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Florida
Annual Performance Report
Workforce Information Grant
PY 2022

During the 2022 program performance year, the Florida Department of Commerce (FloridaCommerce), Bureau of Workforce Statistics and Economic Research (WSER), remained committed to providing quality labor market and economic data to Florida citizens and stakeholders for better economic decision-making. The following report describes the activities supported by the Workforce Information Grant (WIG) during program year (PY) 2022.

Workforce Information Database

Florida populated the Workforce Information Database (WIDb), version 2.8, with the latest labor force, industry, occupation, wage, performance, and administrative information in Program Year (PY) 2022. The database continues to provide information for several internet-based delivery systems, including the Florida Insight and the FloridaCommerce websites. The WIDb was used for data extractions for special requests from state and Local Workforce Development Boards (LWDB), and local economic development councils.

Industry and Occupational Employment Projections

Long-term projections were completed for the year 2030 for Florida, 24 workforce regions, and all counties with employment above 100,000. These projections are made on an annual basis in Florida. Short-term projections at the statewide level were also completed for the year 2024 using a 2022 base year. Both the short-term and long-term projections were posted on the FloridaCommerce website as per the deliverable.

To determine jobs in demand, WSER developed statewide demand lists for in-demand, middle-to-high-wage occupations requiring less than a bachelor's degree using both U.S. Bureau of Labor Statistics (BLS) training codes and Florida Department of Education (DOE) training codes. This is to help identify high-demand/high-skill/high-wage occupations at the regional level and to meet the needs of Florida businesses. Occupational projections have been used to align State University System and Florida College System programs with workforce and economic development needs, as required by the Florida Legislature.

LWDBs determine jobs in-demand using long-term projections and real-time labor market information (LMI). WSER continued to post the Demand Occupations List data online for use in program planning.

Annual Economic Analysis and Other Reports

Special workforce information products include custom census reports, customized maps, industry profiles, and economic impact studies. Specialized presentation slides were also prepared for LWDBs, local economic development organizations, FloridaCommerce executive leaders, and the Executive Office of the Governor. WSER staff answered 120 individual data or research requests in PY 2022. Each of these studies required customized responses.

WSER produced industry profiles for targeted sectors. These industry profiles support the development of linkages between business, economic development, and workforce development partners, to attract and train for high-value industries. These reports are utilized by CareerSource Florida, the LWDBs, and other business partners throughout the state.

Annual Industry Profiles were completed for:
- Aviation and Aerospace
- Life Sciences
- Financial and Professional Services
- Information Technology
- Logistics and Distribution
- Manufacturing

The studies cover industry and occupational employment and wages to provide an overview of the industry's economic outlook as it relates to size, growth, wages, and training requirements.

Customer Consultations

WSER maintained constant consultation with major customer groups by solicitation and feedback from executive directors of LWDBs, economic development organizations, and state and local education partners. These consultations were conducted through regular meetings, conference calls, presentations/workshops, webinars, and collaboration on joint projects. This resulted in providing many more industry analyses and impact studies targeted to economic development planning in Florida.

Stakeholder consultations and participation in policy and procedural workgroups have resulted in increased use of WSER data resources. This included developing infographics and data visualization tools for state and local workforce partners, which provided a more approachable way to understand and access LMI.

Internet Data Delivery

Internet data delivery continued to play a critical role as WSER data users prefer online access. WSER maintained the Florida Insight web application in addition to the agency website as major delivery vehicles for online use. Total webpage views and downloads were 1,159,528 in PY 2022. Website activity comprised most of the delivery of data and publications provided to stakeholders, partners, and customers. Overall page views for websites included:

- 117,231 webpage views for the WSER Florida Jobs website
- 66,317 page views for Florida Insight
- Webpage views of products included:
  - 19,169 views of publications from the website
  - 252,727 views of maps and charts
  - 3,199 views of Employment Projections
  - 2,887 views of Occupational Employment Statistics
  - 559 views of Florida Online Job Demand Tool
  - 17,236 views of the Public Higher Education Portal

- Website downloads of products included:
  - 98,324 publications from the website
  - 18,299 maps and charts

- Post products, information, and reports on the Internet:
  - 11 industry level change maps
  - 11 industry percent change maps
  - 12 unemployment rate maps

- Maps and data tools included:
  - Labor supply tool
  - Projections tool
  - College regions projections tool
  - Local job demand data tool

Program accomplishments led to a large demand for reports, products, and data services from LWDBs, local economic development councils, education partners, and other stakeholder groups. A total of 5,708 requests were logged into the WSER data request log in PY 2022.

