

IOWA
WORKFORCE INFORMATION
GRANT

EMPLOYMENT AND TRAINING
ADMINISTRATION



Program Year 2020 Annual Report

Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report

Introduction

The mission of the Labor Market Information (LMI) Division of Iowa Workforce Development (IWD) is to produce and deliver information in a reliable and timely manner in order to assist with data-driven planning for job seekers, decision makers, businesses, career and educational programming, and economic development.

The products and services of the LMI Division serves economic developers, employers, educational institutions, job seekers, government agencies, legislators, counselors, educators, community organizations, labor organizations, grant writers, researchers, consultants, Iowa Workforce Development staff and other agency partners.

The LMI Division is staffed with two Bureau Chiefs and twenty-four team members. One Bureau Chief oversees the Bureau of Labor Statistics Cooperative Programs which includes: Current Employment Statistics, Local Area Unemployment Statistics, Occupational Employment Statistics, Quarterly Census of Employment and Wages, and the national Automated Current Employment Statistics. She is also responsible for the Employment and Training administration's Workforce Information Grant.

The second Bureau Chief oversees the creation of customized research and analysis products for the IWD Director, Governor's Office, nurses and healthcare providers, veterans, registered apprenticeship, education and community colleges. His team also regularly produces information such as College Student Retention, Education Outcomes, Employment Benefit Analysis, Laborshed Studies and Workforce Needs Assessment.

The Division's staff collects, analyzes and prepares a wide array of valuable data that is accurate and timely for the State, Iowa Workforce Development Regions and customized areas. In addition, presentations, surveys, reports and customized research are produced.

Iowa's Labor Market Information Website

The LMI website committee consists of both Bureau Chiefs and the staff each assigned to participate in regularly held meetings to discuss tasks and make assignments. The committee also met with an IT staff member, IWD's Public Information Officer and a member of IWD's Communication team.

Iowa's Labor Market Information website, www.iowalmi.gov, displays current and historical data by various time frames and using the Tableau platform. This provides users with the ability to have interactive control, embed and share features, and download and print data. They can also create, share and save attractive visualizations. The information is provided in various formats such as comma-separated, excel and pdfs.

Enhancements continued on the website based on the committee's knowledge, user feedback and requested additions and changes. The front page was significantly modified to mirror the agency's homepage layout and color palette.

**Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report**

The following enhancements were made to the LMI website during the program year:

- Additional information was added to the Frequently Asked Questions.
- Iowa Unemployment Insurance Statistics was updated weekly.
- Weekly Unemployment Insurance Statistics data for counties were updated weekly.
- Unemployment Insurance Initial Claims were frequently updated.
- The LMI Site Guide was updated.
- LMI Website Analytics were ran monthly through December 2020 and shared with the LMI website team.
- The 2019 1-year American Community Survey estimates and the 2020 5-year American Community Survey estimates were added for 9 demographic data sets for Iowa, Metropolitan Statistical Areas and Counties.
- Updated the footer on several pages.
- Updated tabs on the LAUS page and expanded the visualization to create a larger view.
- Made adjustments to the spacing on the CES page.
- Added Equal Employment Opportunity resources.
- Added COVID–19 data resources.
- Added pandemic recession bands on charts.
- Updated the Licensed Occupations visualizations.
- Working on updating occupational projections visualizations.
- Data points on the LMI website home page were changed periodically. The data points featured Quarterly Census of Employment and Wages industry, occupational wage, occupational projections, and a wild card such as information on Unemployment Insurance or research data.
- Periodically sent out LMI email blasts regarding the availability of updated data for the Iowa Wage Report, Workforce Needs Assessment, Short-Term Industry and Occupational Projections for the state and regions, and Employment Benefit Analysis.

Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report

The LMI website has six tabs with each one including data related to the subject.

LMI Home is the introduction and description of the Labor Market Information Division. The page provides blocks with links to the labor force data total nonfarm employment, occupational wage data, unemployment insurance statistics, news and headlines, quarterly wages and employment, occupational projections and a wild card.

Indicators are the most frequently updated pieces of information and includes the following:

- Current Employment Statistics which measures the monthly state and local nonfarm employment and wages for current and historical data for the State, Metropolitan Statistical and rural counties.
- Unemployment Insurance Statistics provides information on the number of unemployment insurance recipients and benefits paid by county and statewide unemployment insurance workload reporting data, employer contribution data, claims by industry and UI trust fund solvency analysis.
- Unemployment Rate and Labor Force is the Local Area Unemployment Statistics that produce monthly and annual labor force estimates for the state, counties, metropolitan statistical areas, districts and other geographies.

Industry information relates to businesses and includes the following:

- Employer Database makes available privately collected information by the Infogroup on Iowa businesses. The database includes the name, address, contact information industry description and size for each of the businesses.
- Industry Forecasts provide long-term and short-term projections on expected growth and decline for a ten-year and two-year period for the State and Iowa Workforce Development regions.
- Industry Profiles presents an analysis and comparison of twenty major sectors at the state level using data from the Quarterly Census of Employment and Wages program, Local Employer Household Dynamics and the Employer Database.
- Staffing Patterns offers detailed information on the industries that employ specific occupations in conjunction with the occupational projections for the State and by Iowa Workforce Development regions.
- Quarterly Employment and Wages furnishes industry data on wages, employment and the number of business establishments for the State and counties.

