

STATE OF ALABAMA

ALABAMA DEPARTMENT OF LABOR

LABOR MARKET INFORMATION DIVISION

WORKFORCE INFORMATION GRANT REPORT PY 2021-2022

Program Year 2021-2022 provided the Alabama Labor Market Information (LMI) shop opportunities to excel in workforce development, internal reorganization, while presenting remotely. COVID-19 outbreaks still provided some obstacles throughout the program year as we reestablished our in-person presence for deliverables.

The ongoing pandemic did not prevent the WIG team from training career center staff, the development of new products and publications to support the Governor's Office of Education and Workforce Transformation (GOEWT), nor continued staff capacity building. While meetings, presentations and training opportunities continue to transition from online to in-person we remain dedicated to developing the highest-quality information possible and carrying on with the daily responsibilities required of our office.

The current Alabama WIG team are successfully navigating changes within the work environment as leadership has changed. With loss of two members of the WIG staff comes the addition of a new face to our group. Even with inevitable change, we celebrate the team's accomplishments of PY 21.

DELIVERABLES & ACTIVITIES

I) WORKFORCE INFORMATION DATABASE (WID)

The Workforce Information Database (WID) is current with version 2.8 and we have completely updated all occupations and license information within the WID file. LMI staff continues 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 database and any necessary changes made to the WID system.

II) INDUSTRY & OCCUPATIONAL EMPLOYMENT PROJECTIONS

Statewide and regional projections are created and analyzed simultaneously to ensure regional projections correlate with the state. Statewide and sub-state long-term industry and occupational projections are current with the 2020-2030 series. Sub-state long-term employment projections will be published on the LMI website before the end of 2022.

The University of Alabama's Center for Business and Economic Research's (CBER) Economic Outlook conference for 2022 was cancelled due to COVID-19 restrictions. The Economic Outlook report was received by LMI staff electronically and used for various reports, including short-term projections. Statewide short-term industry and occupational projections for 2021-2023 were completed and submitted to the Projections Central website March 4, 2022.

Published statewide long-term and short-term projections can also be found at <https://www.projectionscentral.com>.

III) LMI TRAINING FOR SERVICE DELIVERY

LMI Staff continued to migrate from predominately in-person training to utilizing web-based training platforms. With this new focus, the LMI Staff began reaching out to educators, administrators, workforce boards, postsecondary schools, and other agencies to pursue new training opportunities.

On September 23, 2021, an LMI representative spoke at the CTE Symposium. Discussion followed the available publications and their uses. Fulfilling Comprehensive Local Needs Assessment reports utilizing our data on high-demand and high-wage jobs. Highlighted that the cost of our data is free as compared to some departments' use of JobsEQ. This was reinforced by attendees stating our data was as good or better than the vendor. Also discussed was the OEWS interactive visualization for wages and the change in wages across Metropolitan areas and the Balance of State areas. There were 16 attendees at this event.

In September 2021, LMI presented the competency models and the evaluation process to the Alabama Committee for Credentialing and Career Pathways (ACCCP) TAC officers. Twenty (20) officers were in attendance.

An LMI representative spoke at the 2021 ALACTE Summer Conference. Held virtually, they worked in conjunction with the Central AlabamaWorks team to present the high demand occupations while discussing the uses and context of having informed students making fully educated decisions in mapping post-secondary education. With more than two dozen in attendance, the information was well received.

A representative from LMI attended the monthly Career Center Area Manager meeting in August 2021. The nine attendees were introduced to a Tableau viz to assist in the selection of a demand occupation based on area, career cluster, and career pathway. Also demonstrated was the Workkey Scores visualization allowing for the filtering of demand occupations based on Median Workkey scores.

September 16, 2021, found LMI conducting a virtual presentation to the East AlabamaWorks Educator Workforce Academy. With 18 in attendance, we were able to present our resources and data to school administrators, career coaches, as well as others within 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 October 4, 2021, LMI had the privilege of presenting our Demand Occupation resources found on our LMI website to the Alabama Institute for Deaf and Blind. In addition to the summary tables, brochures, posters, and Help Wanted Online resources we discussed the use of MyNextMove and abilities from O*Net in helping to determine occupations of interest for those attending the school. Also supplied were alternative modes of access including a text-based PowerPoint for future reference with the students and instructors within the school.

