

STATE OF ALABAMA

ALABAMA DEPARTMENT OF WORKFORCE

LABOR MARKET INFORMATION DIVISION

WORKFORCE INFORMATION GRANT REPORT PY 2024-2025

The 2024–2025 Program Year marked a period of significant progress for the Alabama Labor Market Information (LMI) team. As Alabama’s workforce landscape continues to evolve—most notably with the formation of the Alabama Department of Workforce—the WIG team has remained a vital source of timely data and analysis. This transition, which consolidated multiple agencies into a unified workforce development entity, stems from the 2024 Workforce Transformation Act (SB247), signaling a strategic shift from the Department of Labor to the newly established Department of Workforce.

While the Workforce Transformation Act strengthens workforce development efforts across Alabama, it also increases the demand for Labor Market Information (LMI) data and resources. In response, we remain committed to meeting these growing needs by continuing to offer training for regional boards, educators, and career center staff—both through online platforms and, where possible, in-person sessions.

Developing new interactive products and publications to support Alabama’s workforce transformation remains a key priority, especially as in-person training opportunities become more limited. While we continue to seek opportunities for direct engagement, our focus remains on producing high-quality, reliable information and fulfilling the day-to-day responsibilities of our office.

As the Workforce Transformation Act continues to take shape, the Alabama WIG team stands ready to take on expanded responsibilities and contribute meaningfully to the state’s workforce development goals. Over the years, the LMI team has shown exceptional resilience and adaptability in the face of organizational changes, legislative shifts, and the challenges brought on by the COVID-19 pandemic. Despite these obstacles, the team has consistently managed its workload and embraced change with professionalism and purpose.

DELIVERABLES & ACTIVITIES

I) WORKFORCE INFORMATION DATABASE (WID)

The Alabama LMI staff continue to perform routine updates to the core tables within the Workforce Information Database (WID). These tables are regularly populated as new data becomes available from Bureau of Labor Statistics (BLS) programs, the U.S. Census Bureau, the Bureau of Economic Analysis, and other reputable sources. While Version 2.8 remains the current production environment, the team is actively preparing for the transition to WID 3.0 during Program Year 2025–2026.

To stay informed about evolving data sources and system enhancements, staff have participated in a variety of training opportunities, webinars, and conference calls. In addition, they have expanded their technical expertise in R, SQL Server, and Tableau—tools that enhance the team’s ability to produce a broader range of data-driven publications. This expanded focus is critical to strengthening our

analytical capabilities. By leveraging these technologies, the LMI team can more effectively utilize the WID to deliver deeper, more insightful products to our stakeholders.

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 2022-2032 series. Sub-state long-term employment projections are available on the LMI website in the form of a Tableau visualization as well as Portable Document Format (PDF).

The adoption of the 2018 Standard Occupational Classification (SOC) system in Occupational Employment and Wage Statistics (OEWS) estimates allowed for greater granularity. Occupations previously aggregated and “hidden” were disaggregated, enabling more of them to qualify as high-demand.

Key Highlights from the 2022-2032 Projection Cycle:

Top high-demand occupations repeated across the state and regions include:

- General and Operations Managers
- Software Developers
- Registered Nurses
- Sales Representatives (Wholesale & Manufacturing, Except Technical & Scientific Products)
- Medical and Health Services Managers
- Accountants and Auditors
- Financial Managers
- Management Analysts
- Construction Managers
- Heavy & Tractor-Trailer Truck Drivers

Fastest-growing occupations are concentrated in the Health, Manufacturing, and Transportation sectors.

Health-related occupations account for 44% of Alabama’s fastest-growing jobs—an 8% increase from the 2020–2030 projections.

Occupations identified as **top fast-growing** across all regions include:

- Nurse Practitioners
- Epidemiologists
- Restaurant Cooks
- Physical Therapist Assistants
- Physician Assistants

The University of Alabama's Center for Business and Economic Research's (CBER) Economic Outlook Conference occurred on January 8th, 2025. LMI staff were in attendance to hear detailed economic analyses and take in contemporary views of pandemic recovery as well as the future of Alabama's economy. Our office received copies of The Economic Outlook report electronically and have utilized that information for various reports, including short-term projections. Short-term projections for the 2022-2024 series were completed and submitted in March of 2023.