Regional/Special Group Reports

During PY 2022, WSER prepared monthly Lightcast/Burning Glass job advertisement data sets including STEM occupations for 24 local workforce development boards and a monthly statewide summary of online labor demand. This data is delivered through the Florida Online Job Demand tool.

WSER prepared regional demand occupational lists, industry and occupational employment projections, occupational highlights, industry maps, and a monthly labor statistics pocket card, which are all available online to customers directly. In addition, WSER prepared customized reports, such as labor shed analysis reports, unemployment maps, and labor supply studies, for education, economic development, and workforce partners.

WSER produces recurring special reports on a monthly basis for several workforce development boards and other stakeholders. These typically include local data such as employment, establishment counts, reemployment assistance claims, and job ads for specific targeted industries or other categories.

WSER produced a number of special group reports or analyses in PY 2022. Highlights include:
- An estimation method and visualization dashboard for employment statistics on Floridians with disabilities for the Able Trust
- An annual construction industry profile report for CareerSource Broward
- An occupational wage data report for the PRIDE Prison Industry Enhancement Certification Program
- A regional wage rate and Lower Living Standard Income Level (LLSIL) analysis for OneStop
- A municipal-level employment rate analysis for the U.S. Department of Agriculture Rural Development grant program
- An occupational wage rate analysis to support the Florida Department of Education's Career and Technical Education (CTE) Audit
- An analysis of local (zip code level) earnings data for the Florida Bureau of Economic Self-Sufficiency
- An Economic Security Report analyzing postsecondary credential completers' wage and employment outcomes, for Florida's public higher education institutions
- An analysis of the geographic efficiency of the current local workforce development area structure and potential alternatives, for the Reimagining Education and Career Help (REACH) Office
- Multiple reports and data dashboards to support the work of the REACH Act Credential Review Committee, including the ongoing evaluation of the Master Credentials List and Comprehensive Credentials Catalog on behalf of CareerSource Florida

Maps
Mapping is a major service that supports workforce and economic development. In PY 2022 WSER developed or maintained a wide range of mapping products for reports, public dashboards, and custom requests. Subjects included:
- Unemployment rates
- Commuters and residents for several counties
- Mile-radius commuting and business-relocation maps
- Employment density for selected industries
- Custom density maps for local economic development (selected industries)

- Business locations in Enterprise Zones and Urban Job Tax Credit areas
- Opportunity zones
- Natural disasters
- Small businesses for Enterprise Florida, Inc. Economic Investment Map
- Poverty rates by census tracts
- Broadband transmissions rates by census block groups
- State College Areas map showing state college areas by county
- State map displaying population and demographic data on local communities

Occupational Licensing

WSER maintained a publicly accessible database of all required occupational licenses in Florida, collating data from 12 different state agencies covering 210 occupational licenses, which cross over to 300 different occupations.

New Tools and Resources

In PY 2022, several data tools and dashboards were developed to provide users with more data visualizations and customizable reports. These data tools are accessible through the Workforce Statistics section of the FloridaCommerce website.

WSER maintained an improved version of the Faster Florida Broadband map featuring additional data layers including broadband funding grant awards, localized speed test data, and legislative boundaries. This tool is being used to track progress for the State's efforts to improve broadband access.

During PY 2022, WSER continued the development of a new data delivery system called Florida Insight. The new tool allows easier access to data products for workforce development board staff, job seekers, and other customers. When this tool was launched in August 2020, it replaced the former Florida Research and Economic Information Database Application (FREIDA) tool. In PY2021, in addition to deploying ongoing improvements to the Florida Insight interface, WSER also launched an entirely new resource: a public dashboard providing composite index estimates for monthly employment, unemployment, and labor force participation numbers among Florida's population of people with a disability.

