

STATE OF ALABAMA

ALABAMA DEPARTMENT OF LABOR

LABOR MARKET INFORMATION DIVISION

WORKFORCE INFORMATION GRANT REPORT PY 2023-2024

The 2023-2024 Program Year was a dynamic period for the Alabama Labor Market Information (LMI) team. As the states workforce landscape continues to evolve, the WIG team has remained at the forefront of providing essential data and analysis. Earlier this year, Alabama’s legislation passed the Workforce Transformation Act ([SB247](#)) that will foster a more cohesive workforce development team.

While legislation promises to bolster workforce development efforts across the state, it will also increase the demand for LMI data and resources. We are committed to meeting these challenges by continued focus on training classes for regional boards, educators, and career center staff online while pursuing face to face training and presentation opportunities. Developing new interactive products and publications to support the Governor’s Office of Education and Workforce Transformation (GOEWT) and the Alabama Committee on Credentialing and Career Pathways (ACCCP) became a larger focus with fewer on-site trainings available. While meetings, presentations and training opportunities will continue to grow in demand, we remain dedicated to developing the highest-quality information possible and carrying on with the daily responsibilities required of our office.

As the Workforce Transformation Act continues to unfold, the current Alabama WIG team is prepared to take on expanded responsibilities and contribute meaningfully to the state’s workforce development initiatives. Over the years, the Alabama LMI team has demonstrated remarkable resilience and adaptability in the face of organizational changes, state bills, and pandemics. Despite challenges, the team has effectively managed its workload and embraced change.

DELIVERABLES & ACTIVITIES

I) WORKFORCE INFORMATION DATABASE (WID)

The LMI staff continue to make routine updates of core tables in The Workforce Information Database (WID) version 2.8. Core tables have been populated regularly as BLS program data becomes available. Updates are included from the U.S. Census Bureau as well as the Bureau of Economic Analysis, among other well qualified data sources. During the upcoming program year, LMI staff will implement WID 3.0 as data becomes available.

LMI staff continue to participate in training opportunities, such as webinars and conference calls, to stay updated on any additional information that needs to be added to the WID. In addition, we are expanding the software knowledge base for more staff to use R as well as SQL Server. This expanded focus is important in growing our analytic abilities to use the WID more efficiently for our customers and broaden staff abilities to provide more in-depth analytic products.

II) INDUSTRY & OCCUPATIONAL EMPLOYMENT PROJECTIONS

Alabama LMI staff utilized training and guidance from the Projections Managing Partnership (PMP) to develop the long-term and short-term projections. Statewide and regional projections were created and

analyzed simultaneously to ensure consistency. Statewide and sub-state long-term industry and occupational projections are current with the 2020-2030 series. Sub-state long-term employment projections are available on the LMI website in the form of a Tableau visualization.

LMI staff attended The University of Alabama's Center for Business and Economic Research's (CBER) Economic Outlook Conference for 2024. Copies of The Economic Outlook report were received electronically and have been utilized for various reports, including short-term projections. Short-term projections for the 2023-2025 series were completed and submitted in March of 2024.

During the upcoming Program year, LMI staff will continue to work on publications for long-term and short-term projections for the 2022-2032 period. Statewide long-term and short-term projections are published on the PMP website at <https://www.projectionscentral.com> and on the Alabama LMI website at <https://www2.labor.alabama.gov/Projections/Default.aspx>.

III) LMI TRAINING FOR SERVICE DELIVERY

LMI Staff continue to utilize both in-person and web-based training platforms as opportunities are presented. The LMI Staff have begun reaching out to educators, administrators, workforce boards, postsecondary schools, career center staff and other agencies to pursue new training opportunities.

During this program year, staff represented LMI at Various AlabamaWorks Educator Workforce Academies (EWA). Our resources and data were presented to school administrators, career coaches, as well as others within the Department of Education. The LMI website was presented, highlighting our website resources as follows: Demand Occupations Posters and Brochures (Statewide and Regional), Summary Tables (Statewide and Regional), County Profiles, Help Wanted Online, Career Exploration Guide (PDF and database), and the Licensed Occupation Guide. The Career Explorer and the median work key visualizations were also demonstrated. The EWA as well as amount attended are as followed:

- September 29, 2023 – Central AlabamaWorks
 - 12 attendants
- October 17, 2023 – SAWDC AlabamaWorks
 - 25 attendants
- December 8, 2023 – Central Six AlabamaWorks
 - 9 attendants and virtual

On October 6, 2023, LMI WIA presented Demand Occupations and Career Exploration Visualization tools for the Region 5 Workforce Board and Duwan Walker with Alabama Higher Education to explain demand occupations by attainment.