Occupation provides information that relates to jobs and includes the following:

- Career Exploration Resources supplies information for individuals looking to plan or change careers that include occupational profiles, forecasts, STEM Jobs, Green Jobs, high demand jobs, and outlooks. The reports are provided for the State and each Iowa Workforce Development region.
- Iowa Licensed Occupations presents information on occupations that require a license, certificate or commission issued at the State level.
- Occupation Forecasts which provide long-term and short-term projections on expected growth and decline for a ten-year and two-year period for the State and Iowa Workforce Development regions.
- Occupational Wages and Employment include the Iowa Wage Report which was developed with data from the Bureau of Labor Statistics Occupational Employment Statistics employment and wages program. Wage estimates are updated using the Employment Cost Index to make them current.
- Staffing Patterns offers detailed information on the industries that employ specific occupations in conjunction with the occupational projections for the State and by Iowa Workforce Development regions.

**Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report**

Research lists the current research products conducted by the Labor Market Information Division.

- College Student Analysis displays the results of Iowa's surveyed postsecondary institutions and shows students field of study, desired occupation/industry, benefits, intention to live in Iowa and aspects that impact students desire to stay or relocate.
- Education Outcomes research was created to assist colleges and universities with determining the effectiveness of the educational programming by matching education data to employment and wage information.
- Employment Benefit Analysis is based on data from an employer survey which gives information on the benefits offered by Iowa employers.
- Laborshed Studies is the a supply-side analysis that reports on the labor availability of individuals 18 to 64 years of age and their workforce characteristics.
- Regional Profiles are reports on Iowa Workforce Development regions that include industry employment and wages, population, labor force data, and high demand occupations.
- Workforce Needs Assessment are the results of an Iowa employer survey that identifies current and pending job vacancies, skills and estimated wages paid compiled for the State, Iowa Workforce Development Regions and Economic Development Marketing Regions.

Resources contains links to additional information.

- Frequently Asked Questions for many of the Labor Market Information products.
- News Releases and Announcements give the recent changes and updates to the LMI website.
- Outside Resources links to external websites that contain helpful information.
- Site Guide explains the data and publications found on the LMI Website.
- Special Publications are additional reports not found in the prescribed content areas of the LMI website.
- Subscribe to Mailing List allows users to sign up to receive Labor Market Information announcements and data releases.
- Tableau Guide provides helpful tips and tricks using the interactive LMI website.

Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report

Workforce Information Database (WID)

The Workforce Information Database (WID) provides a standard collective structure to store and support the state's data using integrated information. Standardized tables create an information delivery system that supplies comparable data. The WID is an essential tool for updating IWD's labor market information website: www.iowa.lmi.gov which is available to the public.

IWD continues to populate, maintain, and update the WID built on the common structure provided by ETA. Not only is the WID the corner stone for the LMI website, it is also used for product development in the LMI Division, providing information for customized data requests, and warehouses workforce information and economic data from a variety sources.

The WID is using version 2.8 for all core tables, is up to date on all the core tables and the Lookup table was updated with new geographical data which provides our customers with the most current and accurate data. We are in the process of adding and expanding non-essential licensing and other associated tables to version 2.8 to create additional tables to assist in responding to our customers data needs.

The WID provides customers such as researchers, government entities, state agencies, educational institutions, local boards with a source of current data and can provide opportunities for future data driven collaborations.

Funds provided by the WIG support the staff responsible for this activity.

Occupational Licensing Information

All of Iowa's licensing agencies websites were reviewed that issue a state license, certificate or commission to obtain, verify and make changes to the licensing information.

Also the core tables of LICAUTH, LICENSE, AND LICXOCC were updated with the 2.8 version of the Workforce Information Database.

The licensing files were submitted to the Analyst Resource Center who provided the information to CareerOneStop to use as a source in the License Finder. This process assists users by providing access to current license requirements and licensing entities.

The information was published on the Labor Market Information website and can be found at: <https://www.iowaworkforcedevelopment.gov/iowa-licensed-occupations>

Funds provided by the WIG support the staff responsible for this activity.

Employer Database

Data Axle provided information for the Employer Database in the fall of 2019 and spring of 2020. The Employer Data is current and available in a limited capacity due to the licensure agreement on the LMI website.

The Employer Database provides jobseekers with a plethora of information about Iowa employers which can assist them in making informed decision regarding employment.

Funds provided by the WIG support the staff responsible for this activity.

Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report

Workforce Information Database (WID)

