IOWA State Workforce Development Board

Understanding Labor Market Information for Local Planning

March 11, 2021

Today's Presenters

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ENGAGING WITH US…

- The webinar platform has a chat box in the lower right-hand corner. Please use this feature to raise questions throughout the training.
- We will pause to answer questions at designated intervals and at the end of the webinar.

Training Objectives

- ✓ To learn about the various products and resources provided by the Labor Market Information Division and how to:
  - Identify local in-demand industries
  - Identify local occupations in-demand, skills and education levels
  - Identify employers needs
  - Obtain local labor force data on the employed, unemployed and unemployment rate

IOWA WORKFORCE DEVELOPMENT

WHAT IS LABOR MARKET INFORMATION (LMI)?

DIVISION OF IOWA WORKFORCE DEVELOPMENT RESPONSIBLE FOR COLLECTING, ANALYZING, AND REPORTING DATA RELATED TO IOWA'S WORKFORCE AND THE ECONOMY.

THE GOAL OF LMI IS TO HELP CUSTOMERS MAKE INFORMED PLANS, CHOICES, AND DECISIONS FOR A VARIETY OF PURPOSES: BUSINESS INVESTMENT, CAREER PLANNING AND PREPARATION, EDUCATION AND TRAINING OFFERINGS, JOB SEARCH OPPORTUNITIES, HIRING, AND PUBLIC OR PRIVATE WORKFORCE INVESTMENTS

NOTABLE NUMBERS:

- Unemployment Rate
- Occupational Wages
- Occupational & Industry Forecasts/Projections
- Occupation & Industry employment
- Career Exploration Resources
- Laborshed Studies (Labor Availability)
- Unemployment Insurance Statistics

WHAT LABOR MARKET INFORMATION DO YOU NEED?

IOWALMI.GOV

WHAT TYPE OF QUESTION AM I TRYING TO ANSWER?

LABOR MARKET INFORMATION FOCUS

- **EMPLOYMENT**
  - Labor Force – Employed, Unemployed & Unemployment Rate
  - Quarterly Census of Employment & Wages– Employment & Wages
  - Industry & Occupation Forecasts– Future Employment Levels
  - Staffing Patterns – Occupation & Industry Mix

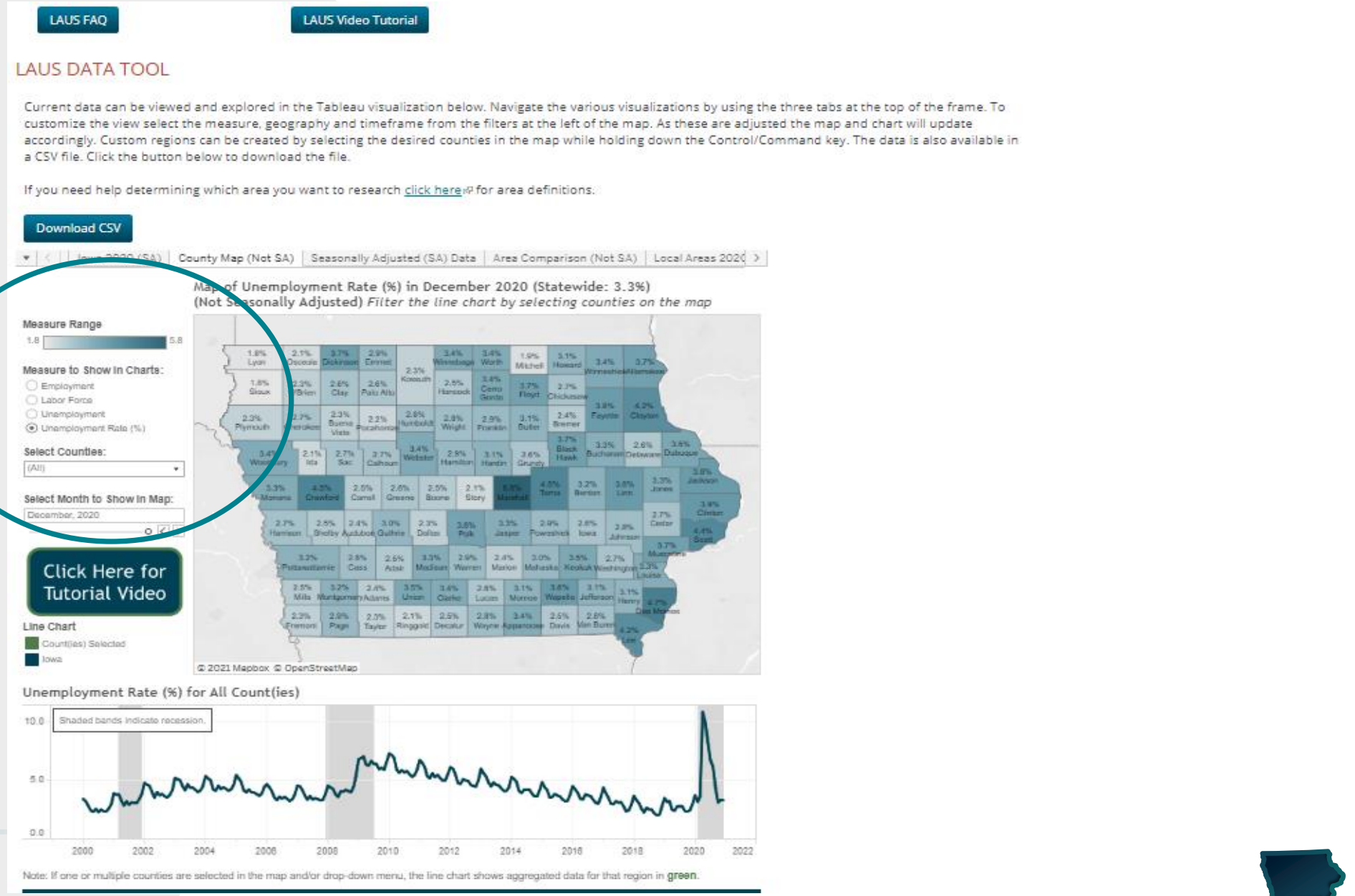
- **AVAILABLE LABOR**
  - Laborshed Study – Labor Supply & Workforce Characteristics
  - College Student Retention Report – Post Graduation Location & Employment
  - Worker Adjustment & Retraining – Large Labor Dislocations

- **EMPLOYERS**
  - Employment Benefit Analysis– Employer Offered Benefits
  - Workforce Needs Assessment– Employer Current & Anticipated Job Openings

- **DEMOGRAPHICS**
  - Selected Demographics - Age, Gender, Educational Attainment, & More

LOCAL AREA UNEMPLOYMENT STATISTICS (LAUS)

SELECT LABOR FORCE MEASUREMENT, COUNTY/REGION AND MONTH FOR MAP



QUARTERLY CENSUS OF EMPLOYMENT AND WAGES (QCEW)

SELECT THE INFORMATION TAB

Download CSV

Iowa Employment and Wages | County Employment and Wages | Map Analysis | Quarterly Analysis | Annual Analysis