In October 2023, LMI presented Wage Lookups with the Wage Lookup tool and Wage Interactive, Career Exploration – CEG, Career Explorer, and Video Links; Demand Occupations with Less than Bachelor and HOT 40 to 156 Alabama Career Center representatives. Representatives from all career centers in attendance with Kevin Kidd. This was recorded for future career center use and training.

On December 8, and again on September 27, 2023, staff represented LMI at the East AlabamaWorks Educator Workforce Academy (EWA). Our resources and data were presented to school administrators, career coaches, as well as others within the Department of Education. The LMI website was presented, highlighting our website resources as follows: Demand Occupations Posters and Brochures (Statewide and Regional), Summary Tables (Statewide and Regional), County Profiles, Help Wanted Online, Career Exploration Guide (PDF and database), and the Licensed Occupation Guide. The Career Explorer and the median work key visualizations were also demonstrated.

On January 12, 2024, and again on May 31, 2024, staff presented the LMI website, highlighting website tools such as Demand Occupations Posters and Brochures (Statewide and Regional), Summary Tables (Statewide and Regional), County Profiles, Help Wanted Online, Career Exploration Guide (PDF and database), and the Licensed Occupation Guide. The Career Explorer and the median work key visualizations were also demonstrated. These materials were presented to around 20 Career Coaches across the Central AlabamaWorks Region and 15 Coaches across the North AlabamaWorks Region.

On February 2, 2024, LMI staff was invited to Central High School to participate in the school's Career Day event. The primary objective was to introduce high school students to the dynamic field of labor market information. LMI representatives provided comprehensive overviews of the daily responsibilities of Labor Market Analysts and Senior Statisticians. Additionally, the team enhanced student engagement through a presentation of in demand occupations using the HOT 40.

On February 9, 2024, LMI staff was invited to Benjamin Russell High School to participate in the school's Career Day event. The primary objective was to introduce high school students to the dynamic field of labor market information. LMI representatives provided comprehensive overviews of the daily responsibilities of Senior Statisticians. Additionally, the team enhanced student engagement through a presentation of in demand occupations using the HOT 40.

Within LMI, Statisticians and Analysts continue to educate one another on features in Excel, Tableau, ArcMap, SQL Server and other data processing and visualization software. This is part of a conscious effort to learn and refine best practices that create consistent, reproducible products by the sharing and documenting of techniques and sources.

IV) ANNUAL ECONOMIC ANALYSIS & OTHER REPORTS

The University of Alabama, Center for Business and Economic Research (CBER) works with ADOL/LMI to produce annual statewide and regional economic analysis reports. ADOL/LMI continues to work closely with CBER to provide them with essential data to provide recommendations to planners, policymakers, developers, and educators on how to move the economy in a positive direction. Using the labor market information data from ADOL, The Alabama State Data Center, and various other resources, reports are produced for the State of Alabama and each of the seven local WIOA boards in the state. LMI staff partner with CBER staff to present information from this report and new products from the LMI division to each of the local boards. Reports for the state and workforce regions are available under the Reports and Surveys section of the Workforce Development Link. The current release was published in September 2023. For the latest Alabama State of the Workforce Report navigate to <https://www2.labor.alabama.gov/WorkforceDev/Default.aspx#ReportsSurveys> .

The Help Wanted OnLine (HWOL) reports continue to provide context on the online job marketplace. Copies of this report for the state and each region, as well as technical notes are available on the LMI website, at <http://www2.labor.alabama.gov/WorkforceDev#HWOL>. Each month, one occupation is selected to spotlight. This occupation-specific report includes the analysis of annual demand, fill time as it related to similar occupations, a list of the specialized and baseline skills, most requested certifications, market salary insights, and ad counts for the specific occupation over the last twelve months. With our continued partnership with Lightcast, we have access to data and insights to assist our customers in making the most informed choices regarding local economic policy.

V) CUSTOMER CONSULTATIONS

Customer consultation in Alabama is continuously evaluated using employer groups, WIOA partner reviews, requests for publications, training events, and information received from customers. LMI staff continue to answer requests for information received by phone and email. LMI staff continue to review options for future presentations and training via the web. Of the requests received via phone, most involved technical assistance in locating a report or data on the LMI website.

During PY 2023, LMI staff continued attending various meetings throughout the state to gain a better understanding of the needs of industry and workforce development initiatives. Meetings and presentations in 2023, compared to pre-Covid levels, have been impacted by ongoing workforce development planning and the anticipated implementation of the Workforce Transformation Act. Many opportunities remain to be fully realized as the state's workforce strategy takes shape.