LMI was represented at the Central Alabama Works EWA training via Webex on September 23, 2021. Demand Publications were presented, as well as the CEG, LOG, and HWOL products. The Career Explorer viz and Median Work Key viz were also shared. Twenty-one enrollees attended this EWA flight and our office received several requests for printed publications to be shipped to different schools.

LMI presented its overview of Demand Occupations, County Profiles, HWOL, CEG and LOG and their uses at the Central AlabamaWorks Educator Workforce Academy on October 12, 2021. Distributed printed publications for Career Cluster posters, Career Cluster brochures, and High Demand Summary Tables to a total of eleven (11) attendees.

LMI was represented at the Central Alabama Works EWA conference in person on February 8, 2022 and spoke to an audience of 12 plus the board in attendance. Our representative gave an overview of Demand Occupations, County Profiles, HWOL, CEG and LOG and their uses. Attendees were gifted with bags of our print publications for use in the classrooms or offices.

On March 24, 2022, an LMI representative spoke to the North AlabamaWorks Nonprofit Network with a focus on demand occupations, giving a live demonstration for locating publications on the LMI website and a discussion of their uses. This was followed with a PowerPoint recap of the presentation to Candace Williams and the group.

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 November 2020. For the latest Alabama State of the Workforce Report navigate to <https://www2.labor.alabama.gov/WorkforceDev/Default.aspx#ALSOF>.

The Help Wanted OnLine reports continue to provide context on the online job marketplace. Copies of this report for each region and statewide, 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 spotlight 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 Burning Glass, we have access to data and insights to assist our customers in making the most informed choices regarding local economic policy. Since the beginning of the pandemic, LMI has been providing analysis of Burning Glass Job Ad Trends and UI claim data on a weekly basis. LMI provides this data to the Federal Reserve Bank of Atlanta and the Governor's Office of Education and Workforce Transformation (GOEWT) on a weekly basis. Currently, we are tracking the weekly changes to Sector and NAICS ad counts, previous year NAICS job ad counts, weekly claims by

county and NAICS, weekly claims by industry sector, weekly claims by NAICS, and weekly claims by county.

Through the end of 2021 the WIG unit continued to analyze both UI data and job ad data from Burning Glass as it supports weekly data requests from the Atlanta Federal Reserve Bank and the Governor's Office of Education and Workforce Transformation. This includes analysis of 4-digit NAICS initial and continued unemployment, as well as job ad data for industry sector, 3-digit NAICS and 4-digit NAICS, levels.

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 continues to answer requests for information made by phone and email. LMI staff are reviewing options for continued presentations and training via the web for future updates. Of the requests received via phone, most involved technical assistance in locating a report or data on the LMI website.

During PY 2021, 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 2021, compared to 2020, are still transitioning from virtual to in-person but are more frequently in-person as time goes by.

CONSORTIUM PARTICIPATION

- Quarterly Governor's Office of Education and Workforce Transformation (GOEWT) Board Meetings
- Quarterly ACCCP Meetings – publication of the 2021-2022 ACCCP Demand Occupations

MEMBERSHIP ASSOCIATIONS & ORGANIZATIONS

- Extended membership to the LMI Institute partnered with C2ER

MEETINGS ATTENDED

- State Workforce Board Meetings (State & Regional)
- C2ER/LMI Institute Annual Conference
- Projections Managing Partnership (PMP) Virtual Summit
- ACCCP Quarterly Meetings
- Combined Workforce Meeting Alabama Workforce Council (AWC) and State WIOA Board
- Area Managers Meeting – LMI updates
- ATLAS meeting with AL Dept of Early Childhood Education (ADECE)
- ATLAS P-20W Council Meeting
- AlabamaWorks! Monthly Webinar Series Presentation
- Alabama Possible College Attainment Network
- Tableau Conference 2021

MEETINGS LMI MADE PRESENTATIONS

- CTE Symposium
- ACCCP Officer Training
- 2021 ALACTE Summer Conference
- Monthly Career Center Area Managers Meeting
- East AlabamaWorks Educator Workforce Academy
- Alabama Institute for Deaf and Blind
- Central AlabamaWorks Educator Workforce Academy – multiple sessions
- North AlabamaWorks: Nonprofit Network

