

Digest of the Labor Market Information Advisory Meeting

Title	LMI Advisory Group Meeting																																															
Date	January 27, 2012																																															
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	Steve Saxton, LMI Division Chief																																															
Facilitator	Cynthia Solorio, Occupational Research Group Manager, LMID																																															
Attendees	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">Chapman, Ken</td> <td style="width: 33%;">CA State University Northridge (CSUN)</td> <td style="width: 33%;"></td> </tr> <tr> <td>Coleman, Laura</td> <td>COE/Los Rios Community College District</td> <td></td> </tr> <tr> <td>DiCaro, Gino</td> <td>CA Manufacturers & Technology Association</td> <td></td> </tr> <tr> <td>Harris, Laura</td> <td>Riverside Workforce Development Center</td> <td></td> </tr> <tr> <td>Heidl, Anne</td> <td>Bureau of Labor Statistics</td> <td></td> </tr> <tr> <td>Jensen, Warren</td> <td>Center for Economic Development, CA State University Chico</td> <td></td> </tr> <tr> <td>Merris-Coots, John</td> <td>California Department of Education/CalCRN</td> <td></td> </tr> <tr> <td>Milan, Theresa</td> <td>COE/Los Rios Community College District</td> <td></td> </tr> <tr> <td>Minjares, Javier</td> <td>So. CA Association of Governments</td> <td></td> </tr> <tr> <td>Moore, Richard</td> <td>CA State University Northridge (CSUN)</td> <td></td> </tr> <tr> <td>Quesada, Ken</td> <td>CA Workforce Investment Board</td> <td></td> </tr> <tr> <td>Reid, Dennis</td> <td>Bureau of Labor Statistics</td> <td></td> </tr> <tr> <td>Trujillo-Graham, Sandra</td> <td>CA Employment Training Panel</td> <td></td> </tr> <tr> <td>Van Court, Jason</td> <td>CA State Library, CA Research Bureau</td> <td></td> </tr> <tr> <td>Wiseley, Chuck</td> <td>CA Community Colleges Chancellor's Office</td> <td></td> </tr> </table>			Chapman, Ken	CA State University Northridge (CSUN)		Coleman, Laura	COE/Los Rios Community College District		DiCaro, Gino	CA Manufacturers & Technology Association		Harris, Laura	Riverside Workforce Development Center		Heidl, Anne	Bureau of Labor Statistics		Jensen, Warren	Center for Economic Development, CA State University Chico		Merris-Coots, John	California Department of Education/CalCRN		Milan, Theresa	COE/Los Rios Community College District		Minjares, Javier	So. CA Association of Governments		Moore, Richard	CA State University Northridge (CSUN)		Quesada, Ken	CA Workforce Investment Board		Reid, Dennis	Bureau of Labor Statistics		Trujillo-Graham, Sandra	CA Employment Training Panel		Van Court, Jason	CA State Library, CA Research Bureau		Wiseley, Chuck	CA Community Colleges Chancellor's Office	
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LMID Staff	Ahtelik, Laurie Boucher, Michael Dahlberg, Dave Gonzales, Margo Heilman, Mark Jackson, Terilyn	Roberts, Beverly Saxton, Steve Shelton, Murice Solorio, Cynthia Taylor, Jennifer Wessen, Paul	Williams, Sharon Wong, Andy Wong, Spencer Wong, Trisha																																													
Note Takers	Hurley, Danielle (LMID) Gregory, Tammy (LMID)																																															
Welcome/Introductions	Cynthia Solorio <ul style="list-style-type: none"> Judi McClellan accepted a position at the CA Department of Finance. Reviewed upcoming agenda and future advisory meeting dates. Introductions were made. Attendees were asked to fill out the evaluation forms. 																																															
Division Update	Steve Saxton <p>LMID is anticipating smaller budgets as we move forward and are currently figuring out how best to work with less money by determining which products are most used and where best to direct resources.</p> <ul style="list-style-type: none"> LMI advisory committee may be asked for their opinion and input on these questions at the next meeting. <p>The state has a new website template and the Employment Development Department (EDD) has added this template to their website. The Division anticipates making more changes to the site and hopes to improve user access to the information we have. We may be asking for the advisory group's opinion on the site in the future.</p> <ul style="list-style-type: none"> Soon we will be able to use Google Analytics to view user access to our information. There is a customer survey on the site so that users can give their feedback about the site. Concerns: will links to the LMID website continue to work? <p>The Governor has appointed Pam Harris as the new director of The Employment Development Department.</p> <p>California Workforce Investment Board has a new director; Tim Rainey.</p>																																															
Real-time Job Demand in California's Manufacturing	Laurie Ahtelik and Michael Boucher <p>Analysis of job demand in California's Manufacturing Industry.</p>																																															