CONSORTIUM PARTICIPATION

- Governor's Office of Education and Workforce Transformation (GOEWT) web meetings

MEMBERSHIP ASSOCIATIONS & ORGANIZATIONS

- Extended membership to the LMI Institute partnered with C2ER
- National Association of State Workforce Agencies

MEETINGS ATTENDED

- State Workforce Board Meetings (State & Regional)
- C2ER/LMI Institute Annual Conference
- Projections Managing Partnership (PMP) Summit
- Alabama Economic Outlook 2024
- Career Center Area Managers Meeting – LMI updates
- Alabama Higher Education
- C2ER Conference 2024
- NASWA R User Group

MEETINGS LMI MADE PRESENTATIONS

- SAWDC Alabama Works Educator Workforce Academy
- Central AlabamaWorks Educator Workforce Academy

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- Region 1 Career Coach Collective
- ETA Monthly Call - January
- Central Alabama Career Coach Connect
- Benjamin Russell High School Career Day
- Central High School Career Day
- Region 4 Educator Workforce Academy

MEETINGS LMI DISPLAYED & OFFERED INFORMATION AT AN EXHIBIT

- 2023 Terri Sewell Job Fair
- Junior League of Montgomery Job Fair
- Holtville High School Career Fair
- Monroe County Public Schools Career Fair

ALABAMA LMI WEBSITE DEMAND

From July 2023 - June 2024 the Labor Market Information website (<https://www2.labor.alabama.gov/default.aspx>) experienced over 345,000 unique visitors and close to 2 million hits to our website with the following being the most visited topics:

- Current YTD Unemployment
- Accelerate Alabama
- Demand Occupations
- Historical LAUS Data
- Current Hours and Earnings-AL
- Licensed Occupations
- Current Employment NonAg
- State & Regional Reports
- Career Exploration
- Career Cluster Brochures
- Hot 40 Occupations
- Unemployment Map
- Civilian Labor Force by County
- Occupational & Industry Projections
- LMI Newsletter
- OES Wage Survey-AL
- State of the Workforce Report
- High Demand Associate
- Current NonAg Wage and Salary Employment
- Unemployment Map Workforce Regions
- Career Cluster Posters
- Fast Growing Occupations
- Historical LAUS Data
- OES Wage Survey-Huntsville
- Civilian Labor Force by Metro

- County Profiles

PRODUCT USAGE/RESOURCE REQUESTS

- Career Cluster Brochures: 12,907
- Hot 40: 8,800
- Career Website Guide: 7,251
- Less Than Bachelor: 4,175
- Fast Growing: 3,495
- High Demand List & Summary Tables: 3,047
- Career Cluster Posters: 2,672
- My Next Move Desk Aid: 1,276
- O*NET Online Desk Aid: 1,066

CUSTOMER QUOTES & ACCOLADES

Andrea Powell, Washington County Career Technical Center:

Thank you so much for taking your time to present this to us. It was very informative, and I know the information you provided will help me throughout the coming weeks and months.

Brandon Rice, Davidson High School:

Thank you. Your presentation was informative, and I am sure we will be in touch for opportunities to inform our students here at Davidson High School.

Sabrina Thomas, Regional Workforce Council Liaison, Alabama Department of Commerce:

This is great information. Thank you so much!!!

Bridget Wilson, SAWDC AlabamaWorks:

Hallory, this is amazing, thank you so much.

Laura Bethea, SWAPTE:

You are the BEST!!!!

Jewel Ely, Regional Workforce Council:

Thank you, Gerald! This is a great help.

Robin McGill, Deputy Director, Alabama Commission on Higher Education:

Thank you, Gerald—this is perfect!

Nelda Rogers:

Oh wow! I was not expecting you to have this. Exactly what I needed. Thank you so much for looking. And for responding so quickly! Have a great weekend. You are amazing!

Pam Gibson, DeKalb County Economic Development Authority:

Thank you all so much for your assistance! You all are so helpful!!

Karen Leeling, North Alabama AHEC Program:

Thank you so much! I am very appreciative of your assistance!!

Pam Gibson, Dekalb County Economic Development Authority:

Thanks so much for always being so willing to help and to get the information back so quickly!

Lisa Morales, Executive Director, East AlabamaWorks:

Gerald, you are the BEST!! Thank you so much!

Eric Sewell, Dean of Technical Education and Workforce Development, Southern Union State Community College:

Thank you so much! I appreciate all of your support in getting this data so quickly.