Year
- 2020
- 2019
- 2018
- 2017
- 2016
- 2015
- 2014
- 2013
- 2012
- 2011

Quarter
- 3
- 2
- 1

Detail
- Sector
- Sub-sector

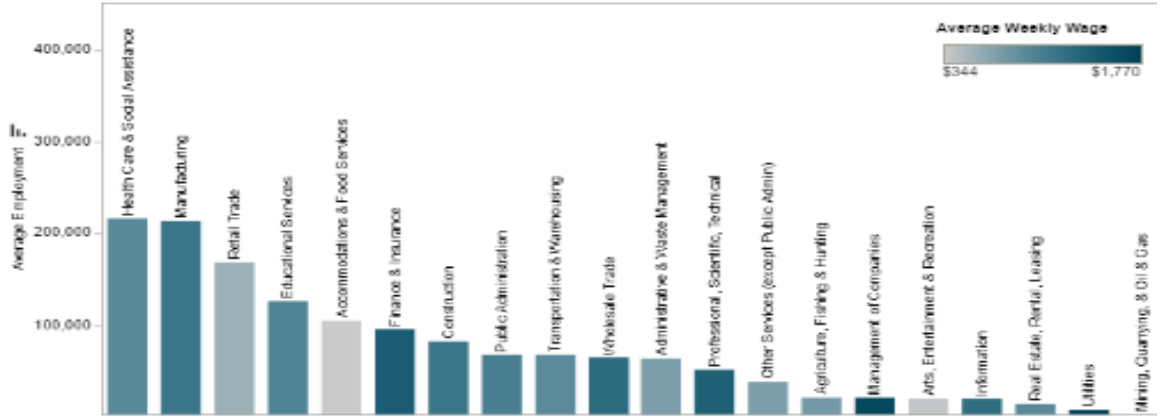
Sector Level
(All)

Please note: sectors without data are non-disclosable.

Iowa Employment by Sector (All), 2020 Quarter 3

Sector/Subsector	Total Locations	Employment Month 1	Employment Month 2	Employment Month 3	Average Emp	Ave Weekly Wage
Grand Total	105,233	1,460,097	1,462,106	1,475,419	1,465,873	$969
Health Care & Social Assistance	12,310	216,103	216,556	216,561	216,407	$941
Manufacturing	4,103	214,519	213,883	214,329	214,237	$1,151
Retail Trade	11,473	168,107	168,686	168,104	168,292	$572
Educational Services	2,856	116,153	119,325	142,158	125,879	$1,015
Accommodations & Food Services	7,260	104,958	105,743	104,972	105,224	$344
Finance & Insurance	7,111	95,527	95,410	95,431	95,456	$1,431
Construction	9,548	83,243	83,259	79,944	82,149	$1,163
Public Administration	3,085	68,378	68,733	68,607	67,906	$1,051
Transportation & Warehousing	4,923	67,024	67,596	68,590	67,737	$930
Wholesale Trade	7,617	64,725	64,057	63,909	64,257	$1,267
Administrative & Waste Managem..	5,486	62,984	63,014	63,036	63,011	$744
Professional, Scientific, Technical	10,097	52,497	51,788	50,797	51,694	$1,390
Other Services (except Public Ad..	7,643	37,835	37,855	37,831	37,840	$747
Agriculture, Fishing & Hunting	2,697	22,524	21,545	20,715	21,595	$787
Management of Companies	1,174	21,110	21,123	21,090	21,108	$1,693
Arts, Entertainment & Recreation	1,564	20,553	19,706	17,859	19,373	$384
Information	1,857	19,125	19,087	18,977	19,063	$1,238
Real Estate, Rental, Leasing	3,724	14,598	14,687	14,325	14,530	$940
Utilities	499	7,804	7,763	7,735	7,767	$1,770
Mining, Quarrying, & Oil & Gas	205	2,330	2,346	2,369	2,348	$1,165

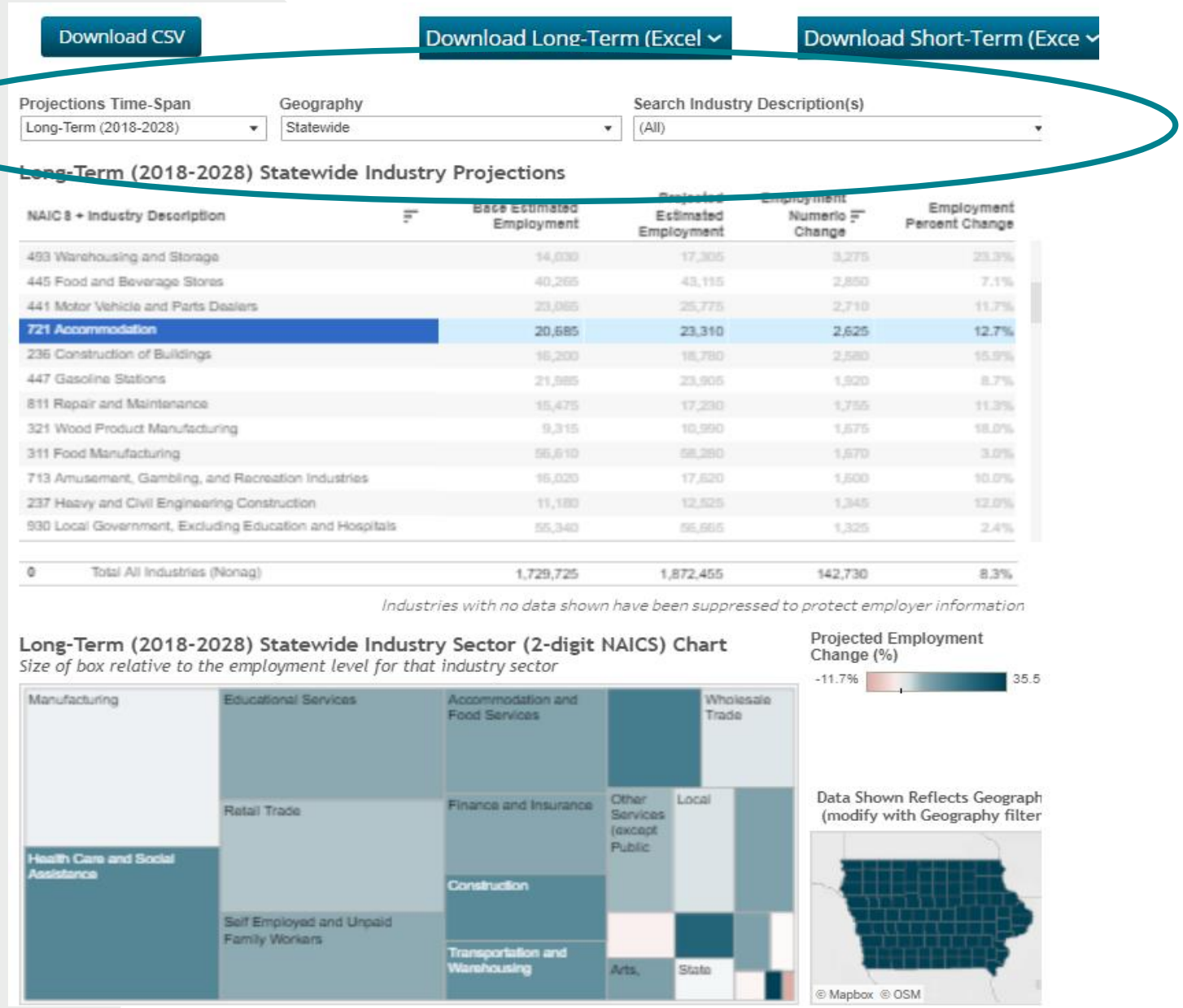
Iowa Employment by Sector, 2020 Quarter 3 (Shade is Determined by the Average Weekly Wage)



Iowa Workforce Development, Labor Market Information Division, Quarterly Census of Employment and Wages Program (QCEW).