Industry	<ul style="list-style-type: none"> • The projects goal is to analyze four recent months of advertised job listings from California manufacturers using the Conference Board's Help Wanted Online Tool. • The timeline for this data collection will start February 1, 2012 and will run for four months. • It is modeled in part on a national report by the Center for Regional Economic Competitiveness (CREC), November 2011. • The results will include rankings of occupations in demand, and it will also summarize and stratify totals by region, top advertising employers, education and training requirements, and selected tools and technology keywords. • LMID's geographic information system (GIS) unit will be mapping the results by Metropolitan Statistical Area (MSA). • Short-term projections of employment by occupation will also be added, including median wage. • LMI Advisory member Gino DiCaro of the California Manufacturers and Technology Association has graciously agreed to look at the resulting data and provide subject matter expertise as to whether this reflects what the association knows about demand in the industry. They will provide additional keywords to apply to the search tool such as new technologies, tools, or skills needed and will survey their 500 members to help in answering some of the areas that need additional information.
California State University Northridge Project	<p>Ken Chapman and Rick Moore</p> <p>Update on the Collaboration between California State University Northridge (CSUN) and LMID.</p> <ul style="list-style-type: none"> • There has been a big political drive for higher education accountability. Many accrediting agencies are now looking at outputs instead of inputs. • One of the goals of the project is to have a standard way to measure the outcome of college graduates. <p>The Approach:</p> <ul style="list-style-type: none"> • CSUN sends a file of SSNs (which are then suppressed into code) to LMID (Jennifer Taylor and Andy Wong have been working on this project) who then matches them with labor market information such as earnings and whether or not they are employed. • Currently looking at those who were students from 1995 to 2000 and CSUN. • All data is stored at LMID for confidentiality purposes. • Do not have access to financial aid records which have a lot more information. <p>Outcomes:</p> <ul style="list-style-type: none"> • Able to identify people who left campus and graduated elsewhere. • Can compare average earnings between different level graduates. • Able to compare earnings after 1 and 5 years of graduation. • Able to see earnings of those that received a degree from CSUN based on major. <p>Future Plans for the Data and the Project:</p> <ul style="list-style-type: none"> • Would like to see what students were earning while at CSUN. • See how students who were taking remedial courses fared in the job market against those that were not. • Eventually would like to see the whole system mapped so that they can have more complete answers. • Also like to look at performance of transfer students versus those that enter as first time freshmen. • Want to keep this process going so that more data can be gathered; numbers will likely look better longer out. <p>Also would like to look at those that have more education versus those that have more work experience and at what point work experience becomes more important than education.</p>
LMI Product Review – California Occupational Guides	<p>Murice Shelton</p> <p>A brief preview of the <i>California Occupational Guides</i>.</p> <ul style="list-style-type: none"> • Conducted a review of LMI <i>Occupational Guides</i> that are published online. • The Occupational Guides include the following information: lay titles; job description; tasks, knowledge, skills, and abilities; working conditions; job fit; wages and benefits;

