

## LMI Advisory Group Thursday, January 27, 2011 Meeting Minutes

### Attendees

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Della Valle, Richard	CA Community Colleges - Economic & Workforce Development Program
Harris, Laura	Riverside Workforce Development / CA Employer Advisory Council
Lovell, Vicky	CA Budget Project
McAloon, Jill	Employment Training Panel
Nkwocha, Onyema	EDD – Workforce Services Branch
Odom, Beverly	CA Workforce Investment Board
Reid, Dennis	Bureau of Labor Statistics
Selge, Ron	CA Community Colleges Chancellor's Office
Wehner, Justin	Governor's Office of Economic Development
Wible, Julie	CA Department of Education – Career and Workforce Innovation Unit
Wilson, Stacy	CA Postsecondary Education Commission

### LMID Staff

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Baker, Liz	McClellan, Judi
Boucher, Michael	Ramos, Philip
Dahlberg, Dave	Rodriguez, Angel - <i>Note Taker</i>
Del Gallego, Karen	Saxton, Steve
Dobbins, Alisa	Solorio, Cynthia
Gregory, Tammy - <i>Note Taker</i>	Stassi, Tom
Javadinejad, Sanaz - <i>Note Taker</i>	Wessen, Paul
Jensen, Robyn - <i>Note Taker</i>	Williams, Sharon
Koller, Jeff	Wong, Spencer
Lee, Joseph	

### Welcome / Introductions

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**Cynthia Solorio:** A few changes to the agenda. A new component to the meeting format will be the roundtable.

### Review of Minutes

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- **Stacy Wilson:** Clarification on the previous meeting minutes, October 28, 2010, on page 4 (10th bullet). Clarification was asked regarding the existence of a positive correlation between employment and unemployment.
- **Cynthia Solorio:** The minutes will be corrected.

### Division Update

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**Steve Saxton:**

- The Labor Market Information Division (LMID) has a new unit that focuses on customer outreach. The unit will be looking to answer two questions: 1) Are we delivering the right products? 2) Are the products being delivered right?
- The challenging question is what is priority of service to our customers?
- This is a part of a national effort so that federal policy can fit the customers across the country. The Workforce Investment Act (WIA) requires that we consult with our customers to be sure we are delivering useful information. We will be coming to you (LMI Advisory Meeting participants) for input/feedback on our products.
- The Bureau of Labor Statistics (BLS) was planning to begin centralized operations for gathering Current Economic Statistics (CES) estimates for States and local areas in January, but has been delayed until March 2011.
- The Workforce Information Council (WIC) will be holding a national LMI technology forum that will discuss how to best use available technology to deliver Labor Market data to the public. The forum (customers, LMI shops, and vendors) will develop common principles regarding LMI data and products. The forum will be Webcast so anyone who is interested in participating will be able to do so.

#### **Comments:**

- **Beverly Odom:** How will people know when the webcast will take place?
- **Steve Saxton:** The webcast will be advertised in the future. Planning for WIC Webcast is unavailable at this time.
- **Judi McClellan:** An e-mail will be sent out in the future informing members of the LMI Advisory of the webcast date.

#### **Guest Speakers**

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

- Economic Indicators show that the USA economy is improving but not at a fast rate. Labor market conditions are improving – slowly.
- The pundits are not seeing the job growth they want, but it is growing.
- The California unemployment rate seems to be following the national trend. In December 2010, the U.S. unemployment rate was 9.4 percent and California's was 12.5 percent. It seems to have stabilized.
- Nationally, the unemployment rate is going down, although it is still at historically high levels.
- In the past three months, California has added 25,000 jobs per month. This is faster than the national rate. Three months is a short time period and it is too soon to call it a trend, but it is encouraging data.
- Year-over changes in civilian employment show that labor force participation is/has been declining.
- Job gains are in the nonfarm private sector (seasonally adjusted).
- Teen unemployment has been very high even prior to the current economic recession.
- In 2010, teen unemployment was at 34.7 percent. Teen unemployment is typically and historically higher than other age groups, but worsened with the recession.
- Teen/youth employment is very concentrated in two industries:
  - Accommodation and Food Services
  - Retail Trade

##### **New Publications: Vocations for Vets - Michael Boucher and Karen Del Gallego**

- As part of Operation Welcome Home, which connects Vets to housing, health, employment, and other benefits, Vocations for Vets looked at the top five military

occupations in northern and southern California regions and the top four military occupations in the Los Angeles/Ventura region and matched the knowledge, skills, and abilities (KSAs) required to perform the military occupations to civilian occupations in order to assist Veterans with finding employment.

- Research tools used to determine the transference of KSAs included the Occupational Information Network (O\*Net), Military.com, LMI Data, and Help Wanted Online (HWOL) – a job opening search engine.
- The report is located online at [www.labormarketinfo.edd.ca.gov/?pageid=1026](http://www.labormarketinfo.edd.ca.gov/?pageid=1026)

#### **Comments:**

- **Bev Odom:** How long did this project take?
- **Michael Boucher:** The first region (Northern California) was online in three weeks (just in time for Veteran's Day, November 11, 2010). The last in the series of three went online in December 2010.

#### **LMI Improvement Grants - Alisa Dobbins**

Three main areas of the American Recovery and Reinvestment Act (ARRA) LMI Improvement grant were discussed.

