

## **STATE OF ALABAMA**

### **ALABAMA DEPARTMENT OF LABOR**

#### **LABOR MARKET INFORMATION DIVISION**

##### **WORKFORCE INFORMATION GRANT REPORT PY 2022-2023**

Program Year 2022-2023 provided the Alabama Labor Market Information (LMI) shop opportunities to excel in workforce development and internal reorganization while presenting remotely. While COVID-19 restrictions still provided some obstacles throughout the program year, opportunities were found for outreach and instruction.

With the pandemic mostly behind us, many events and conferences were still being held remotely or not at all. We continued to focus on offering 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 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 the stability offered with the four current staff members we have added a new face bringing our total staff to five. Our recent additions will allow for greater flexibility in current data analytic roles and travel opportunities.

#### **DELIVERABLES & ACTIVITIES**

##### **I) WORKFORCE INFORMATION DATABASE (WID)**

The Workforce Information Database (WID) was updated to version 2.8 prior to the current program year. Core tables have been refreshed 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.

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 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 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 2023. 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 2022-2024 series were completed in March of 2023.

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.

On July 22, 2022, LMI WIA presented Hot Jobs and Demand Occupations at the 2022 Alabama CTE Summer Conference in Mobile, Alabama with two presentation time slots: one in the morning and one in the afternoon. Approximately 100 people attended the presentation that showcased the LMI website with a focus on Demand Occupations and demos of the Career Explorer, Occupational Projections, and Career Exploration Guide interactive visualizations.

In August 2022, LMI was invited to present the Talent Dashboard, developed by our LMI team. This was a livestreamed demo of the product to representatives of AlabamaWorks from across the state. The presentation was a live demonstration of the developed Talent Dashboard with a preview of each tableau visualization dashboard and a brief explanation of the underlying data used in its creation and the source of the data.

On September 15, 2022, and again on September 27, 2022, 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 13, 2023, an LMI representative spoke to North Alabama Career Center personnel via Teams. With 14 attending from various career centers, we presented the uses and locations of LMI materials on our website. Also discussed was the ordering of updated publications for use in the centers and the importance of purging all previous versions.

In January 2023, LMI had the opportunity to conduct in-person training with a representative of the Governor's office. Topics of discussion included WIA Demand Occupations followed up with training on accessing Census PUMS data for use in determining special populations.

LMI was represented on the Monthly ETA virtual call and had the opportunity to showcase our Industry and Occupational Projections visualization. The Hot 40 publication was also discussed along with its use in offering data-backed demand occupations to educate and influence students and clients in their respective career choices.

LMI presented its overview of Demand Occupations, County Profiles, Industry and Occupational projections, and OEWS Wage Interactive to Strive Birmingham via a zoom call. Strive is part of their local workforce board.

LMI representatives attended the Southeast AlabamaWorks Worlds of Work (WOW) event held on February 15, 2023. The LMI representative distributed career cluster brochures, career cluster posters, demand occupation lists and Hot 40 occupations to attendees. It was estimated that over 800 students, teachers, and career teachers were in attendance. Extra publications were left with the Southeast Team to further distribute and utilize our publications in schools and workforce centers.

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 2022. 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 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 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 2022, 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 2022, compared to pre-Covid, are still in transition with many opportunities still yet to be rescheduled.

### **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

### **MEETINGS ATTENDED**

- State Workforce Board Meetings (State & Regional)
- C2ER/LMI Institute Annual Conference
- Projections Managing Partnership (PMP) Summit
- Alabama Economic Outlook 2023
- Career Center Area Managers Meeting – LMI updates
- Alabama Possible College Attainment Network
- C2ER Conference 2023

### **MEETINGS LMI MADE PRESENTATIONS**

- 2022 ALACTE Summer Conference
- AlabamaWorks Livestream
- East AlabamaWorks Educator Workforce Academy
- Central AlabamaWorks Educator Workforce Academy
- Region 1 Career Center Virtual Training
- Governor's Office on Census and PUMS
- ETA Monthly Call - January
- Strive Birmingham
- Southeast AlabamaWorks WOW East

### **MEETINGS LMI DISPLAYED & OFFERED INFORMATION AT AN EXHIBIT**

- 2023 Terri Sewell Job Fair
- Career Center Area Manager meeting

### **ALABAMA LMI WEBSITE DEMAND**

From July 2022 - June 2023 the Labor Market Information website (<https://www2.labor.alabama.gov/default.aspx>) experienced over 700,000 hits to our website with the following being the most visited topics:

- Accelerate Alabama
- Demand Occupations
- County Profiles
- Surveys & Reports
- Historical LAUS Data
- Current Hours and Earnings-AL
- Licensed Occupations
- Current Employment NonAg
- State & Regional Reports
- 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
- Current YTD Unemployment
- Unemployment Map Workforce Regions
- Career Cluster Posters
- Fast Growing Occupations
- OES Wage Survey-Huntsville
- Civilian Labor Force by Metro

#### **PRODUCT USAGE/RESOURCE REQUESTS**

- Career Cluster Brochures: 29,073
- Career Cluster Posters: 7,040
- High Demand List & Summary Tables: 6,059
- Hot 40: 7,100
- Less Than Bachelor: 4,900
- Fast Growing: 3,600
- Career Website Guide: 6,950
- My Next Move Desk Aid: 1,346
- O\*NET Online Desk Aid: 2,446

#### **CUSTOMER QUOTES & ACCOLADES**

*Hayleigh Barlar, SAWDC Workforce Development Manager:*

You are the best! Thank you.

*Pam Clay, DeKalb County Economic Development Authority:*

This is great, thank you so much!

*Emily Schuster, Morgan County – Agriscience Teacher:*

This is great, thank you so much!

*Brandy Carroll, Tuscaloosa Career Center:*

Thank you so much for the assistance!

*Dan Szeezil:*

Gerald, thank you so much for compiling this information. It is very interesting and useful!

*Melissa Anderson, Career Center Area Manager Region 1:*

Gerald,

Thank you so much for the awesome presentation this morning. We really appreciated your time.

*Dave White, Governor's Office:*

Hi Gerald,

Thank you for your time and help. I learned some valuable tips.

*Sarah Mills, AIDT:*

Thank you for getting back to me so quickly! This is so helpful!

*Pam Gibson, DeKalb County Economic Development Authority:*

Thank you so much Gerald!

You are always so willing to help us out and returning the data quickly!

I sincerely appreciate all your assistance!!

*Lisa Morales, East Alabama Works:*

This info is so helpful! You are a great partner and I really appreciate all you do!  
Many thanks!

Hi Gerald, this looks great! (...) I really appreciate all you do!  
Many thanks!!!

You are a superstar!! (...) Thank you!

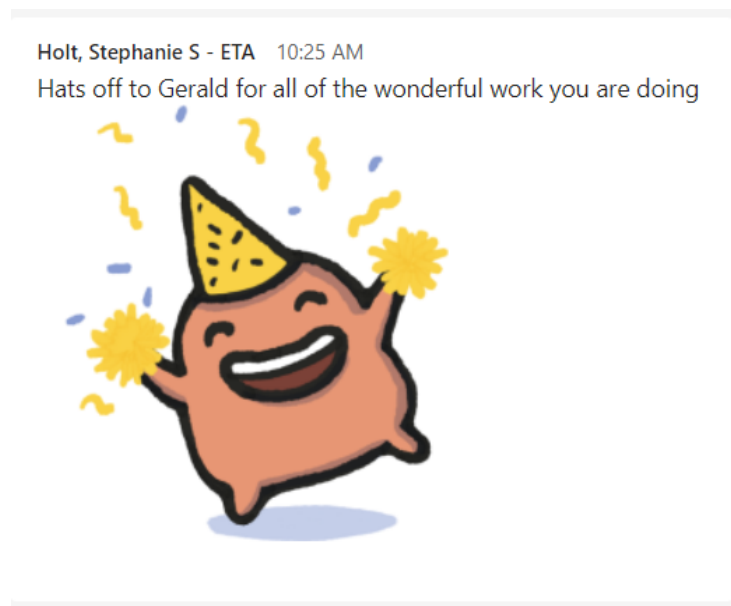
*Johnny Aycock, WestAlabamaTrades:*

...once again, just wanted to thank you for pulling all of the data together for our grant submission. (...) However, the research, data and effort will pay off since we will be submitting ARC grants in March.

Again, I appreciate you!

*L. Bradley, Public Finance Assistant:*

Gerald, thank you very much for your quick response.  
I appreciate your help and I hope your day is going well!



## **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 2020 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 local workforce boards, 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 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 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. The print version of the LOG can be viewed and downloaded at (<https://www2.labor.alabama.gov/WorkforceDev/LOG/LOG.pdf>). The online interactive can be seen at ([Licensed Occupations Guide via Tableau](#)).

### **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 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 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 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, 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.