Sabrina Wood, Assistant Director, Central AlabamaWorks:

You are the best! We will dive into this and of course, let you know if we get stuck. Thank you!!

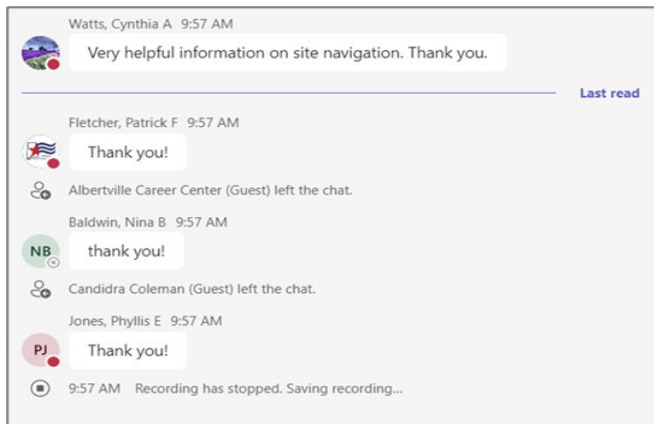
Beverly Gresham, Alabama Career Center:

Thank you so much. This is already more information than I sent her.

Daniel Spencer, Alabama Department of Rehabilitation Services:

Thank you again for sharing these resources and information regarding labor market data. Very helpful for us in what we are trying to do in our area.

Call Center Virtual Training Comments



VI) ACTIVITIES UNDERTAKEN TO MEET CUSTOMER NEEDS

The LMI staff continuously look for new ways to highlight and demonstrate the value of the products our group produces. Using personal interaction with data users to better provide relevant products has been a very effective way to present our publications. LMI staff members continue to attend quarterly meetings—virtual and in-person—to represent LMI in all seven regions across the state. Attending the Alabama Regional Workforce Council meetings allows staff better insight into what information state agencies may need, as well as local industry through the employer representatives present.

Some requests are for updates to current publications that are not available due to lag within data sources. Our team constantly reviews source data to ensure all products are up to date.

Alabama continues its partnership with the Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD). LEHD provides valuable data, through the Unemployment Insurance program, such as commuting patterns, workforce demographics, and employment trends. Commuting pattern reports, among several statewide and regional reports, were updated with 2021 information and will be updated further as new data is released.

Help Wanted OnLine (HWOL) reports allow the division to show real-time demand for employers that are advertising online that are potentially hiring within the state and regions. At the micro-level, users can easily identify companies that are currently hiring while also identifying occupations that are currently in-demand. HWOL reports are updated monthly for Alabama and the seven workforce regions.

LMI’s regular products are updated and published as soon as new data becomes available. Once updated, those products are uploaded to LMI’s website. Career centers are notified whenever these updates occur, and can then order the new materials, including materials specific to their region, through an internal system. Customers, such as educators, can also contact the LMI office with requests for these materials. These education customers, such as guidance counselors, career tech coaches, and teachers, make up most outside requestors.

VII) NEW TOOLS & RESOURCES

All Demand Occupation publications are located at the following web address:

<https://www2.labor.alabama.gov/WorkforceDev/Default.aspx#BrochuresPosters>

Visualizations for Industry and Occupational Projections are located here:

<https://www2.labor.alabama.gov/Projections/Default.aspx>

WIG staff continue to explore new ways of displaying data using Tableau, by attending training and seminars. The use of Tableau to create visualizations not only allows users to interact with the data, but also allows for the download of the corresponding data as well. Information can be updated in a more timely and efficient manner using this software, while also displaying information in new and creative ways. LMI staff continues to expand the use of Tableau by utilizing data from LightCast, Census, LEHD, OnTheMap, and other resources, to create a cohesive data experience for all data user types.

To better support career exploration within classrooms and workforce development centers across the state the staff has developed two new career explorer visualizations for online interaction. The Career Exploration Interactive is an online version of our Career Exploration Guide. The online version contains data on all occupations within the state of Alabama to include occupation descriptions, typical education, typical on-the-job training, daily tasks, licensing, wages, employment and outlook, related occupations, and postsecondary institutions with programs. The Career Pathway Explore is the second visualization that details occupational data by specific area, career cluster, and career pathways. Selected occupations display wage data, industry distribution, and Alabama public institutions with programs. (<https://www2.labor.alabama.gov/WorkforceDev/CareerExploration/Default2.aspx>)

In conjunction with requests from the GOEWT's office, our staff has developed visualizations to help support the regional workforce boards with a Talent Dashboard Story. This dashboard utilizes data from many institutions including Census, Alabama Department of Early Childhood, Alabama State Department of Education, and Alabama Commission on Higher Education. Combined, these sources help us to identify needs and shortfalls within Talent Supply, Analysis of Population, and Infrastructure within Alabama and its sixty-seven counties. ([Talent Dashboard via Tableau](#))

In response to Governor Ivey's Strategic Plan for Education and Workforce Development, LMI has worked with the GOEWT diligently to develop skills and competency-based job descriptions to help Alabama's employers find skilled workers. LMI continues to evaluate current license data as well as researching the addition of new licensing occupational information for the Licensed Occupation Guide.