MEETINGS LMI DISPLAYED & OFFERED INFORMATION AT AN EXHIBIT

- 2021 AlabamaWorks Workforce Conference
- Career Center Area Manager meeting

ALABAMA LMI WEBSITE DEMAND

From July 2021 - June 2022 the Workforce Development website (www2.labor.alabama.gov/WorkforceDev) experienced over 23,000 unique visitors with the following being the top publications viewed:

- Career Videos
- County Profiles
- Career Exploration Guide (PDF and Online)
- Licensed Occupations Guide
- ACCCP High Demand Lists & Summary Tables
- Statewide and Regional Reports
- Career Cluster Posters
- Career Cluster Brochures
- Accelerate Alabama Industry Cluster Reports
- Projections
- Help Wanted Online (HWOL) Monthly Reports
- State of the Workforce Reports
- Alabama Employer Locator
- Alabama Green Report
- Alabama Underemployment Forecast
- Alabama Underemployment Report
- Certifications & Licensing Report
- Health Care Industry Cluster Report
- High-Tech in Alabama
- Older Worker Report

PRODUCT USAGE/RESOURCE REQUESTS

- Career Cluster Brochures: 24,794
- Career Cluster Posters: 4,608

- High Demand List & Summary Tables: 4,460
- Career Exploration Guide: 172
- Career Website Guide: 4,904
- Industry Employment Projections Book: 1
- Licensed Occupation Guide: 171
- My Next Move Desk Aid: 405
- O*NET Online Desk Aid: 257
- Occupational Employment Projections Book – Long-Term: 10

CUSTOMER QUOTES & ACCOLADES

Lee V. Bradley, Bradley Arant Boult Cummings LLP:

Awesome job from Gerald.
I searched at least 3.5 hours trying to find the information on my own.
I would NOT have found this information without Gerald's assistance.
Great job, Gerald.
I appreciate everyone's willingness to help me each and every time I have ask.
Thank you all, again.

Pam R. Solomon, Alabama Department of Rehabilitation Services:

Thanks for sending and for walking me through steps last week to access labor market information. I have since shown several people how to access jobs in demand and for searching occupation-specific employers. It does take a village and I appreciate your insight and devotion to creating a user-friendly site which contains a wealth of information for job seekers.

Deborah W. Thornton, Talladega County EDA:

Mr. Nix, Thank you so much!
I really appreciate all of your help over the years!!

Candace Williams, North Alabama Works:

Gerald, this is great! Thank you! It's so helpful to have the latest participation numbers, and the SNAP data is a perfect start to help us narrow down focus areas. I'm really glad to have this info.

Rebekah Kummer, Heersink School of Medicine | UAB | The University of Alabama at Birmingham:

Gerald, you are my hero! How many requests do you receive per month to be someone's personal statistician / data finder? You can consider me one more, ha! I've spent an embarrassing amount of time on the Census data main trying to get it to bend to my will and didn't even know about this LEHD subsite.

All that to say: THANK YOU.

Jonathon Tullos, City Administrator, City of Enterprise:

Thank you for the information you provided regarding Enterprise and the Coffee County Labor Market. The information you and your team provide on the Alabama Department of Labor website are invaluable to our Municipal efforts to assist our community in addressing workforce development issues, coordinate training programs between our business community and local schools, and to allow our staff and elected officials to understand trends in our labor market.

Candace Williams, North Alabama Works:

Gerald, thank you so much for taking time to join us! You provided great info and a wealth of resources that I know will be very helpful to those just learning about them. I'm happy to share your PDF in our recap -- even more great info!

Thanks again for always being such a great help to us. We truly appreciate your work and willingness to help our region!

Lisa Morales, East Alabama Works:

This was exactly what they were looking for! Thank you so much for the help and the super-fast response!

Sabrina Wood, Central Alabama Works:

Gerald! You saved the day - again! Thank you so much! I have sent it to be updated on our website.

M. Yevette Pearce, Alabama Institute for Deaf and Blind:

Good morning, Mr. Nix. Thank you so much for your presentation yesterday. I have heard a lot of positive comments about your presentation. We so appreciate you making the material accessible to our team via the shared PowerPoint. I believe the information will prove to be valuable as AIDB serves individuals who are located throughout the State of Alabama.