INDUSTRY FORECASTS

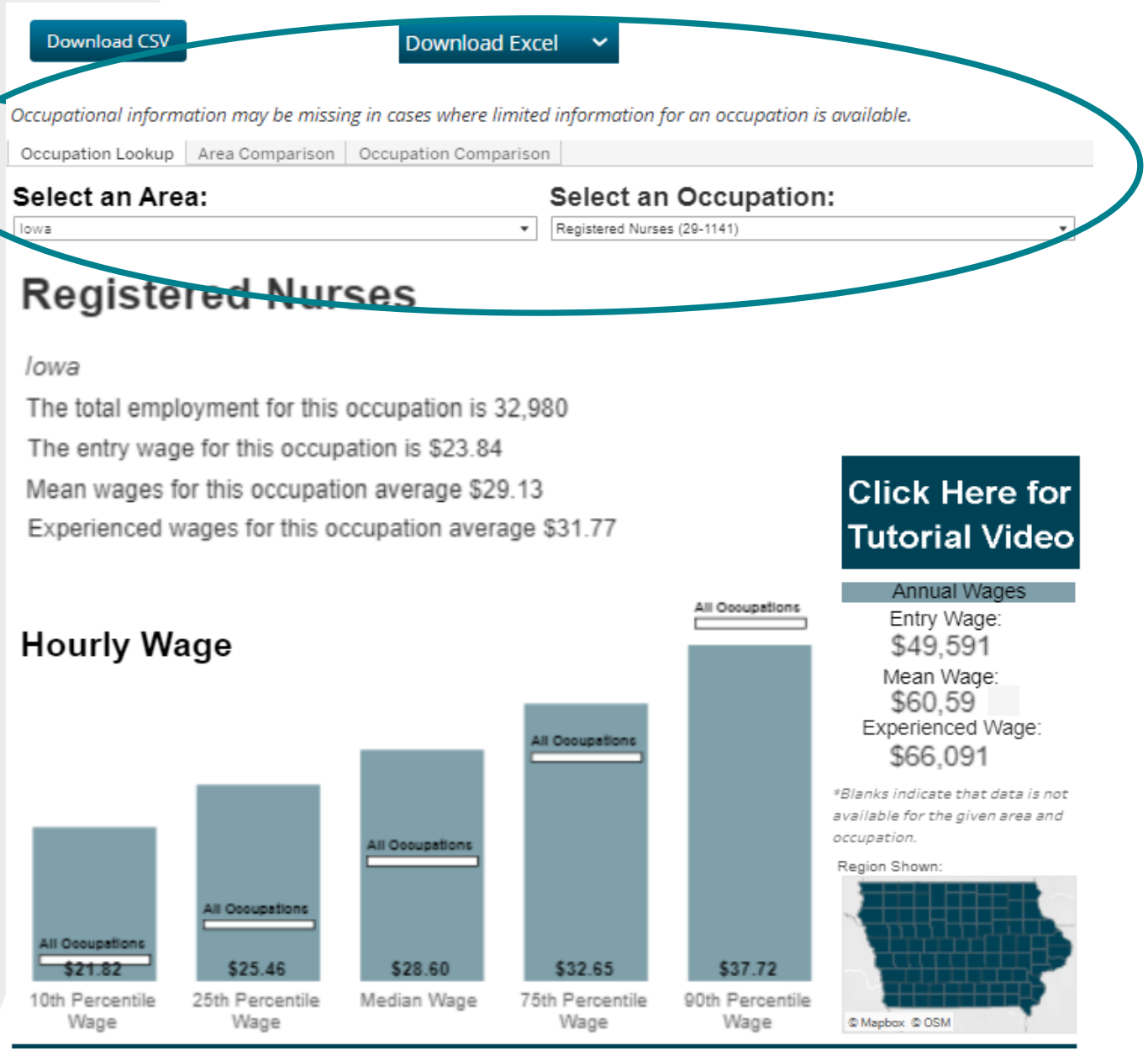
SELECT TIME-SPAN, GEOGRAPHY AND INDUSTRY



OCCUPATION FORECASTS

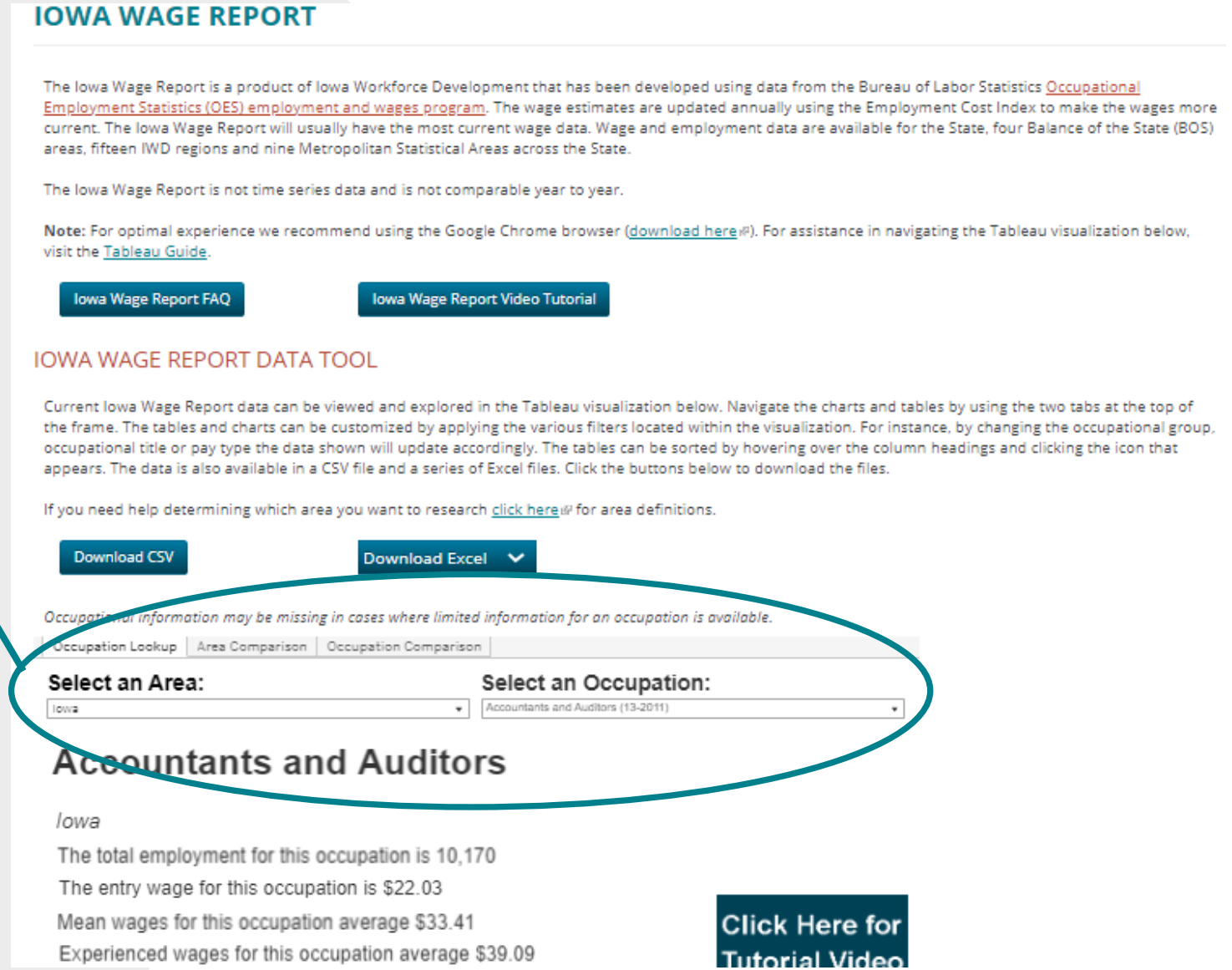
SELECT VIEW

THEN CHOOSE AREA AND OCCUPATION



OCCUPATIONAL WAGES - IOWA WAGE REPORT

SELECT YOUR OCCUPATION AND GEOGRAPHY



IOWA WAGE REPORT

The Iowa Wage Report is a product of Iowa Workforce Development that has been developed using data from the Bureau of Labor Statistics Occupational Employment Statistics (OES) employment and wages program. The wage estimates are updated annually using the Employment Cost Index to make the wages more current. The Iowa Wage Report will usually have the most current wage data. Wage and employment data are available for the State, four Balance of the State (BOS) areas, fifteen IWD regions and nine Metropolitan Statistical Areas across the State.

The Iowa Wage Report is not time series data and is not comparable year to year.

Note: For optimal experience we recommend using the Google Chrome browser (download here). For assistance in navigating the Tableau visualization below, visit the Tableau Guide.

Iowa Wage Report FAQ | Iowa Wage Report Video Tutorial

IOWA WAGE REPORT DATA TOOL

Current Iowa Wage Report data can be viewed and explored in the Tableau visualization below. Navigate the charts and tables by using the two tabs at the top of the frame. The tables and charts can be customized by applying the various filters located within the visualization. For instance, by changing the occupational group, occupational title or pay type the data shown will update accordingly. The tables can be sorted by hovering over the column headings and clicking the icon that appears. The data is also available in a CSV file and a series of Excel files. Click the buttons below to download the files.