Core Table Updates	Type	Current Version	Update Frequency
CES	Data	2.8	Monthly
EMPDB	Data	2.8	Bi-Annually
INDUSTRY	Data	2.8	Quarterly
IOMATRIX	Data	2.8	Bi-Annually
IOWAGE	Data	2.8	Annually
LABFORCE	Data	2.8	Monthly
LICAUTH	Data	2.8	Annually
LICENSE	Data	2.8	Annually
POPULATN	Data	2.8	Quarterly
Other Table Updates	Type	Current Version	Update Frequency
AREATYPE	Lookup	2.8	Annually
CPI	Data	2.8	Quarterly
GEOG	Lookup	2.8	As Needed
INDCODES	Admin	2.8	As Needed
INDUSTRY MASKED	Data	2.8	Quarterly
LABFORCE PARTICIPATION	Data	2.8	Monthly
LABFORCE UNROUNDED	Data	2.8	Monthly
LICXOCC	Crosswalk	2.8	Annually
MATXIND	Crosswalk	2.8	As Needed
MATXOCC	Crosswalk	2.8	As Needed
OCCCODES	Admin	2.8	As Needed
OCCTYPES	Lookup	2.8	As Needed
LICCONTINUINGEDU	Data	2.8	Annually
LICENSEACTIVESTATUS	Data	2.8	Annually
LICENSECERTIFICATION	Data	2.8	Annually
LICENSECRIMINAL	Data	2.8	Annually
LICENSEEDUCATION	Data	2.8	Annually
LICENSEEXAMS	Data	2.8	Annually
LICENSEEXPERIENCE	Data	2.8	Annually
LICENSEPHYSICALREQS	Data	2.8	Annually
LICENSETYPES	Data	2.8	Annually
LICENSEVETERAN	Data	2.8	Annually

Workforce Information Grant Program Year 2020 (July 2020—June 2021) Iowa's Annual Performance Report

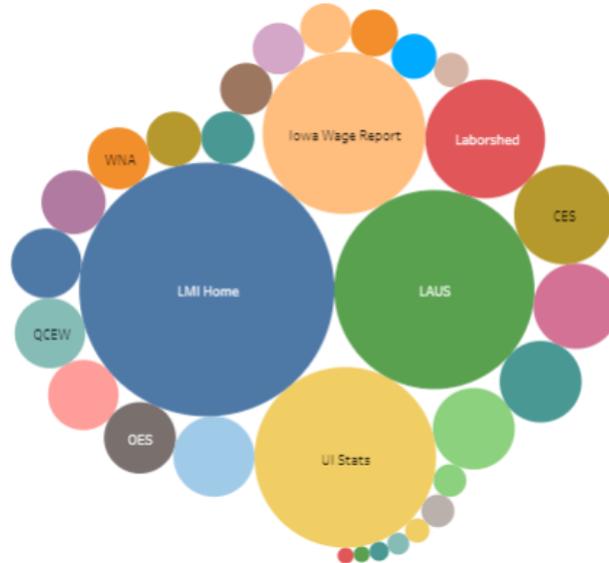
LMI Website Analytics

iowalmi.gov Analytics by Iowa Workforce Development Labor Market Information Division

Summary View Detailed Page View

Average Monthly Views by Page (Month(s): November 2020)

Select a bubble(s) to filter the line chart below



Page

- LMI Home
- LAUS
- UI Stats
- Iowa Wage Report
- Laborshed
- CES
- Occupation Home
- Career Exploration Resources
- Occupational Projections
- Indicators Home
- OES
- Employer Database
- QCEW
- Industry Home
- Industry Projections
- WNA
- Employment Benefit Analysis
- Resources Home
- Regional Profiles
- Licensed Occupations
- Research Home
- Industry Profiles
- ACS
- College Student Retention
- Staffing Patterns
- Tableau Help
- Education Outcomes
- Outside Resources
- Site Guide
- Special Publications
- LMI Feedback Form

Total Page Views by Month (Page(s): All)

Select a month(s) to filter the bubble chart above



Tableau

Details

☆ 0 👁 487

iowalmi.gov Analytics

Published: Jun 29, 2017 **Updated:** Dec 2, 2020

The LMI Division pulled monthly analytics for the LMI website which provided a snapshot of our users interests. Due to a system change the most current data available is for November 2020 as pictured above.

Workforce Information Grant Program Year 2020 (July 2020—June 2021) Iowa's Annual Performance Report