During the upcoming Program year, LMI staff will continue to work on publications for long-term (2024-2034 period) and short-term projections (2024-2026 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 continued soliciting new training opportunities with educators, administrators, workforce boards, postsecondary schools, career center staff and other agencies.

During this program year, staff represented LMI at various regional workforce board Educator Workforce Academies (EWA). Our resources and data were presented to school administrators, career coaches, as well as others within the education field. 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, Online Job Ads, Career Exploration Guide (PDF and database), and the Licensed Occupation Guide. Visualizations for the Career Exploration Guide and the Career Explorer by Pathway were highlighted. The dates of the EWA and attendance counts for each event are as follows:

- October 10, 2024 – Central AlabamaWorks
 - 13 attendants
- May 1, 2025 – SAWDC AlabamaWorks
 - 11 attendants

The WIG unit presented our publications and visualizations, as well as distributing print versions of our posters and demand publications, at the 2025 Career Coach Conference hosted by The University of Alabama. A live demonstration of how to navigate and locate the following on our website was conducted: Career Exploration – CEG, Career Explorer, and Video Links; Demand Occupations with Less than Bachelor and HOT 40 to over 100 career coaches from across the state. Use cases were discussed with each publication.

On November 9, 2024, LMI WIA presented Demand Occupations and Career Exploration Visualization tools during the Region 5 Career Coach Connect meeting. There were 30 participants at the in-person meeting.

On October 10, 2024, LMI staff were invited to the Monroe County Job Fair to participate in the school's Career Fair event. Print publications were distributed to all participants who visited our booth. LMI representatives held one-on-one and group conversations with students inquiring about their plans

for a career or training post-secondary. LMI staff discussed high demand occupations that require less than a bachelor's degree and the possibility of funded training through the local workforce boards and the corresponding career centers.

On November 8, 2024, LMI staff were invited to the Tallassee High School Career Fair to participate in the school's Career Fair event. Print publications were distributed to all participants who visited our booth. LMI representatives held one-on-one and group conversations with students inquiring about their plans for a career or training post-secondary. LMI staff discussed high demand occupations that require less than a bachelor's degree and the possibility of funded training through the local workforce boards and the corresponding career centers.

On March 19, 2025, LMI staff were invited to Marbury Middle School to participate in the school's Career Fair event. Print publications were distributed to all participants who visited our booth. LMI representatives held one-on-one and group conversations with students inquiring about their plans for a career or training post-secondary. LMI staff discussed high demand occupations that require less than a bachelor's degree and the possibility of funded training through the local workforce boards and the corresponding career centers.

Within LMI, Statisticians and Analysts continue to train and share with each other new aspects of software such as R, Tableau, ArcMap, SQL Server, Visual Studio and Excel along with other data processing and visualization software in a conscious effort to learn and refine best practices. Sharing and documenting techniques and sources helps to create consistent, reproducible products.

IV) ANNUAL ECONOMIC ANALYSIS & OTHER REPORTS

Annual statewide and regional economic analysis reports are a collaborative effort between The University of Alabama, Center for Business and Economic Research (CBER) and ADOL/LMI. Our office continues to share essential data with CBER to develop recommendations to planners, policymakers, developers, and educators on how to move the economy in a positive direction. Reports are produced for the State of Alabama and each of the seven regional workforce boards in the state.

Using The Alabama State Data Center and various other resources, LMI staff partner with CBER staff to present information from this annual economic report along with new products from the LMI division. 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 2024. For the latest Alabama State of the Workforce Report navigate to <https://www2.labor.alabama.gov/WorkforceDev/Default.aspx#ReportsSurveys> .

The online job marketplace in Alabama is enumerated in monthly Help Wanted OnLine (HWOL) reports. 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>. This report features a monthly spotlight of a single occupation to include annual demand, fill time as it relates to similar occupations, a list of the specialized and baseline skills, most requested certifications, market salary insights, and ad counts over the last twelve months. Our partnership with Lightcast provided access to data and insights that allowed the LMI team to assist our customers in making the most informed choices regarding local economic policy. In 2025, a vendor change caused a temporary pause in

publication of what is now referred to as Online Jobs Data. The interruption was short-lived and new insights continue to be realized as the new data is explored more each subsequent month.

