

Workforce Information Advisory Council

Summary of In-Person Meeting

September 9, 2024

9:00 AM – 4:30 PM ET

The Workforce Information Advisory Council (WIAC) convened for an in-person meeting at 9:00 AM on Monday, September 9, 2024. The Council was convened pursuant to Section 308 of the Workforce Innovation and Opportunity Act of 2014 (WIOA) (Pub. L. 113-128), which amends section 15 of the Wagner-Peyser Act of 1933 (29 U.S.C. § 491–2) and in accordance with the provisions of the Federal Advisory Committee Act (FACA), as amended (5 U.S.C. App.) and its implementing regulation at 41 CFR 102-3.

Mr. Steven Rietzke, Chief, Division of National Programs, Tools, and Technical Assistance (DNPTTA), Employment and Training Administration (ETA), U.S. Department of Labor (DOL) and Designated Federal Officer (DFO) for the Council, convened the meeting. The entirety of the meeting day was open to the public and concluded at 4:30 PM on September 9, 2024.

In Attendance:

Members of the Workforce Information Advisory Council

Lesley Hirsch, New Jersey Department of Labor and Workforce Development (Chair)

Anna Hui, Missouri Department of Labor and Industrial Relations (Vice Chair)

Larry Bulman, United Association

Charisse Childers, Arkansas Department of Workforce Services

Andrew Conrad, University of Northern Iowa Institute for Decision Making

Ginger Crawford, Choctaw Nation of Oklahoma

Chris Kim, Workday

Bruce Ferguson, CareerSource Northeast Florida

Julia Lane, Wagner School of Public Policy, New York University

Adam Leonard, Texas Workforce Commission

Angelina Nguyen, Minnesota Department of Employment and Economic Development

Corretta Pettway, Ohio Department of Job and Family Services

David Schmidt, Nevada Department of Employment, Training, and Rehabilitation

Bob Uhlenkott, Oregon Employment Department

Invited Speakers

William Wiatrowski, Acting Commissioner, U.S. Bureau of Labor Statistics (BLS)

Kim Vitelli, Administrator, Office of Workforce Investment, U.S. Department of Labor, (DOL) Employment and Training Administration (ETA)

Staff

Steve Rietzke, Chief, DNPTTA, ETA (DFO)

Don Haughton, ETA

Lucas Arbulu, ETA

Heidi Casta, ETA

Lauren Fairley, ETA

Pam Frugoli, ETA

Danielle Kittrell, ETA

Emily Thomas, ETA

Teresa Theis, ETA

Robert Sono Omwenga ETA

Julie Hatch Maxfield, BLS

Kirk Mueller, BLS

Emily Krutsch, BLS

Ken Robertson, BLS

Cynthia Forland, Forland Consulting

Annette Summers, The GA Team

Torrie Nickerson, The GA Team

Sheila Crowley, The GA Team

Others Attending for All or a Portion of the Meeting

Andy Blanke, NIU Center for Governmental Studies

Yvette Chocolaad, National Association of State Workforce Agencies

Emilie Doerksen, KDOL

Ryan Murphy, Iowa Workforce Development

Reima Nasser, Michigan Center for Data and Analytics

Proceedings: September 9, 2024, 9:00 AM ET**Welcome, Review of Agenda, and Goals for Meeting Series**

MR. RIETZKE, Designated Federal Official (DFO), ETA and Chair convened the meeting of the Workforce Information Advisory Council (WIAC). He provided opening remarks on the agenda for the day in addition to the objectives for the September meeting series. The main goal of the September meeting series is to vote on the drafted recommendation to the Secretary of Labor. **MR. RIETZKE** thanked the Council members for traveling to Washington, D.C. to participate in the in-person meeting. He then introduced **Lesley Hirsch**, New Jersey Department of Labor & Workforce Development and **Anna Hui**, Missouri

Department of Labor and Industrial Relations. They welcomed all to the meeting and expressed gratitude for the work of the entire Council.