1. **Green Occupational Skills Research** will increase the knowledge base of green jobs and contribute to workforce development efforts.
  - Grant objectives are to identify:
    - Tasks in green occupations
    - Desired knowledge, skills, and abilities
    - Workforce training requirements
  - Research for this project is ongoing and green guides are published as research is completed
2. **Improving Skills Transference** connects job seeker skills to the green economy through computer-based Career Information Delivery System (CIDS).
  - Grant objectives are to:
    - Match skills to O\*NET-LMI occupational data
    - Identify skills gaps requiring additional training
    - Identify Internet-based CIDS products and assess their strengths and weakness
3. **Green Training Inventory** will enhance LMID's current online training inventory to incorporate green education and training programs.
  - Grant objectives include:
    - Identifying green training programs and courses in California
    - Increasing usability of the green training inventory by enhancing search features to include green and geography
    - Supporting training provider self-identification

#### **Comments:**

- **Stacy Wilson:** Is the grant funding enough to perform the three research studies?
- **Steve Saxton:** The grant amount was for \$1.25 million for five projects.
- **Stacy Wilson:** What research questions need answering?
- **Alisa Dobbins:**
  - Job title accuracy (trying to validate)
  - Where do these professionals come from
  - KSAs for some of the occupations

The National Association of State Workforce Agencies (NASWA) monthly conference call with other states has been crucial in communicating what they have done and trading ideas in order to minimize expenses.

- **Steve Saxton:** This may be an opportunity to combine the Eligible Training Provider List (ETPL), a Web-based list of training providers' eligible to receive WIA funding, with the enhanced green training inventory.

### **Occupational Employment Statistics (OES) 2009 Publication - Dave Dahlberg, Tom Stassi, and Philip Ramos**

- The OES is a comprehensive source of occupational employment and wage rate information for the U.S. economy.
- The OES administers the Occupational Employment Report, which is considered the second most comprehensive survey administered by the Federal Government.
- The OES is funded by the U.S. Department of Labor and administered by the Bureau of Labor Statistics.
- The OES surveys around 34,000 non-farm establishments per year in California.
- The survey sample is stratified by industry and geography.

#### **Comments:**

- **Bev Odom:** Do you develop the Industry/Occupation (I/O) Matrix?
- **Spencer Wong:** No, but the data feeds into the I/O Matrix.
- **Tom Stassi:** Employers do their best to give us good information, but a lot of telephone follow-up is done (60-70 percent follow-up).
- **Spencer Wong:** There is also a lot of "cold calling" employers who have not responded to the survey.

### **Update of Activities in Your Organization – How do Advisory members use LMI?**

- **Laura Harris – California Employer Advisory Council:** Takes the information from the LMI meetings and distributes it to her customers who include employer groups and workforce and economic development entities.
- **Stacy Wilson - California Postsecondary Education Commission (CPEC):** Uses labor market and wage data. Stacy was working on a hearing to allow Community Colleges to give bachelors degrees. This would have an impact on the workforce.  
**Comment - Steve Saxton:** The CPEC and LMID are working with Cal State Northridge to track students over a period of time with what schools they came from, what their labor market experience has been, have they been unemployed, and what additional training they may have received. The purpose of this information is to create a longitudinal workforce and education connection to graduates.
- **Onyema Nkwocha – EDD - Workforce Service Branch:** Uses LMI and shares information with his unit. He would like to see an enhanced collaboration with LMID in the future.
- **Ron Selge – California Community College Chancellor's Office:** SB 1440 – "Student Transfer Achievement Act, would increase the number of students who successfully transfer from California Community Colleges to the California State University system by establishing transfer degrees." LMI is used in career development and career exploration.
- **Jill McAloon– Employment Training Panel:** Uses labor market information to establish minimum wages. Looking at new methodologies to calculate the states minimum wage. Uses labor market information to match workforce training efforts with employer needs.

- **Richard Della Valle – Economic & Workforce Development, California Community Colleges:** LMI is an integral part to what they do. They use wage data and work on areas that align with LMI: energy, environment, health, and transportation. Additional comment: Green jobs are great, but don't oversell them.  
**Comment - Steve Saxton:** Let's keep in mind they (green workers) are only 3 percent of the workforce.
- **Dennis Reid – Bureau of Labor Statistics:** Talked about the restructuring of CES. Depending upon the approval of the federal budget, they are requesting to send out an annual supplemental survey for OES in order to collect additional information from larger companies. Some green surveys will be contracted out. Other BLS budget cuts could affect the National Compensation Survey (NCS).
- **Bev Odom – California Workforce Investment Board (CWIB):** The CWIB uses LMI in its annual state plan; Green Collar Jobs Council; essential data for grant awards; regional sector strategy work using the California Regional Economies Project data produced by LMID; Health Workforce Initiative.
- **Justin Wehner– Governor's Office for Economic Development:** Works with businesses who want to come to California or those that want to expand. Uses LMI such as wage information by county.

**Wrap-Up & Adjourn:**

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Content (presentations) e.g. Paul's economic update included youth and demographic data	Fog
Roundtable	Workers walking on the roof
Parking	No real milk/cream for coffee (only packets)
New leaders (Cynthia and Judi)	

- Next meeting: TBD, possibly May 12, 2011 – We will send out tentative dates for the next meeting and vote.
- Proposed topics for the next meeting:
  - Economic Indicators (Paul)
  - California manufacturing
  - SCAG – Southern California Association of Governments
  - California budget (Vicki)
  - LMID's Customer Outreach Unit update
  - CWIB – Health Workforce Development Council
- Future meetings:
  - LMI Geographic Information Systems (GIS) - Grant
  - WSN – Workforce Services Network
  - Career Café (California Community Colleges Chancellor's Office)