LMI Website Analytics

Summary View Detailed Page View		Detailed Page Statistics (definitions below)							
Month(s) to Show in Table: (All)		Month of Mo.	Page	Page Views	Unique Page Views	Average Time on Page	Entrances	Bounce Rate	Exit Rate
Page(s) to Show in Table: <input checked="" type="checkbox"/> (All) <input checked="" type="checkbox"/> ACS <input checked="" type="checkbox"/> Career Exploration Resources <input checked="" type="checkbox"/> CES <input checked="" type="checkbox"/> College Student Retention <input checked="" type="checkbox"/> Education Outcomes <input checked="" type="checkbox"/> Employer Database <input checked="" type="checkbox"/> Employment Benefit Analysis <input checked="" type="checkbox"/> Indicators Home <input checked="" type="checkbox"/> Industry Home <input checked="" type="checkbox"/> Industry Profiles <input checked="" type="checkbox"/> Industry Projections <input checked="" type="checkbox"/> Iowa Wage Report <input checked="" type="checkbox"/> Job Posting Statistics <input checked="" type="checkbox"/> Laborshed <input checked="" type="checkbox"/> LAUS <input checked="" type="checkbox"/> Licensed Occupations <input checked="" type="checkbox"/> LMI Feedback Form <input checked="" type="checkbox"/> LMI Home <input checked="" type="checkbox"/> Occupation Home <input checked="" type="checkbox"/> Occupational Emp. and Wages (pass-through to OES/... <input checked="" type="checkbox"/> Occupational Projections <input checked="" type="checkbox"/> OES <input checked="" type="checkbox"/> Outside Resources <input checked="" type="checkbox"/> QCEW <input checked="" type="checkbox"/> Regional Profiles <input checked="" type="checkbox"/> Research Home <input checked="" type="checkbox"/> Resources Home <input checked="" type="checkbox"/> Site Guide <input checked="" type="checkbox"/> Special Publications <input checked="" type="checkbox"/> Staffing Patterns <input checked="" type="checkbox"/> Tableau Help	November 2020	LMI Home	1,754	1,346	00-01:19	870	41.5%	35.4%	
	LAUS	1,080	890	00-03:41	469	64.2%	58.4%		
	UI Stats	889	776	00-03:46	592	79.8%	70.6%		
	Iowa Wage Report	715	554	00-02:39	375	54.5%	50.4%		
	Laborshed	386	320	00-02:06	254	57.3%	55.4%		
	CES	268	221	00-02:24	112	56.0%	47.8%		
	Occupation Home	199	143	00-00:20	29	51.7%	16.1%		
	Occupational Projections	181	148	00-02:58	83	74.7%	63.5%		
	Career Exploration Resources	181	155	00-03:47	72	63.9%	55.3%		
	Indicators Home	177	121	00-00:31	13	46.2%	7.9%		
	OES	139	109	00-03:33	41	52.4%	45.3%		
	QCEW	134	117	00-03:39	47	75.5%	56.0%		
	Employer Database	134	118	00-02:30	61	68.9%	44.8%		
	Industry Home	133	89	00-00:21	5	60.0%	10.5%		
	Industry Projections	111	95	00-02:34	32	71.9%	55.0%		
	WNA	104	102	00-02:33	70	68.6%	62.5%		
	Employment Benefit Analysis	81	75	00-00:47	42	72.1%	56.8%		
	Resources Home	76	46	00-00:14	1	0.0%	9.2%		
	Regional Profiles	73	65	00-05:51	34	61.8%	49.3%		
	Licensed Occupations	72	64	00-00:51	30	60.0%	43.1%		
	Research Home	69	46	00-00:30	9	44.4%	13.0%		
	Industry Profiles	60	47	00-03:51	13	23.1%	33.3%		
	ACS	55	48	00-03:24	13	83.3%	47.3%		
	College Student Retention	32	30	00-02:51	19	73.7%	56.3%		
	Tableau Help	29	27	00-01:36	6	66.7%	27.6%		
	Staffing Patterns	29	25	00-03:05	12	75.0%	55.2%		
	Education Outcomes	16	13	00-00:43	5	40.0%	18.8%		
	Outside Resources	13	13	00-02:53	5	100.0%	76.9%		
	Site Guide	10	7	00-00:26	5	60.0%	30.0%		
	Special Publications	7	7	00-02:47	0	0.0%	42.9%		
LMI Feedback Form	7	7	00-00:56	3	66.7%	28.6%			
October 2020	LMI Home	1,954	1,543	00-01:18	1,040	39.2%	35.4%		

Total Page Views
(for selected pages/months)
542,123

Definitions

Page Views: Page Views is the total number of pages viewed. Repeated views of a single page are counted.
Unique Page Views: Unique Page Views is the number of sessions during which the specified page was viewed at least once. A unique pageview is counted for each page URL + page Title combination.
Average Time on Page: The average amount of time users spent viewing a specified page or screen, or set of pages or screens.
Entrances: Entrances is the number of times visitors entered your site through a specified page or set of pages.
Bounce Rate: The percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds.
Exit Rate: %Exit is (number of exits)/(number of pageviews) for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).

496

Analytics

Jun 29, 2017 **Updated:** Dec 2, 2020

Of the 54,000 total page views the individual pages viewed the most were Local Area Unemployment Statistics (1,080), Unemployment Insurance information (899), Iowa Wage Report (715), Laborshed (386), Current Employment Statistics (199), and both Occupation Projections and Career Exploration Resources had 181 views.

Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report

State and Local Industry and Occupational Employment Projections

The primary activity for program year 2020 was the development of the long-term 2018-2028 industry and occupation projections for substate areas. Also the 2021-2022 two-year statewide industry and occupation forecasts. All of the long-term and short-term industry projections are displayed on the LMI website in Excel and as visualizations.

The Labor Market Information Division produced long-term and short-term projections using 3-digit NAICS industries and occupation projections using the SOC. Iowa created long-term statewide projections for industries and occupations. Substate 2018-2028 industry and occupational projections were created for the 15 Iowa Workforce Development Regions.

The short-term industry and occupational projections were constructed using a base of second quarter 2020 and were projected to second quarter 2022. The second quarter was used instead of the first quarter to capture the economic activity of the Covid-19 Pandemic.

The 2020Q2 to 2022Q2 substate short-term industry and occupational projections were developed with a geographic change of the new nine Local Workforce Development Areas, instead of the previous fifteen Iowa Workforce Development Regions.

In addition, sub-state short-term industry and occupational projections were developed for the 15 Iowa Workforce Development Regions for the 2019-2021 time period.

The projections were prepared in conjunction with the software, methodologies and guidelines of the Projections Managing Partnership state consortium including the new separations methodology for the occupations. Staff also participated in trainings offered by the Projections Managing Partnership when available.

Industry Projections <https://www.iowaworkforcedevelopment.gov/industry-projections> :

The three-digit long-term industry projections for the state and IWD Regions are displayed as a chart and Excel files. The state Excel files contain three tabbed data sorts – NAICS code, numeric growth and percent change. A two-digit visualization is also provided that displays boxes by relative employment size. Users can hover to reveal additional details about the industry such as base and projected employment, percent of base employment to total employment, and employment change.

