 25, 2013 • October 24, 2013