Enhancement of Florida Insight will continue to be developed and deployed regularly throughout PY 2023. Enhancements in development include: a demographic dashboard providing monthly estimates of unemployment and labor force participation by age, sex, race and ethnicity, and veteran status; a job turnover dashboard allowing users to explore custom views of the state-level BLS Job Openings and Labor Turnover Survey (JOLTS) data for Florida; a geographic portal enhancing access to all of WSER's local data products through organizing them by local area; and a credential completer wage and employment outcomes dashboard allowing users to explore WSER's Annual Economic Security Report data interactively.

WSER developed and implemented the first phase of Florida's Economic Investment Map for the Office of Economic Accountability and Transparency (EAT). The map shows funding provided by FloridaCommerce at the county level, providing a breakdown by programs and awards.

WSER maintained a tool to assist the FloridaCommerce Division of Community Development in identifying and assessing local communities for grant analysis. The tool visually displays the location of the community along with important economic and demographic information.

WSER continued to support the FloridaCommerce Reemployment Assistance team with dashboards and other data tools to track various workflows and processes. This effort included tools to manage and prioritize workload for the claims processing, adjudication, and appeals teams, as well as reporting dashboards and reports used to display and analyze productivity across the entire Reemployment Assistance Program.

Efforts to Create and Support Partnerships and Collaboration
Customer demand for WSER products and services from the workforce, economic development, and education systems continued to increase during PY 2022. WSER expanded productive collaboration with the Florida Department of Education (DOE) to include quarterly meetings with the data and research teams within the State University System, the Florida College System, and DOE Division of Career and Adult Education.

WSER worked with CareerSource Florida and DOE to update the Florida Career and Professional Education Act list of certifications. Occupational demand and other labor market statistics were provided to align the list with statewide and local labor needs.

WSER has continued collaborating with other divisions within FloridaCommerce to offer support to develop a data-driven culture. This includes work with the Office of Economic Accountability and Transparency to produce the Economic Investment Map; the Division of Strategic Business Development to produce economic impact analysis reports; the Division of Community Development to analyze census and labor market data on Florida communities; the Bureau of Reemployment Assistance, to analyze and report unemployment insurance claims data; the Bureau of One-Stop and Program Support to develop a statistical adjustment model for program performance and a predictive profiling model to help target program support; and the Office of Broadband to identify Florida localities without high-speed Internet.

WSER also authored the Florida Economic Security Report, which detailed the economic outcomes of recent completers from Florida's public postsecondary education systems, which includes the district technical centers, the Florida College System, and the State University System. This report documented the variation in earnings, employment, continuing education, and public assistance among completers who have earned degrees or certificates from Florida's public postsecondary education institutions.

In July of 2021, the state of Florida passed a landmark piece of workforce training legislation known as the Reimagining Education and Career Help (REACH) Act. This legislation created the need for additional labor market information resources, reports, and data tools. It also established new customers and partners that the state LMI office will work with going forward, including but not limited to:

- The Labor Market Estimating Conference (LMEC) – composed of principals from the House, Senate, and Executive Office of the Governor, this group meets at least twice per year to determine official supply and demand data for the state of Florida.
- The Credentials Review Committee (CRC) – composed of members from state workforce and education agencies, workforce training providers, and the business community, this group is charged with using labor market data to determine a Master Credentials list for the state of Florida.
- REACH Office – within the Governor's Office, this office implements the provisions of the REACH Act and facilitates cooperation among all agencies, parties, and stakeholders that are impacted by the legislation.

WSER has contributed to many components of the REACH Act implementation process. For the Credential Review Committee, this involved consultation, data compilation, data analysis, and dashboard tool design. WSER has also provided consultation to the LMEC and data analysis and reporting for the Eligible Training Providers (ETP) workgroup.

WSER leads the State of Florida's participation in the JEDx initiative, a multi-state collaboration led by the U.S. Chamber to improve labor market data with a focus on state UI wage records. For this collaboration, WSER was joined by other representatives from Florida agencies including the Department of Education and the REACH Office. WSER participated in monthly workgroup meetings and steering committee sessions. At these meetings WSER provided feedback regarding the need for enhanced wage record data in the state of Florida and provided input on various options for collection of additional data points on wage record files.