- The sub state long-term industry projections for 2018 to 20128 were completed March 2020
- The statewide short-term industry projections for 2020Q2 to 2022Q were completed February 2021.
- The sub state short-term industry projections for 2020Q2 to 2022Q2 were completed February 2021.

Occupational Projections <https://www.iowaworkforcedevelopment.gov/occupational-projections> and are also posted on the Projections Managing Partnership's website:

The long-term and short-term occupational projections for the State and IWD Regions are displayed as a visualization, CSV files, and Excel files. The visualization delivers a quick view of data on a single occupation for a specified geography. These files offers the ability to download the large dataset. The Excel files uses sheets to allow data to be viewed by: SOC code, regional comparison, growth, wages, and occupational requirements (education, work experience, training). The Excel files for the long-term projections will contain several data sorts – SOC code, numeric employment change, growth rate, exits, transfers, new/growth, total openings, various wage levels, education, work experience, job training and skills.

- The sub state long-term occupation projections for 2018 to 20128 were completed September 2020.
- The statewide short-term occupation projections for 2020Q2 to 2021Q2 were completed August 2021.
- The sub state short-term industry projections for 2020Q2 to 2022Q2 were completed in August 2021.

Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report

State and Local Industry and Occupational Employment Projections

The 2020Q2 to 2022Q2 substate short-term industry and occupational projections were developed with a geographic change of nine new Local Workforce Development Areas, instead of the previous fifteen Iowa Workforce Development Regions.

In order to meet needs of our customer's needs:

- Industry and occupation projections are published with lower levels of suppression. This allows for the publication of more detailed state and local industry and occupational projections.
- Short-term industry and occupational projections were constructed using a base of second quarter 2020 and were projected to second quarter 2022. The second quarter was used in lieu of the first quarter to capture the economic activity of the Covid-19 and meet the needs of customers request for the availability of more current data.
- Short-term and long-term occupational projections are published with additional data such as several levels of wages, education, job training and top O*Net skills.
- The local IWD offices and partners are consulted and asked for input on the activities and needs of businesses prior to developing the long-term forecasts. This was accomplished through the development and distribution of a spreadsheet to capture information such as new businesses, expansion and closures.

Funds provided by the WIG support the staff responsible for this activity.

Additional Activities

- Created over 100 customized Iowa Wage Reports were created using WIG funds. The reports are produced using the information obtained from the Bureau of Labor Statistics Occupational Employment and Wages data. The wages are made current by applying an Employment Cost Index. The Iowa Wage Reports are created to respond to customers request for occupational wages for a non-BLS area and also to provide current wages.

Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report

Publications and Reports

The following were updated with current information during Program Year 2020. Funds provided by the WIG support this activity.

ANNUAL ECONOMIC ANALYSIS

Iowa's Workforce and the Economy — is the annual economic publication that provides an overview of Iowa's economy, trends in the labor force and nonfarm employment. Also included are articles featuring the economic impact on unemployment insurance claims and benefits, leisure and hospitality industry, 2020-2022 industry projections occupational outlook, registered apprenticeships and the nursing demand survey.

https://www.iowaworkforcedevelopment.gov/sites/search.iowaworkforcedevelopment.gov/files/documents/2018/iowaworkforceandtheeconomy_2021.pdf

BUSINESS CONNECTION GUIDE—a business operations resource directory with valuable information on starting and running a business.

<https://www.iowaworkforcedevelopment.gov/sites/search.iowaworkforcedevelopment.gov/files/documents/2018/Business%20Connection%20Guide%2C%2011-2020.pdf>

CAREER AND EDUCATION OUTLOOK—provides job information by education level for mean hourly wage, fastest growing occupations and occupations with the most openings for the Iowa Workforce Development Regions.

<https://www.iowaworkforcedevelopment.gov/career-exploration-resources>

CAREER CONNECTION GUIDE—a jobseeker resource directory filled with valuable information related to jobs.

<https://www.iowaworkforcedevelopment.gov/sites/search.iowaworkforcedevelopment.gov/files/documents/2018/Career%20Connection%20Guide%2C%2011-2020.pdf>

CAREER, INDUSTRY AND POPULATION REPORT — provides an overview of the state's industry, occupation and population trends in a short, concise format describing growth rate patterns for each.

https://www.iowaworkforcedevelopment.gov/sites/search.iowaworkforcedevelopment.gov/files/documents/2018/Career%20Industry%20Population%20Report_2018-2028.pdf

CAREER PLANNERS AND JOB SEEKERS ON-LINE REFERENCE GUIDE — a resource for jobseekers and career changers.

<https://www.iowaworkforcedevelopment.gov/sites/search.iowaworkforcedevelopment.gov/files/documents/2018/2020%20Career%20Planners%20%26%20Job%20Seekers%20On-Line%20Reference%20Guide%2C%2011-2020.pdf>

EMPLOYERS AND PROFESSIONALS ON-LINE REFERENCE GUIDE— resource for planning a business activity or changing existing practices for an organization.