We have expanded our list of licensed occupations to 150 unique licensed occupations. We have cross-referenced these occupations with projections in developing publications that educate and inform on the growing list. All licensing data has been collected from and confirmed by the controlling board. The print version of the LOG can be viewed and downloaded at (<https://www2.labor.alabama.gov/WorkforceDev/LOG/LOG.pdf>).

VIII) EFFORTS TO CREATE & SUPPORT PARTNERSHIPS & COLLABORATIONS

LMI works closely with the State of Alabama’s Governor’s Office of Education and Workforce Transformation (GOEWT) via the Office of Education and Workforce Statistics (OEWS), and the Alabama Committee on Credentialing and Career Pathways (ACCCP) to facilitate the growth of Alabama’s workforce, aid in the transition between education and the workforce, and create opportunities for workers in the state of Alabama. LMI continues to offer resources and data to the ACCCP to further its work defining High Demand Occupations.

LMI competency models continued to be utilized and reflect the knowledge, skills, and abilities of each of the High Demand Occupations, beginning with competencies for every occupation that cover personal effectiveness, academic competencies, and workplace competencies. Specific to the division of occupations into groups by the Career Cluster system, occupations in each cluster share competencies initially deemed Ready to Work Plus—now titled “Mobilizing Alabama’s Pathways”—as well as Management competencies. In the groupings within the career clusters, technical competencies are defined with consideration of the work and education qualifications shared in each pathway. The ACCCP will continue to use these models to create and modify training programs for prospective workers and to better understand the workforce in Alabama.

The WIG staff continues to participate in local workforce board and council meetings by providing information, presenting data, or providing other resources.

The WIG unit has a standing relationship with the Alabama State Department of Education (ALSDE) Career Technical Education and Career Coaches. Many products provided by LMI are a result of this relationship.

LMI staff continue to partner closely with career centers, providing LMI training, whether in-person or virtual, to career centers has not only strengthened their knowledge of LMI resources, but also what resources are most important. LMI staff continue to ensure that career centers are notified when new information (brochures, posters, etc.) is available so they can provide these to customers. The WIG staff meets with the area managers to discuss any observations and to ensure their informational needs are being met.

LMI also has a longstanding relationship with the University of Alabama’s Center for Business and Economic Research (CBER) used to collaborate on grants and workforce reports. LMI’s collaboration allows the WIG unit first rights to publish the data and to develop additional reports with the survey results.

IX) ACTIVITIES TO LEVERAGE WLMF FUNDING

The Center for Business and Economic Research, in partnership with the LMI office, produces an annual economic analysis report to meet the grant requirement. This report includes a survey, conducted by the Institute of Social Science Research (ISSR) at the University of Alabama, dealing with underemployment throughout the state and regions. In 2018, CBER received regular funding from the Legislature to conduct workforce development research, which relieved LMI from using WIG funds for the report.

WIG staff continues to save funds by facilitating a method for career centers to order products (posters, brochures, etc.) using their own fund sources. Other customers are encouraged to utilize internal distribution and pick up materials sent by LMI on their behalf to their closest career center, whenever

possible. This also helps raise awareness in career centers and promotes interaction between the service provider and customers. Revision dates are included within each product and by keeping materials updated on the website, customers can download and print them for use, ensuring they have access to the latest product available. LMI has split demand list publications into smaller, unique documents allowing more accessible print options for users. This eliminates wasteful printing of unnecessary pages by offering single reports and tables. Previously, products like the Fast-Growing Occupations List, Less Than Bachelor's List were only available bundled with the Full Demand List and Summary Tables. Removal of the Demand Methodology from all documents and the subsequent publication of the methodology on our website further reduces the number of pages within each document.

X) RECOMMENDATIONS TO ETA FOR CHANGES & IMPROVEMENTS TO FUTURE WIGS REQUIREMENTS

Currently, LMI has no recommendations for changes or improvements to WIGS requirements.