Silvia D. Scaife, Auburn City Schools:

Hello Gentlemen,

I just wanted to say "THANK YOU" for presentations you all are providing those of use in all Alabama Workforce Regions, though I am specifically speaking for Region 5. I absolutely love what's being provided for those of us who are new (and not-so-new).

Just a note to say, THANKS! 😊

VI) ACTIVITIES UNDERTAKEN TO MEET CUSTOMER NEEDS

The LMI staff continuously looks 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. Most data requests are fulfilled by directing users to various reports available on the website. Others, mainly economic developers, require unique sets of data that are compiled by staff. The most frequent requests are updates to the most current data available. LMI staff makes it a priority to update reports whenever the newest respective data is released.

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 2019 information and will be updated further as new data is released.

Help Wanted OnLine (HWOL) reports allow the division to show real-time employers that are potentially hiring within the state and regions. At a local level, such as the county level, customers can recognize employers posting job ads. 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 counselors, career tech coaches, and teachers, make up most outside requestors. With the upcoming release of new publications and the hurdles the pandemic brings, LMI is exploring new ways of delivering training and presentation avenues. In this time of economic upheaval, finding new ways to deliver updates on our products becomes more important than ever before.

VII) NEW TOOLS & RESOURCES

WIG staff continues exploring new ways of displaying data using Tableau by attending trainings and seminars. The use of Tableau to create visualizations not only allows users to interact with the data view but also allows for the download of the corresponding data as well. Using this software, information can be updated in a more timely and efficient manner while also displaying information in new and creative ways. LMI staff is in the process of gathering data from Burning Glass, LEHD, and other resources, to create a cohesive data experience for all data user types.

In response to the pandemic, new Tableau visualizations placed on our website last year have persisted: Demographics of Unemployment Insurance Claims

(<http://www2.labor.alabama.gov/Laus/ClaimsDemogTab.aspx>), Benefits and Claims Paid

(<http://www2.labor.alabama.gov/Laus/InitialClaimsPaidTab.aspx>), Claims by County

(<http://www2.labor.alabama.gov/laus/InitialClaimsTab.aspx>), and Claims by Industry

(<http://www2.labor.alabama.gov/laus/InitialClaimsbyindustryTab.aspx>).

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 149 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.

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 has created competency models to 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. TACs, with years of experience in education and industry, evaluated these models and offered feedback, fine-tuning these models to accurately reflect the Alabama workforce. The ACCCP will use these models to create training programs for prospective workers and to better understand the workforce in Alabama. This year, LMI updated the 31 competency models to detail occupations on this year's demand list.

As a complement to the Competency Model project, LMI created a system to facilitate the definition of pathways through occupations that a hypothetical worker might take from entry-level to destination occupation. The office of Education and Workforce Statistics (OEWS) and the ACCCP have taken over the responsibility of maintaining these pathways as of mid-2021.

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 present at their annual summer conference and attend several job/career fairs held throughout the state. The summer conference for this program year was skipped due to COVID.

LMI staff also partner closely with career centers. Providing LMI training 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 communicates with the area managers

to discuss any observations and to ensure their informational needs are being met. Area managers contact LMI from time to time for clarification on data points.

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 WLMI 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, on 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. LMI staff continue to work closely with CBER to develop vacancy/skills/benefits surveys to provide information to workforce boards. This partnership allows LMI staff access to data from the surveys, with permission to publish various reports with the data.

WIG staff continues to save funds by facilitating a method for career centers to order products (posters, brochures, etc.) using their funds. LMI still funds materials requested by other customers. To reduce shipping costs to these customers, materials are sent, where possible, to the closest career center for the customer to pick up. This also helps raise awareness in career centers. By including revision dates 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 data available. In the coming service year, LMI plans to make materials more accessible 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.

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

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

XI) EFFORTS TO CONTINUE SERVICE OPERATIONS DURING THE COVID-19 PANDEMIC

LMI continues to provide its publications and training meetings during the pandemic. For a complete list of training presentations given over Zoom, please refer to section 3 of this report.