	<p>job outlook; qualifications; industries where the job is found; where to find jobs; where could this job lead; related occupations; and other sources.</p> <ul style="list-style-type: none"> • The <i>Occupational Guides</i> are used by a variety of individuals, which include high school students, career counselors, and human resource representatives. • LMI is seeking feedback on the <i>Occupational Guides</i> in order to make them better.
<p>LMID Economic Update</p>	<p>Paul Wessen</p> <p>This update has the best news in the last five years.</p> <ul style="list-style-type: none"> • The last four months have shown hints that things are changing in the economy; however, four months is not that long so there is still a question mark about whether the good trend will continue. • The pattern at which the unemployment rate has been dropping in California has been similar to that of the Nation. • The California unemployment rate of 11.1% is the lowest it has been since April 2009. • The number of unemployed Californians has gone in waves, but in the last four months the drop has been consistent, this is similar to the national pattern. • The 367,000 gain in employment from September 2011 to December 2011 is the largest year over employment gain in the state since January 2001. These really extreme numbers can cause you to wonder if they are real or not (or if they will last). • The labor force is growing; these numbers are not just caused by people running out of unemployment. • More people are actively looking for work in the state which is a sign of a healthier labor market. However, nationally labor force participation has been flat. • Most areas in California are improving economically, but some areas, such as the East Bay, have been hard hit. • California now has the second highest unemployment rate in the Nation; however, it is dropping faster than most states. • Recent data suggests that we have reached a tipping point and are breaking out of the downward cycle. Forecasters are showing increasing optimism.
<p>California Career Resource Network/Web Demo</p>	<p>John Merris-Coots</p> <p>The California Career Resource Network's (CalCRN) primary purpose is to provide career exploration tools for middle and high school students. Online tools are free and open for use by anyone. The Network is used by agencies that serve adults, which include EDD, One-Stops, and community colleges. John provided an overview of CalCRN resources including:</p> <p>California Career Zone (www.cacareerzone.org)</p> <ul style="list-style-type: none"> • Free Online Career Exploration Tool. • Occupational details for all 855 occupations tracked by O*Net. • Four easy to use assessments related to interests, work characteristics, and skills. • Online account for saving assessment results, flagged occupations, colleges and majors, and journals. <p>California Reality Check (www.californiarealitycheck.org)</p> <ul style="list-style-type: none"> • Free Online Budgeting Tool for Career Exploration. • Users make budget choices to achieve a desired adult lifestyle. • Discover if their post high school educational and occupational goals will achieve that lifestyle. <p>California Career Planning Guide (www.californiacareers.info/ccpg)</p> <ul style="list-style-type: none"> • Hard copy career planning guide sold by CalCRN. • Available online as a free downloadable PDF in English and Spanish. <p>The Real Game California (www.realgamecalifornia.org) Classroom based experiential career development curriculum.</p> <p>CalCRN recently announced a review period for its new web portal, My Career Center (MCC). Those interested in reviewing the site, go to http://test.californiacareers.info/. As this is a test site, reviewers are asked not to broadcast the site URL but can share it with others interested in participating in the review.</p> <p>My Career Center</p> <ul style="list-style-type: none"> • Web portal for middle and high school students to assist them in career and college

	<p>planning.</p> <ul style="list-style-type: none"> • Contains content and activities relevant to career/college exploration and planning, plus links to other key resources. • My Career Center has sections created specifically for parents and educators to assist them in their roles as advisors and counselors. <p>During January and February 2012, the site will be available for feedback and suggestions for improvement. All reviewers who complete the survey will be acknowledged on the site after it formally launches in late Spring 2012.</p> <p>Please complete the MCC Survey at https://www.research.net/s/KMJMJ3K/ or provide feedback by using each page's Feedback option.</p>
Wrap Up & Adjourn	<p>Cynthia Solorio</p> <ul style="list-style-type: none"> • Going forward: the quarterly meetings dates will be set at the beginning of the year and are subject to change.
Upcoming LMI Advisory Group Meeting Dates	<p>April 26,2012 July 26, 2012 October 25, 2012</p>