<https://www.iowaworkforcedevelopment.gov/sites/search.iowaworkforcedevelopment.gov/files/documents/2018/2020%20Employers%20%26%20Professionals%20On-Line%20Reference%20Guide%2C%2011-2020.pdf>

Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report

Publications and Reports

The following were updated with current information during Program Year 2020. Funds provided by the WIG support this activity.

EMPLOYER DATABASE— a tool for career exploration, job search, job development, employment support services that provides employer information by industry. The database includes information such as the employer name, contact information, website, size class, and more. It was updated in the Fall of 2019 and Spring of 2020. Staff provided updates to the company Infogroup when notified of any changes.

<https://www.iowaworkforcedevelopment.gov/employer-database>

GREEN JOBS—provides occupational projections, wages, career preparation information and top skills for jobs that have been impacted by the green economy.

<https://www.iowaworkforcedevelopment.gov/career-exploration-resources>

HOT JOBS—provides occupational projections, wages, career preparation information and top skills of high-demand, high-salary jobs for the state and Iowa Workforce Development Regions.

<https://www.iowaworkforcedevelopment.gov/career-exploration-resources>

IOWA LICENSED OCCUPATIONS— provides job seekers, career counselors and other individuals interested in occupations in Iowa that require a license, certificate or commission issued at the State level. Information provided includes: authorizing statute, requirements, fees, examination information, and licensing authority for over 100 occupations.

<https://www.iowaworkforcedevelopment.gov/iowa-licensed-occupations>

IOWA WAGE REPORTS—provides updated occupational wages from the Bureau of Labor Statistics Occupational Employment and Wage Statistics program.

<https://www.iowaworkforcedevelopment.gov/iowa-wage-report>

LABOR MARKET INFORMATION GUIDE—provides an explanation of the data and publications displayed on the Labor Market Information website.

<https://www.iowaworkforcedevelopment.gov/labor-market-information-site-guide>

STATUS OF THE IOWA WORKFORCE AND THE ECONOMY—a brief monthly analysis of the economy and information on Iowa's unemployment insurance activity. The reports is available monthly on the LAUS page.

https://www.iowalmi.gov/sites/search.iowaworkforcedevelopment.gov/files/documents/2018/StatusIowaWorkforce08_2021.pdf

STEM JOBS—provides occupational projections, wages, career preparation information and top skills for science, technology, engineering and math vocations for the state and Iowa Workforce Development Regions.

<https://www.iowaworkforcedevelopment.gov/career-exploration-resources>

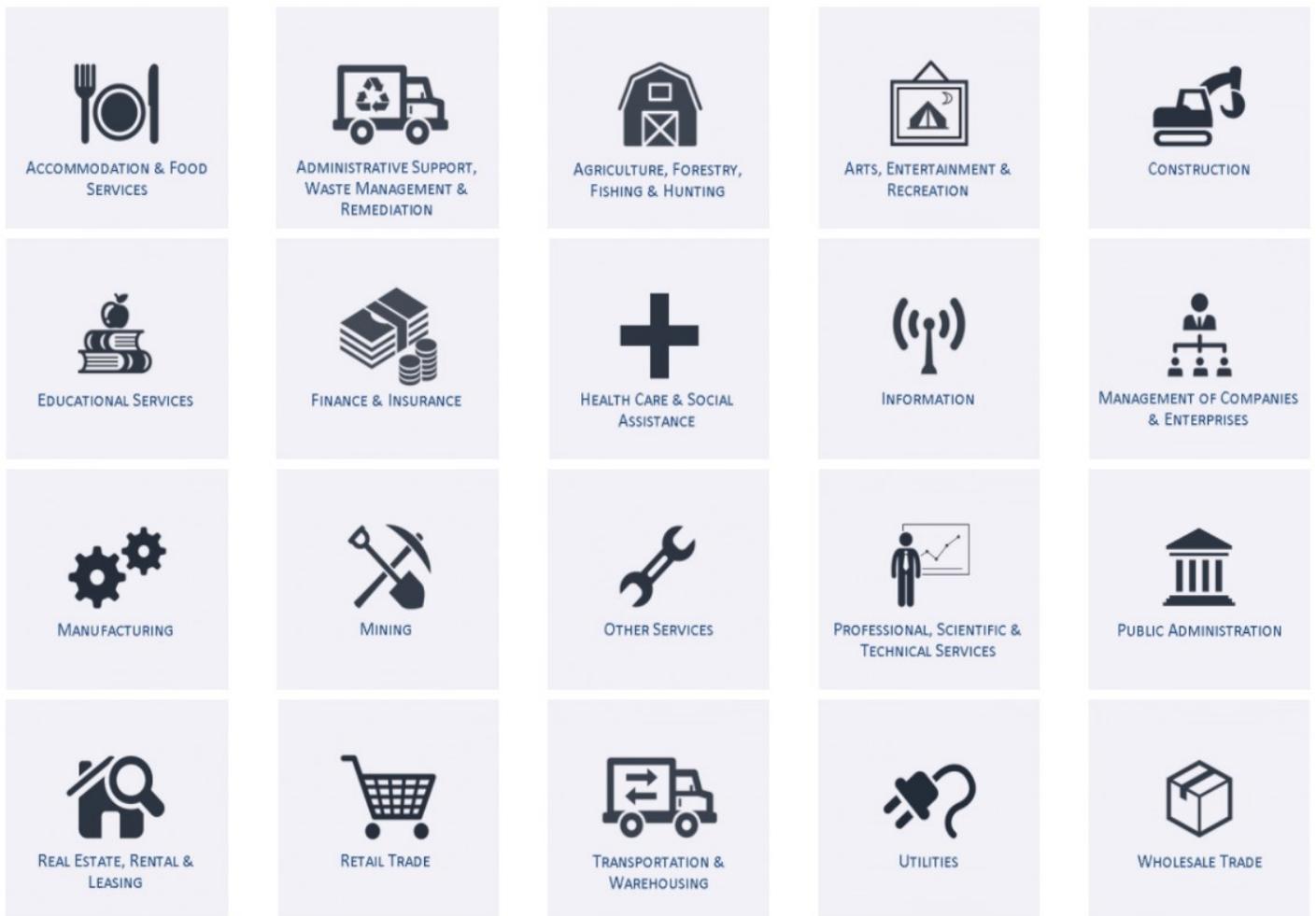
**Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report**