V) CUSTOMER CONSULTATIONS

During PY24-25 the LMI staff had the opportunity to fulfill over 30 data requests from the WIA unit alone. These data requests helped assist local workforce boards, economic development personnel, and statewide policy makers to make data informed decisions. All information received from customers is viewed as an opportunity to continuously consult with customers for product evaluation and refinement. This happens with employer groups, WIOA partner reviews, requests for publications, training events, and other information requests. Most of our requests are received by phone or email, however there are always new opportunities at job fairs, in-person and online meetings and conferences attended by LMI staff. An LMI website redevelopment/refresh in PY24-25 will provide options for online presentations and training. Of the requests received via phone, most involved technical assistance in locating a report or data on the LMI website.

LMI staff continued attending various meetings throughout the state in PY24-25 to assess the needs of industry and workforce development initiatives. Meetings and presentations in 2024, 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 2025
- Career Center Area Managers Meeting – LMI updates
- Alabama Higher Education
- NASWA R User Group

MEETINGS LMI MADE PRESENTATIONS

- SAWDC Alabama Works Educator Workforce Academy
- Central AlabamaWorks Educator Workforce Academy
- ETA Monthly Call
- Central Alabama Career Coach Connect

ALABAMA LMI WEBSITE DEMAND

From July 2024 - June 2025 the Labor Market Information website (<https://www2.labor.alabama.gov/default.aspx>) experienced over 3,323,632 unique visitors and over 1 million hits to our website with the following being the most visited topics:

- LMI Newsletter
- LAUS Unemployment
- OES
- County Profiles
- Hot 40
- Unemployment Historical Data
- Career Videos
- Workforce Development
- High Demand Occupations
- Career Exploration
- Licensed Occupation Guide
- QCEW
- Projections
- CES

PRODUCT USAGE/RESOURCE REQUESTS

- Career Cluster Brochures: 10,377
- Hot 40: 4,321
- High Demand List & Summary Tables: 2,526
- Less Than Bachelor: 2,071
- Fast Growing: 1,636
- Career Cluster Posters: 1,984
- Career Website Guide: 1,800
- My Next Move Desk Aid: 1,252
- O*NET Online Desk Aid: 1,302

CUSTOMER QUOTES & ACCOLADES

Laura Bethea, SWAPTE:

You are simply the best!

Lisa Morales, Executive Director, East AlabamaWorks:

Gerald, once again, you pulled a rabbit out of the hat and came through with all the info needed! Thanks SOOOOO much!

John Bowman, Executive Director, Hope Inspired Ministries:

Thanks Gerald! I had several say that was very informative and saw several on the site!

Robin Sweatt, Human Resources Manager, Mohawk Industries:

Thanks so much for the information. I appreciate your assistance!

Tonya Faith, Manager, Employment Services:

Thanks so much, this does help.

Terry Nicholas, Modern Manufacturing Project Manager, Central AlabamaWorks:

Awesome Gerald, thank you!

Ashley Johnson, Central AlabamaWorks:

Thanks Gerald! We greatly appreciate your time and expertise.

Robin McGill, Deputy Director for Academic Affairs, Alabama Commission on Higher Education:

Gerald, Thank you so much for putting these together for us.

Rene McNeal, Alabama STEM Council:

Thank you! I truly appreciate your help.

Jamie Troutman, Cullman Economic Development Agency:

Thank you! This is what I need.

Yvonne Bardwell, Business Service Representative, Employment Services:

This is great. I can use some of this for other employers when they have questions. I really appreciate all of this.

Candace Williams, Communications & Outreach Programs Manager, North AlabamaWorks:

Thank you so much, Gerald.

Rob Parker, Labor Market Data Manager, P2C:

These look great! Thank you again for the assistance Gerald!

VI) ACTIVITIES UNDERTAKEN TO MEET CUSTOMER NEEDS

The LMI staff are continually seeking innovative ways to highlight and demonstrate the value of the products and services they provide. Direct engagement with data users has proven to be an effective strategy for ensuring that publications remain relevant and responsive to stakeholder needs. Staff regularly participate in quarterly meetings—both virtual and in-person—across all seven workforce regions, representing LMI and gathering valuable feedback. Participation in Alabama Regional Workforce Board meetings offers insight into the evolving information needs of state agencies and local industries, particularly through interaction with employer representatives.