If you need help determining which area you want to research click here for area definitions.

Download CSV | Download Excel

Occupational information may be missing in cases where limited information for an occupation is available.

Occupation Lookup | Area Comparison | Occupation Comparison

Select an Area: Iowa

Select an Occupation: Accountants and Auditors (13-2011)

Accountants and Auditors

Iowa

The total employment for this occupation is 10,170

The entry wage for this occupation is $22.03

Mean wages for this occupation average $33.41

Experienced wages for this occupation average $39.09

Click Here for Tutorial Video

OCCUPATIONAL WAGES - IOWA WAGE REPORT

SELECT YOUR OCCUPATION AND GEOGRAPHY

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Occupation Lookup | Area Comparison | Occupation Comparison

Iowa Wage Report 2020

Occupational Title: (All)

Area Name: (All)

Search by SOC Code (##-####):

Occupational Group: (All)

Area Name	Occupational Title	Entry Wage	Mean Wage	Median Wage	Experience Wag
Iowa	Accountants and Auditors	$22.03	$33.41	$29.94	$39.0
	Actuaries	$35.02	$53.54	$49.06	$62.8
	Adhesive Bonding Machine Operators and Tenders	$14.98	$18.53	$18.43	$20.3
	Administrative Law Judges, Adjudicators, and Hearing Offi..	$36.57	$50.42	$54.09	$57.3

STAFFING PATTERNS

SELECT VIEW OF OCCUPATIONS OR INDUSTRIES

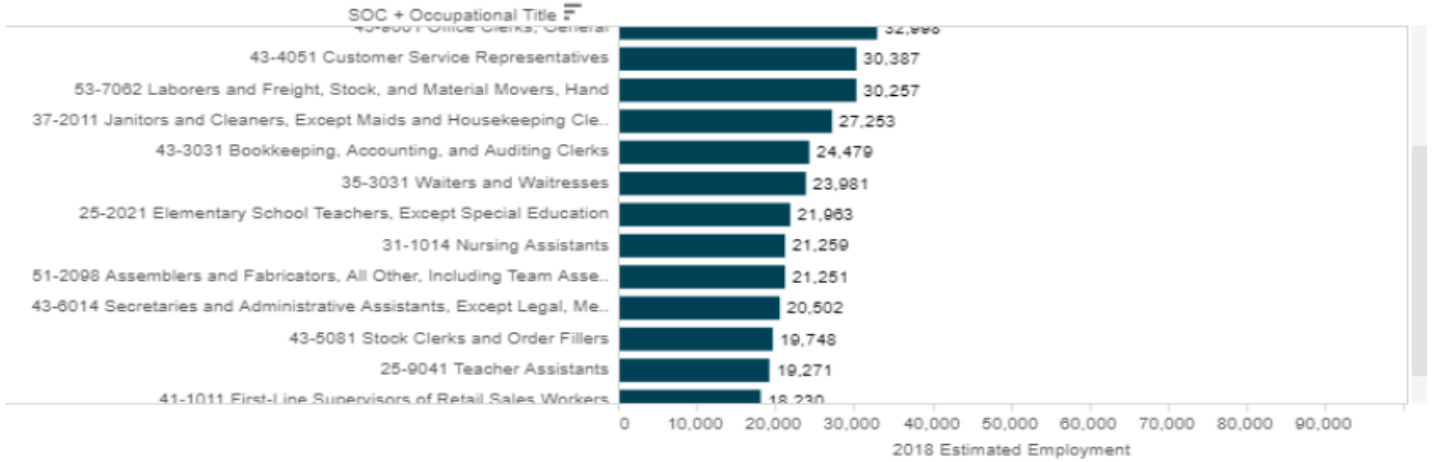
SELECT GEOGRAPHY, DETAIL LEVEL, AND NUMBER TO BE DISPLAYED

Download CSV

Occupations by Industry | Industries by Occupation

1. Select Geography: Iowa
2. Select Industry Level: Total all industries
3. Select Industry: Total All Industries (000000)
4. Select Occupational Level to Display: Detailed occupation (6-digit)
5. Search Occupational Code or Title (Optional): (All)
# of Occupations to Display: 20