Publications and Reports

The following were updated with current information during Program Year 2020. Funds provided by the WIG support this activity.

INDUSTRY PROFILES—twenty documents on the major sectors of the Iowa economy. The publication for each industry compares the wages and employment over several years, by county, state and the Midwest region.

<https://www.iowaworkforcedevelopment.gov/industry-profiles>



Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report

Research Bureau's Publications and Reports

The Research Bureau works jointly with the other Bureaus within the Labor Market Information Division to respond to requests, conduct LMI training and update and place information on the LMI website. The team members also create customized research and analysis for other agencies, Home Base Iowa, health care providers and nurses, registered apprenticeships, Future Ready Iowa initiatives, Iowa Department of Education and local economic developers.

Below are the Bureau's regularly produced products which are found under the Research tab of the LMI website. These products are not covered under the Workforce Information Grant.

COLLEGE STUDENT ANALYSIS

Iowa Workforce Development in cooperation with community colleges, state universities, and private institutions including career and technical schools across Iowa conducts the Iowa College Student Survey. The survey is distributed to each postsecondary institution and then emailed to students.

The purpose of the survey is to gather information regarding students' intentions to remain in Iowa or relocate following graduation or program completion. In addition, students are asked to rate what factors are most important to them when deciding where to locate and to provide their perception of Iowa.

<https://www.iowaworkforcedevelopment.gov/iowa-college-student-retention>

EDUCATION OUTCOMES

Custom research designed to assist colleges/universities in the determination of the effectiveness of their educational programming through the matching of education data to employment and wage data.

<https://www.iowaworkforcedevelopment.gov/education-outcomes>

EMPLOYMENT BENEFIT ANALYSIS

Based on data from an employer survey, this product provides information on the benefits provided by Iowa employers to their full-time and part-time employees.

<https://www.iowaworkforcedevelopment.gov/employment-benefit-analysis>

LABORSHED STUDIES

Laborshed studies are supply-side, labor availability study of people ages 18-64, based on commuting patterns into an area. They provide community leaders, economic developers, site selectors and existing or prospective employers a flexible tool or understanding the workforce characteristic of their local labor market.

A Laborshed is the area or region from which an employment center draws commuting workers. It shows the distribution of workers regardless of boundaries. These studies also address underemployment, availability of labor and likeliness of the employed or not employed to change or accept employment. Other topics covered include current and desired occupations, wages, hours worked, job search resources and distance willing to travel for work.

<https://www.iowaworkforcedevelopment.gov/laborshed-studies>

**Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report**

Research Bureau's Publications and Reports

WORKFORCE NEEDS ASSESSMENT

This annual Iowa employer survey is conducted by Iowa Workforce Development. Employers are asked to provide information on both their current level of employment and their current and expected job vacancies. The goal is to collect data regarding the demand for workers and the skills required for workers statewide and regionally. This information is used by economic developers, government officials, employers and educational administrators to guide their decisions on issues related to workforce development, training and employee recruitment programs.

[Iowa Workforce Needs Assessment | iowaworkforcedevelopment.gov](http://iowaworkforcedevelopment.gov) - www

In addition, the Research Bureau has provided requested analysis for:

- GAP Exploratory Analysis
- Gainful Employment
- Governor's STEM Advisory Council
- Iowa Board of Nursing
- Iowa Board of Nursing
- Iowa Department of Corrections
- Iowa Department of Education
- Iowa Department of the Blind
- Iowa Registered Apprenticeships
- Iowa Vocational Rehabilitation
- Perkins Reporting
- PROMISE Jobs
- Trade Adjustment Assistance Community College and Career Training

There are also several data sharing agreements in place with a variety of Iowa state agencies and the U.S. Department of Labor's Office of Apprenticeships, fifteen Iowa community college districts, select private and regent colleges, Nebraska Department of Labor's Wage Record Interchange System.

Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report

LMI Trainings

Prior to Covid-19 Labor Market Information training was conducted in-person at the request of our customers. They preferred to use computers during the training and have staff present to guide the training, demonstrate features of the LMI website, and answer questions. The pandemic also required local office staff to provide customer assistance with unemployment insurance due to the record number of claims that were filed and limit access to the buildings. Many of Iowa's businesses were not able to open their doors to outside visitors and limited contact with outsiders. In addition workshops and scheduled presentations were cancelled. Six trainings were provided with a total audience of seventy-five participants.