Some requests involve updates to existing publications that may be delayed due to data availability. To address this, the team conducts ongoing reviews of source data to ensure all products are as current and accurate as possible.

Alabama maintains a strong partnership with the U.S. Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program, which provides critical data on commuting patterns, workforce demographics, and employment trends through the Unemployment Insurance system. Commuting pattern reports were updated with 2022 data and will continue to be refreshed as new information becomes available.

The Help Wanted OnLine (HWOL) reports offer real-time insights into employer demand across the state and regions. These reports allow users to identify in-demand occupations and employers actively hiring. HWOL is updated monthly and remains a key resource for understanding labor market trends at both macro and micro levels.

LMI staff ensure that all products are updated and published promptly as new data becomes available. Updated materials are uploaded to the LMI website, and career centers are notified so they can request region-specific resources through an internal ordering system. Educators—including guidance counselors, career tech coaches, and teachers—remain among the most frequent external requestors, and LMI staff are committed to meeting their needs with timely, high-quality materials.

VII) 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>

In Program Year 2024–2025, WIG staff continued to participate in Tableau training and seminars to enhance their data visualization capabilities. These visualizations have been well received, with users benefiting from the contextual data downloads available within each view. LMI staff have expanded the use of Tableau by integrating data from a variety of sources—including vendors, the U.S. Census Bureau, LEHD, and OnTheMap—to create a cohesive and accessible data experience for a wide range of users.

The Career Exploration Interactive, an online version of the Career Exploration Guide, supports career exploration efforts in classrooms and workforce development centers across Alabama. A second

tool, the Career Pathway Explorer, presents occupational data by geographic area, career cluster, and pathway. For each selected occupation, users can view wage data, industry distribution, and relevant Alabama public education programs. These tools are available at:

<<https://www2.labor.alabama.gov/WorkforceDev/CareerExploration/Default2.aspx>>.

In PY24, LMI continued evaluating licensing data and researching new occupations for inclusion in the **Licensed Occupation Guide** (LOG). The guide now includes over 150 unique licensed occupations, each cross-referenced with occupational projections to inform workforce planning. All licensing data has been verified with the appropriate regulatory boards. The print version of the LOG is available at:

<<https://www2.labor.alabama.gov/WorkforceDev/LOG/LOG.pdf>>.

VIII) EFFORTS TO CREATE & SUPPORT PARTNERSHIPS & COLLABORATIONS

The Alabama LMI team continues to foster strong partnerships to support workforce development across the state. LMI works closely with the Office of Education and Workforce Statistics (OEWS), and the Alabama Committee on Credentialing and Career Pathways (ACCCP) to facilitate workforce growth, support education-to-employment transitions, and expand opportunities for Alabama workers.

LMI provides data and resources to ACCCP to support the identification and refinement of High Demand Occupations. Through ongoing collaboration, LMI contributes to the development of competency models that inform training programs and workforce strategies. These models define the knowledge, skills, and abilities required for success in each occupation, organized by Career Cluster and aligned with the “Mobilizing Alabama’s Pathways” initiative.

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 in-person or virtual LMI training has made career center staff more knowledgeable of LMI resources, and 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. LMI staff meet with the area managers to discuss any observations and to ensure their informational needs are being met.

LMI has an unchanged and longstanding relationship with the University of Alabama’s Center for Business and Economic Research (CBER) 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 survey results.

IX) ACTIVITIES TO LEVERAGE WLMI FUNDING

The Alabama LMI team continues to maximize the impact of WIG funding through strategic partnerships and cost-saving measures. Notably, the annual economic analysis report—produced in

collaboration with CBER and the Institute of Social Science Research (ISSR)—now requires less direct funding from LMI due to changes in CBER’s funding structure.

WIG staff continues to leverage funds with career centers by providing them our products (posters, brochures, etc.) in formats that require less from WIG funds and allow customers to use their own fund sources for physical materials. Internal distribution within the career center system greatly reduces WIG costs. 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.