Regional Demand Occupations Lists
WSER continued to maintain regional demand occupations lists for workforce regions. These lists use data from long-term occupational projections, as well as occupational wage and education data, to identify occupations that could be suitable for statewide training due to high demand.

In addition, WSER assisted CareerSource Florida and the LWDBs with the compilation, review, and analysis of labor market data to help identify additional occupations that might have greater regional demand.

Employee Development and Labor Market Information Training for Service Delivery
WSER staff have conducted LMI trainings through presentations to LWDBs and staff throughout the year. Employee development and LMI training ensures WSER's customers are provided with

the essential tools for making informed decisions as they relate to workforce and economic development within their regions.

WSER continued to provide technical training and presentations for workforce, education, and economic development partners. Hundreds of people attended 14 WSER presentations and trainings throughout PY 2022.

State and Local Area Press Releases
Monthly state press releases are very comprehensive and included:
- Narrative of the release with tables
- Questions and answers
- Briefing paper for the FloridaCommerce Secretary
- Positive indicators
- Charts on job creation for the state and nation
- Charts on unemployment rates for the state and nation
- Maps
- Recession graphs

As a special service, WSER produced customized monthly press releases for all 24 of Florida's LWDB regions. These reports include data tables and narratives. WSER conducted post-release virtual calls with statewide media and other interested parties.

Posters and Print Media Publications
In-line with the preference for electronic data delivery, demand for print media publications and posters decreased. Publications were distributed by mail and by conference presenters in PY 2022. These publications include:
- Wage Conversion Posters (small and large), displaying Florida's new minimum wage
- The Florida Pocket Card, a valuable monthly publication with unemployment data for Florida as well as by area and industry
- Current Employment Statistics Industry Maps, with the percent and level change by industry supersector for all published metropolitan statistical areas in Florida

Strategic Partnerships
Administered by FloridaCommerce, the Florida Talent Development Council was created in 2019 by the Florida Legislature to develop a coordinated, data-driven, statewide approach to meeting Florida's needs for the 21st century workforce that employers and educators use as part of Florida's talent supply system. WSER participated in the Data Workgroup, presenting valuable data that connects educational outcomes with employment opportunities.

On the national level, WSER continues to participate in the Projections Managing Partnership Board (PMP). The PMP serves as a central organizing body to enable the complex technical and administrative tasks of producing projections for each state and territory. WSER helped develop

methodologies for adjusting base-year employment estimates for inclusion in each update cycle. WSER staff provides training at the PMP Summit on these methodologies. Florida's LMI Director sits on the PMP Board.

WSER continues to be a member of, and provide support to, the LMI Institute Board of Directors. The Institute supports and promotes the production and use of high-quality workforce information through training and professional development, research and technical assistance. Florida's LMI Director sits on the LMI Institute Board.

As a member of the National Association of State Workforce Agencies (NASWA) Workforce and Labor Market Information Standing Committee, WSER participates in a forum for developing recommendations for state workforce agencies, their federal partners, and other workforce providers on building data-driven programs and services.

Recommendations to ETA for Changes and Improvements to WIGS
Florida adapts delivery of products under the six major deliverables based on the needs of the state and 24 LWDBs. Some individual products are adjusted based on stakeholder feedback and short-term needs of the state and local boards. We continue to appreciate the flexibility afforded to states through the Workforce Information Grant. It allows labor market statistics agencies to be responsive to the frequently changing needs and priorities within their state workforce and economic development systems.

Additional funding would provide greater opportunities for state LMI agencies to develop localized data and tools. This would help the local workforce development areas in serving their customers, particularly when labor market conditions change and require new questions to be answered through data. To this end, we would like to see ETA support and be engaged with the efforts of the many stakeholders to improve data production and analysis capabilities of the states, such as proposals for wage record enhancement. We recommend continued encouragement for state and local workforce agencies to rely on data products produced through the BLS federal/state cooperative agreements and ETA WIGs for their labor market statistics needs.