However, LMI staff remained available to provide training which were requested more by individuals than groups with a few group presentations conducted via the internet. This was provided at the request of our customers who had questions on using the website, locating the information and discovering the LMI that could address their questions. The customers were asked if their needs were met and required any additional information. Contact information for the presenters was also made available for future questions or training requests.

LMI staff will encourage the use of virtual training to customers and actively seek out participation from local office staff, partners and customers. A customer satisfaction survey to gather information on the needs of customers and the development of new products.

Funds provided by the WIG support this activity.

Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report

Partnerships and Consultations

- Created a brief survey tool to collect data from the local IowaWorks office managers on the future direction of their area's industries and occupations. This information will be used to enhance the regional industry and occupation projections.
- Contacted the Division Administrator to work with local managers to schedule in-person LMI trainings. On-site LMI trainings are the preferred method of delivery. However, due to COVID-19 no in-person training was conducted. Future plans will be made.
- Reviewed and updated the Home Base Iowa website to include relevant Labor Market Information.
- Provided occupational employment and wage data for Future Ready Iowa.
- Provided helpful LMI to the Geographic Solutions for the Iowa Works system.
- Provided Iowa Prison Industries with information on occupational wage and employment data, local unemployment rates and industry employment for semi-annual updates. Also reviewed information for new Prison Industry Employment projects and provided a written response.
- Met with the IWD Registered Apprenticeship staff and provided occupational information.
- Met with WIOA administrator and created and filled data drives to be used in the development of local plans.
- Completed ten certifications for the United States Department of Agriculture, Rural Loan Application.
- Participated in meeting with the Longitudinal Employer-Household Dynamics Research Center for Economic Studies.
- Participated in NASWA Survey Team meetings.
- Participated in 2021 LMI Institute Annual Member Meeting.
- Attended WIOA meetings regarding allocations and LMI resources.
- Participated in BLS National Alternate Projections Meeting to Address Covid-19.
- Participated in LEHD WebEx— A New Measure of Multiple Jobholders in the U.S. Economy.
- Participated in Bureau of Labor Statistics Regional and National Meetings.
- Participated in Statistics Adjustment Model Meetings with WIOA staff.
- Participated in Metrics Subcommittee meetings for Iowa's Children Health Board.
- Participated in Projections Managing Partnership Pre-Summit Forum: Forecasting Industry and Occupation Trends Beyond COVID-19.
- Participated in Wage Records Pilot Meetings.
- Reviewed data sharing agreements with other states and entities.
- Reviewed and completed twelve data sharing agreements with the Longitudinal Employer-Household Dynamics Research Center for Economic Studies.

Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report

Partnerships and Consultations

- Provided information for Registered Apprenticeship Grant on current and future projected state-wide demand for targeted industries, data on underrepresented populations, veterans, minorities and incarcerated individuals and Covid-19 impacted industries.
- Provided the Iowa Economic Development Authority monthly information on Iowa's employment, population and labor force.
- Reviewed economic research and articles prepared by the Iowa Department of Revenue.
- Responded to media requests on a variety of topics including: unemployment rate by race, county level statistics on gender and labor force, county level demographics, labor force data, unemployment claims by industry and gender, and unemployment insurance continued claims by gender.
- Provided Registered Apprenticeships current and projected employment for selected statewide industries.
- Provided data, research and analysis on Iowa's labor force and economy.
- Provided economic data to Iowa's Revenue Estimating Committee
- Provided project proposals for funding from the American Recovery Act.
- Reviewed Iowa newspapers for economic articles that impact businesses-opening, closures, expansions.
- Participated in integrated data research to support Iowa's children and families.
- Provided industry information to the Iowa Department of Public Health to assist with the Covid-19 vaccination plan by local areas.
- Participated in Resilient Jobs Research Project with the Iowa Department of Education to examine industries and occupations before and during Covid-19.
- Created and submitted data for Iowa's Areas of Substantial Unemployment.
- Attended meetings with staff from the Governor's Office and Department Administrators.
- Completed WIOA LMI Project for Iowa and the newly formed IWD Regions. This included visualizations and data for LAUS, occupational projections, occupation wages, regional profiles, occupation summaries, industry projections, QCEW, American Community Survey demographics, job postings, Laborshed studies, occupational publications, regional profiles, and workforce needs assessments
- Provided Iowa's Legislative Services with information on unemployment by race.
- Provided employer information to Home Base Iowa to assist in efforts to recruit members and provide assistance to Veterans.
- Responded to questions and requests for information from IWD Administrators and Public Information Officer, Governor's Office, IWD local offices, legislators, state and local agencies, media, employers, researchers, nonprofit organizations, the public and education institutions.

Funds provided by the WIG support this activity.

**Workforce Information Grant
Program Year 2020 (July 2020—June 2021)
Iowa's Annual Performance Report**

Recommendations to ETA for Changes and Improvements

Provide information on products for states LMI websites.

Provide list of resources the states use to create publications

Provide a template that can be complete by States for Annual Performance reports.

Hold regularly scheduled meetings with LMI Directors.

Create an FAQ of information requested from the ETA Regional Officers.

Provide a list of vendors that states are using for their LMI website and other services.

Provide an outline of LMI information that will be helpful to WIOA staff.

This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the recipient and does not necessarily reflect the official position of the U.S. Department of Labor. The U.S. Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.