Workforce Information Advisory Council Meeting Agenda for September 9-10, 2024:

[In – Person Meeting Agenda September 9-10, 2024 \(dol.gov\)](#)

William Wiatrowski, Acting Commissioner, U.S. Bureau of Labor Statistics (BLS) provided an update from BLS. He spoke about the Longitudinal Employer-Household Dynamics (LEHD) program that has been ongoing for 30 years. **MR. WIATROWSKI** described learning from challenges that have existed in the LEHD program. During his remarks he fielded questions from WIAC members. He reported that some of BLS's projects have been with individual states and that these states have done some work across state lines. Inter-state cooperation, especially for areas that are close to state lines, continues to be encouraged. **MR. WIATROWSKI** referenced an initiative with ETA in the Southeast region of the United States where there has been success with four to five states working across state lines.

MR. RIETZKE introduced **Kim Vitelli**, Administrator of the Office of Workforce Investment in ETA.

MS. VITELLI commended the council for making the time and the effort required to synthesize many different ideas to create a draft of recommendations. She expressed the significance of the work and the impact that the recommendations will have in alignment with the Acting Secretary, Julie Su, who has focused her efforts on expanding opportunities for good jobs. **MS. VITELLI** clarified that good jobs mean good wages and benefits, safe and healthy working conditions with advancement opportunities, and having a say about what is happening in the workplace. She expressed the difficulty in ensuring that employees know and can be trained for the skills and jobs that employers are seeking. **MS. VITELLI** explained ETA's focus in trying to get the most out of infrastructure investments by using strategies that are informed by data and making sure that the data can be received and used by the real humans that need it. There is a focus on sector strategies and cooperation among all stakeholders. She fielded questions from the WIAC and acknowledged parallels in vision and priorities with the Department of Commerce. She shared a link and briefly described the aim of the 2024 Sector Strategies Framework and fielded questions from WIAC members.

2024 Sector Strategies Framework Link:

[WorkforceGPS - 2024 Sector Strategies Framework](#)

MR. RIETZKE thanked **MS. VITELLI** for presenting and for prompting a robust conversation among WIAC members. He also thanked **MR. WIATROWSKI** again for helping to kick off the meeting.

Cynthia Forland, Forland Consulting, suggested that participants introduce themselves as some had not been involved in the previous in-person meeting. WIAC members briefly introduced themselves around the room.

Update from ETA

MR. RIETZKE provided an update from ETA with a specific focus on four separate projects. He began by describing changes and updates regarding Workforce Information Grants to States (WIGS). He confirmed that the funding for Fiscal Year 2024 has remained flat despite the ETA making budget proposals in the administration's Congressional Budget Justification. **MR. RIETZKE** explained that based on state feedback ETA successfully made the short-term and medium-term projections an optional deliverable. **MR. RIETZKE** shared that the current data-driven guidance highlights planning priorities to encourage states to leverage the workforce system to support infrastructure investments that are infusing money into the economy. He expressed excitement about the Data Insights Academy that recently launched and shared updates about the Workforce Data Hub. Details about each program are as follows:

- **Data Insights Academy**
 - Works in partnership with the Labor Market Information (LMI) Institute.
 - The focus is on creating a space where people who produce data and people who use that data can collaborate.
 - The first meeting of the first cohort of this project was held in July 2024. Subsequent meetings will follow.
- **Workforce Data Hub**
 - The Workforce Data Hub is a public facing site used to compile and share workforce data.
 - The focus is making the data as accessible as possible.
 - Additional tools developed within this hub include a Sector Wage analysis and an Industry and Wage Distribution Analysis.
 - The focus of this hub is to help connect folks identify potential career pathways to higher paying jobs within sectors and occupations.

MR. RIETZKE introduced **Julie Hatch Maxfield**, from BLS, to discuss Workforce and Labor Market Information (WLMI) updates.