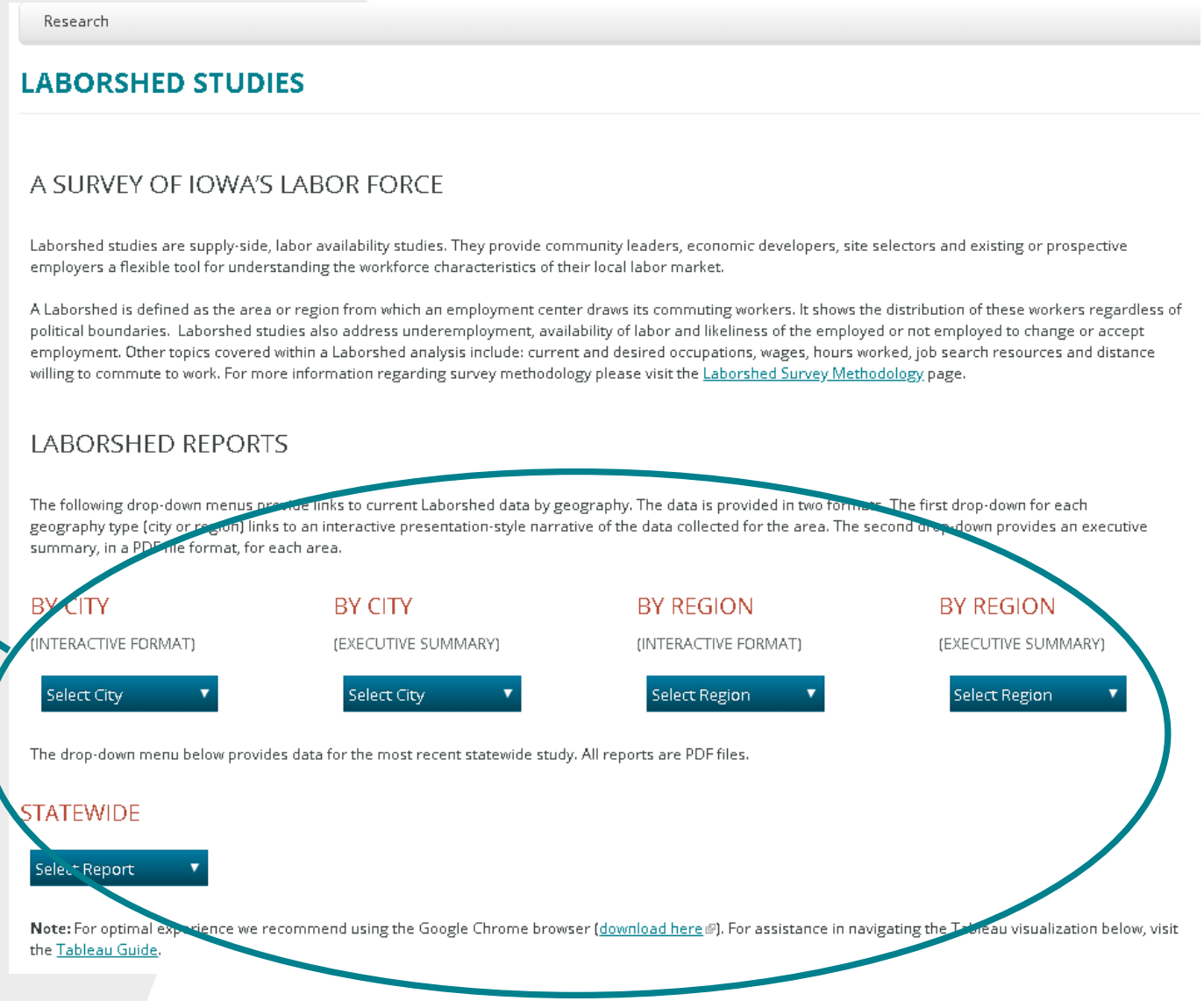
Top 20 Occupations by 2018 Employment in Total All Industries (000000)



SOC + Occupational Title	2018 Estimated Employment	% Estimated Employment in Industry	2028 Projected Employment	% Projected Employment in Industry
11-9013 Farmers, Ranchers, and Other Agricultural Managers	87,779	4.8%	87,147	4.4%
53-3032 Heavy and Tractor-Trailer Truck Drivers	46,788	2.6%	52,346	2.7%
41-2031 Retail Salespersons	45,421	2.5%	47,207	2.4%
41-2011 Cashiers	43,428	2.4%	44,320	2.3%
35-3021 Combined Food Preparation and Serving Workers, Including Fast Food	39,451	2.2%	45,116	2.3%
29-1141 Registered Nurses	34,277	1.9%	39,460	2.0%
43-9061 Office Clerks, General	32,998	1.8%	33,087	1.7%
43-4051 Customer Service Representatives	30,387	1.7%	31,670	1.6%
53-7062 Laborers and Freight, Stock, and Material Movers, Hand	30,257	1.7%	33,262	1.7%
00-0000 Total, All Occupations	1,833,700	100.0%	1,966,271	100.0%

LABORSHED STUDY (LABOR SUPPLY & CHARACTERISTICS)

SELECT YOUR CITY, COUNTY, OR REGION



Research

LABORSHED STUDIES

A SURVEY OF IOWA'S LABOR FORCE

Laborshed studies are supply-side, labor availability studies. They provide community leaders, economic developers, site selectors and existing or prospective employers a flexible tool for understanding the workforce characteristics of their local labor market.

A Laborshed is defined as the area or region from which an employment center draws its commuting workers. It shows the distribution of these workers regardless of political boundaries. Laborshed studies also address underemployment, availability of labor and likeliness of the employed or not employed to change or accept employment. Other topics covered within a Laborshed analysis include: current and desired occupations, wages, hours worked, job search resources and distance willing to commute to work. For more information regarding survey methodology please visit the Laborshed Survey Methodology page.

LABORSHED REPORTS

The following drop-down menus provide links to current Laborshed data by geography. The data is provided in two formats. The first drop-down for each geography type (city or region) links to an interactive presentation-style narrative of the data collected for the area. The second drop-down provides an executive summary, in a PDF file format, for each area.

BY CITY (INTERACTIVE FORMAT) — Select City

BY CITY (EXECUTIVE SUMMARY) — Select City

BY REGION (INTERACTIVE FORMAT) — Select Region

BY REGION (EXECUTIVE SUMMARY) — Select Region

The drop-down menu below provides data for the most recent statewide study. All reports are PDF files.

STATEWIDE

Select Report

Note: For optimal experience we recommend using the Google Chrome browser (download here). For assistance in navigating the Tableau visualization below, visit the Tableau Guide.

COLLEGE STUDENT RETENTION

SELECT DECISION FACTORS, INTENDED OCCUPATION, INSTITUTION TYPE, DEMOGRAPHICS

Research

IOWA COLLEGE STUDENT RETENTION

POST-GRADUATION LOCATION AND EMPLOYMENT PLANS

Iowa Workforce Development, in cooperation with community colleges, state universities, and private institutions (both for-profit and non-profit) including career/technical schools across the state of Iowa, conducts the Iowa College Student Survey. The survey is distributed to each postsecondary institution and then emailed to students by their administrative representatives.

The purpose of the survey is to gather information regarding students' intentions to either remain in Iowa or locate outside of Iowa following graduation or upon program completion. In addition, the survey asks students to rate what factors are most important to them when deciding where to locate and then provide their perception of Iowa when it comes to those same factors.

The 2017 report and accompanying data tables are available below:

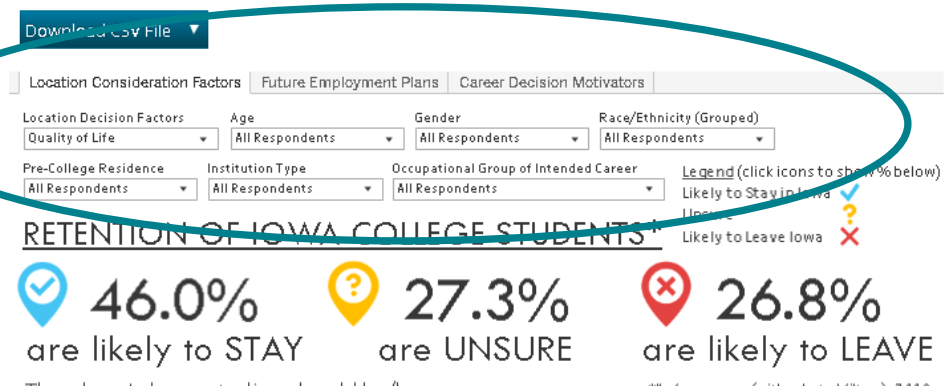
- Full Report
- Data Tables

Note: For optimal experience we recommend using the Google Chrome browser (download here). For assistance in navigating the Tableau visualization below, visit the Tableau Guide.

College Student Retention FAQ

COLLEGE STUDENT RETENTION DATA TOOL

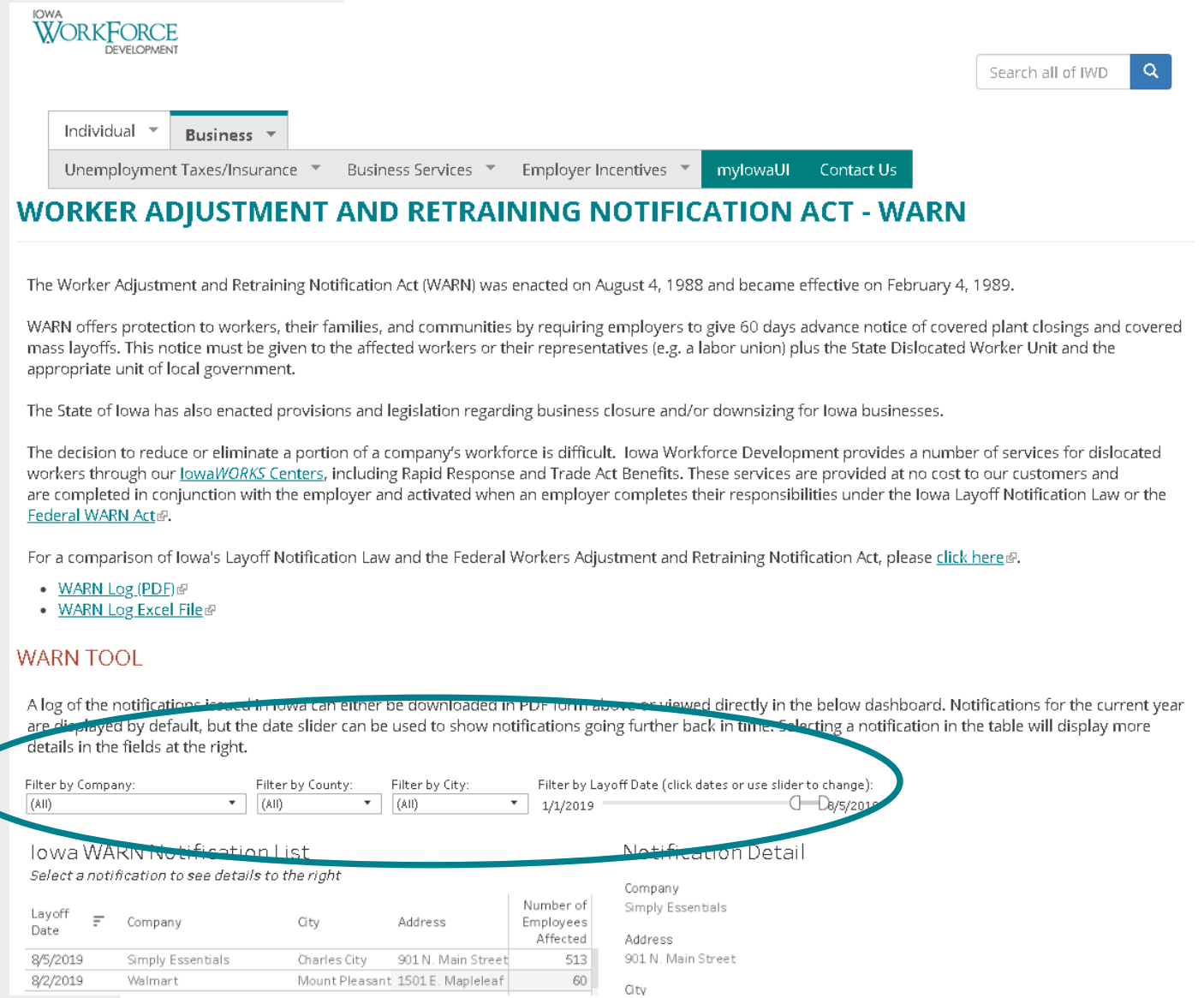
Data from the 2017 survey can also be viewed and explored in the Tableau visualization below. The percentage of students that responded they are likely to stay in Iowa, likely to leave, or are unsure is displayed in the first tab. The charts directly below show the percentage of those three groups that indicated various factors as being important to their decision-making process along with their opinion on how Iowa fairs relative to those factors. Use the Location Decision Factors drop-down to toggle which category of factors is displayed in the charts. The rest of the drop-down menus affect which demographic group data are displayed for. There are additional tabs at the top of the visualization click these to view and interact with different sets of data. The data is also available in CSV files. Click the button below to download the files.



WORKER ADJUSTMENT RETRAINING NOTIFICATION (WARN)

HTTPS://WWW.IOWAWORKFORCEDEVELOPMENT.GOV/WORKER-ADJUSTMENT-AND-RETRAINING-NOTIFICATION-ACT

SELECT COMPANY, CITY, COUNTY, DATE OF IMPACT



IOWA WORKFORCE DEVELOPMENT

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Unemployment Taxes/Insurance | Business Services | Employer Incentives | myIowaUI | Contact Us

WORKER ADJUSTMENT AND RETRAINING NOTIFICATION ACT - WARN

The Worker Adjustment and Retraining Notification Act (WARN) was enacted on August 4, 1988 and became effective on February 4, 1989.

WARN offers protection to workers, their families, and communities by requiring employers to give 60 days advance notice of covered plant closings and covered mass layoffs. This notice must be given to the affected workers or their representatives (e.g. a labor union) plus the State Dislocated Worker Unit and the appropriate unit of local government.

The State of Iowa has also enacted provisions and legislation regarding business closure and/or downsizing for Iowa businesses.

The decision to reduce or eliminate a portion of a company's workforce is difficult. Iowa Workforce Development provides a number of services for dislocated workers through our IowaWORKS Centers, including Rapid Response and Trade Act Benefits. These services are provided at no cost to our customers and are completed in conjunction with the employer and activated when an employer completes their responsibilities under the Iowa Layoff Notification Law or the Federal WARN Act.

For a comparison of Iowa's Layoff Notification Law and the Federal Workers Adjustment and Retraining Notification Act, please click here.

- WARN Log (PDF)
- WARN Log Excel File

WARN TOOL

A log of the notifications issued in Iowa can either be downloaded in PDF form above or viewed directly in the below dashboard. Notifications for the current year are displayed by default, but the date slider can be used to show notifications going further back in time. Selecting a notification in the table will display more details in the fields at the right.

Filter by Company: (All) | Filter by County: (All) | Filter by City: (All) | Filter by Layoff Date (click dates or use slider to change): 1/1/2019 – 8/5/2019

Iowa WARN Notification List

Select a notification to see details to the right

Layoff Date	Company	City	Address	Number of Employees Affected
8/5/2019	Simply Essentials	Charles City	901 N. Main Street	513
8/2/2019	Walmart	Mount Pleasant	1501 E. Mapleleaf	60

Notification Detail

Company
Simply Essentials

Address
901 N. Main Street

City

BENEFITS OFFERED BY EMPLOYERS

EMPLOYMENT BENEFIT ANALYSIS

A SURVEY OF EMPLOYER OFFERED BENEFITS IN IOWA

Through a survey conducted by Iowa Workforce Development employers across Iowa are asked to provide information regarding benefits they currently offer their full-time and part-time employees.

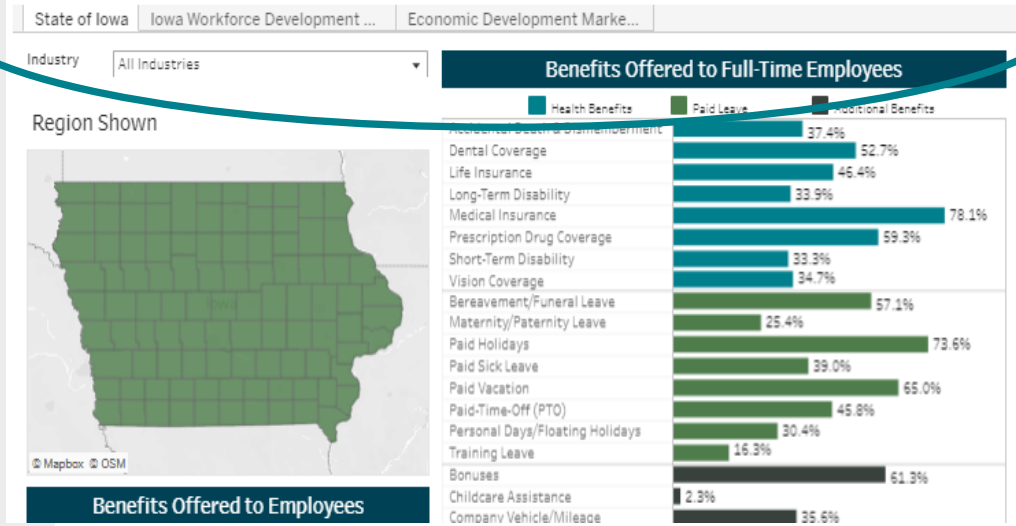
Note: For optimal experience we recommend using the Google Chrome browser (download here). For assistance in navigating the Tableau visualization below, visit the Tableau Guide.

Employment Benefit Analysis FAQ

EMPLOYMENT BENEFIT ANALYSIS DATA TOOL

Current data can be viewed and explored in the Tableau visualization below. Navigate the various visualizations by using the three tabs at the top of the frame. To customize the view, select the industry from the filter at the top left. The data is also available in a series of PDF files located at the bottom of this page.

Note: Due to data suppression and confidentiality issues information may not be available for every industry within each region.



SELECT YOUR INDUSTRY, REGIONAL DATA ON ADDITIONAL TABS

WORKFORCE NEEDS ASSESSMENT

WORKFORCE NEEDS ASSESSMENT: A SURVEY OF IOWA'S EMPLOYERS

The Workforce Needs Assessment Survey is an annual employer survey conducted by Iowa Workforce Development. Employers are asked to provide information regarding both their current level of employment and their current and expected job vacancies.

The goal of the survey is to collect data regarding the demand for workers and the skills required of workers, both statewide and regionally. This information can be 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.

Note: For optimal experience we recommend using the Google Chrome browser (download here). For assistance in navigating the Tableau visualization below, visit the Tableau Guide.

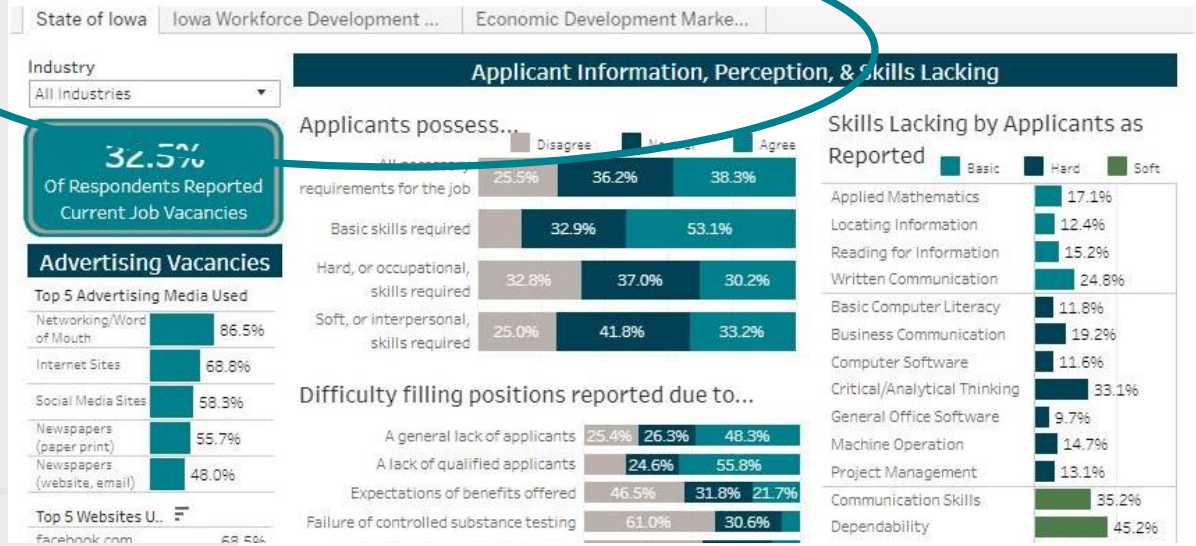
Workforce Needs FAQ

SELECT REGION & INDUSTRY

WORKFORCE NEEDS ASSESSMENT DATA TOOL

Current data can be viewed and explored in the Tableau visualization below. Navigate the various visualizations by using the three tabs at the top of the frame. To customize the view, select the industry from the filter at the top left. The data is also available in a series of PDF files located at the bottom of this page.

Note: Due to data suppression and confidentiality issues information may not be available for every industry within each region.



LABOR FORCE DEMOGRAPHICS

AMERICAN COMMUNITY SURVEY DATA TOOL

Selected ACS data which relates to the Iowa labor force can be viewed and explored in the Tableau visualization below. Navigate the data by using the tabs at the top of the frame. To customize the view, adjust the available filters to select the geography of interest as well as the timeframe for the data.

For optimal experience we recommend using the Google Chrome browser (download here). For assistance in navigating the Tableau visualization below, visit the Tableau Guide.

Note: When choosing what timeframe to use consider the following: 1-Year estimates are only available for populations of 65,000+, 5-Year estimates are available for all areas; 1-Year estimates have the smallest sample size, 5-Year estimates have the largest; 1-Year estimates represent 12 months of collected data (January-December), 5-Year estimates contain 60 months of collected data; 1-Year estimates are the most current data, 5-Year estimates are the least current; 1-Year estimates are considered the least reliable; 5-Year estimates are considered the most reliable.

Use 1-Year estimates when currency is more important than precision for large populations. Use 5-Year estimates when precision is more important than currency

SELECT DATA, AREA & TIME FRAME

Age | Gender | Race | Hispanic/Latino | Education | Disability | Age, Employment, & Veteran S... | Poverty Status | Female with Children

Area Type
- [x] State
- [ ] County
- [ ] Metro Area
- [ ] Micro Area

Estimate Time Frame
- [x] 1-Year Estimate
- [x] 5-Year Estimate

Area Name: Iowa

Age Group: (All)

Age (16 years and over): Iowa

Estimate Time Frame	Area Type	Area Name	Age Group	Total Population (0K–200K–400K)	Labor Force Participation Rate (0.0%–50.0%–100.0%)	Employment/Population Ratio (0.0%–50.0%–100.0%)	Unemployment Rate (5.0%–10.0%–15.0%)
1-Year Estimate	State	Iowa	16 to 19 years	176,688	52.7%	45.4%	13.7%
			20 to 24 years	217,206	81.5%	76.2%	6.3%
			25 to 29 years	205,568	87.5%	84.8%	2.9%
			30 to 34 years	194,731	87.4%	84.3%	3.3%
			35 to 44 years	392,097	89.0%	85.8%	3.4%
			45 to 54 years	358,447	86.5%	84.2%	2.7%
			55 to 59 years	210,384	78.2%	76.1%	2.6%
			60 to 64 years	208,202	64.8%	64.0%	1.2%
			65 to 74 years	311,643	28.1%	27.7%	1.4%
			75 years and over	241,932	6.9%	6.7%	2.4%
5-Year Estimate	State	Iowa	16 to 19 years	172,926	52.9%	46.3%	12.4%
			20 to 24 years	227,082	80.5%	75.3%	6.3%
			25 to 29 years	198,583	87.2%	83.9%	3.7%
			30 to 34 years	196,481	87.0%	83.8%	3.5%
			35 to 44 years	375,627	88.2%	85.3%	3.1%
			45 to 54 years	380,420	86.0%	83.6%	2.7%
			55 to 59 years	212,305	79.5%	77.7%	2.3%
			60 to 64 years	203,847	64.1%	62.9%	1.9%

***INDUSTRY DEMOGRAPHICS**
LEHD - QWI EXPLORER

LEHD.CENSUS.GOV

WHAT LABOR MARKET INFORMATION DO YOU NEED?

IOWA WORKFORCE DEVELOPMENT

RESOURCES & RELATED SITES:

- **IOWAWORKFORCEDEVELOPMENT.GOV**
- **IOWALMI.GOV – LABOR MARKET INFORMATION**
- **FUTUREREADYIOWA.GOV – CONNECTING IOWANS TO POST-SECONDARY EDUCATION, TRAINING, & CAREERS**
  - Last-Dollar Scholarship
  - Future Ready Iowa Grant
  - Employer Innovation Fund
  - Clearinghouse Work-based Learning https://clearinghouse.futurereadyiowa.gov/
- **IOWACAREERCOACH.GOV – CAREER EXPLORATION INFORMATION, ASSESSMENTS TOOLS, & RESOURCES**
- **EARNANDLEARNIOWA.GOV – CONNECTING IOWANS & EMPLOYERS REGISTERED APPRENTICESHIP OPPORTUNITIES**
- **HOMEBASEIOWA.GOV – CONNECTING VETERANS TO CAREERS AND RESOURCES**

Strategic Planning Elements

- **Economic Analysis** 20 CFR 679.560(a)(1)**:** Include a local area analysis of the:
  - Economic conditions including existing and emerging in-demand industry sectors and occupations.
  - Employment needs of employers in existing and emerging in-demand industry sectors and occupations.

- **Workforce Analysis** 20 CFR 679.560(a)(2)-(3)**:** Include a current analysis of:
  - The knowledge and skills needed to meet the employment needs of employers in the local area, including employment needs in in-demand industry sectors and occupations.
  - An analysis of the local workforce, including current labor force employment and unemployment data, information on labor market trends, and education and skill levels of the workforce, including individuals with barriers to employment.

- **Workforce Development, Education and Training Analysis** 20 CFR679.560(a)(4) **:** Include an analysis of:
  - The strengths and weaknesses of workforce development activities.
  - Capacity to provide the workforce development activities to address the education and skill needs of the workforce, including individuals with barriers to employment.
  - The employment needs of employers.

QUESTIONS?

Wrap Up & Next Steps

- LMI Data will be sent out to LWDBs by April 9th
- Additional Trainings
  - How to Submit the Local Plan (IowaGrants.gov) – July 15, 2021 at 1:00pm
- Questions can be submitted to WIOAGovernance@iwd.iowa.gov

QUESTIONS?

Thank You!

Resources

- SWSB website
  - *2020 Iowa WIOA Unified State Plan*
  - *LWDB Information*
    - Local Plan Guidance and Template
    - Training PowerPoint and Recording
    - FAQ
- TEGL 21-16
- WIOA Regulations
- LMI website