Update from BLS

MS. HATCH MAXFIELD provided an update from the BLS perspective. She shared information on the pilot Wage Records Program with a focus on expanding the program to tap into the rich and valuable data source of wage records and creating agreements between states that allow for the sharing with the Chief Evaluation Office at the Department of Labor (DOL). She further explained two obstacles in reaching these goals are removing identifying data including social security numbers and DOL privacy laws. Other updates included a partnership with the National Security Data Service on an 18-month project to create a tool for states and counties to have more access to wage records locally. **MS. HATCH MAXFIELD** shared that Washington State, Minnesota, and North Carolina are working on enhancing wage records in order to update the Standard Occupational Classification system as well.

At the conclusion of the WLMI ecosystem updates, **MR. RIETZKE** opened the floor for Council members to ask questions or share information. WIAC members discussed their thoughts on the updates.

Walk-Through of Combined Draft Recommendations

Presented by the WIAC Writing Workgroup

MS. HIRSCH began by relaying the areas of focus for the writing workgroup. She expressed that while there is a federal statistical system for signaling labor market demand, development of a system at a local level is imperative and requires reimagining. She stated that the council is very interested in solving a problem that has never been solved before that has potentially global implications.

MS. HIRSCH walked the Council through the document providing commentary and clarification.

[2024-08-23 DRAFT WIAC Recommendations Clean 09082024.docx](#)

****Insert actual link here from DOL website once posted ****

- **Invest in new and useful sources of data**
 - Strengthen the coverage and accuracy of the National Labor Exchange (NLX), so that it can serve as a low- or no-cost foundation for real-time labor market information products to be developed by the states.
 - Solicit, share, and incentivize open, innovative, and actionable information, reports, and dashboards resulting from collaborative work among the state partners in the Workforce Innovation and Opportunity Act (WIOA) and WLMI communities.
 - Develop national data sharing partnership with the U.S. Department of Transportation and states to match and leverage demographic data collected from motor vehicle license applications with state payroll administrative data collected in the UI program from businesses.
- **Use the new sources of data to produce WLMI that is local, timely, and actionable**
 - Test the potential to measure the impact of local labor market shocks, like the COVID-19 pandemic, the Great Recession, and large-scale investments in infrastructure on skill demand and career transitions. The test should be through a pilot WLMI development program and transparent evaluation process.
 - Test the potential to measure the value of the local skills-based measures of O*NET through a pilot evaluation program and convene and fund at least three stakeholder workshops to provide feedback on the value and uses they can see from these new measures.
 - Issue a call for proposals (possibly through America's Datahub Consortium – National Secure Data Service) and fund up to four test cases representing different areas of focus such as different data sources or data types. Interested private sector data providers would partner with a volunteer state to link their skills data to UI wage records (and possible State Longitudinal Data Systems (SLDS) data) and provide a report.
- **Make all local labor market data accessible**
 - Ensure that the data already produced by the BLS is made broadly available to the public through a robust, modern API. As new data sources are developed, these should also be made available through the API.

MS. HIRSCH opened the floor to **David Schmidt**, Nevada Department of Employment, Training, and Rehabilitation and **Adam Leonard**, Texas Workforce Commission for further commentary and discussion.

MR. SCHMIDT and **MR. LEONARD** confirmed that the main themes as previously discussed are within the draft of the document and welcomed further feedback and discussion from the Council.

In the discussions that followed, Council members provided immediate thoughts, comments, and feedback regarding the document and obstacles in acquiring funding.

Discussion of Specific Edits to Draft Recommendations

MS. FORLAND facilitated the following discussion of specific edits to the draft recommendations.

MS HIRSCH volunteered to make the edits in real time.

Council members discussed the language and terminology used throughout the document for clarity, purpose, and inclusivity. There was also discussion regarding the order of the recommendations in order to have the most impact.

MS. FORLAND suggested that Council members follow the agreed upon plan to go through the draft line by line and allow **MS. HIRSCH** to do simple editing in real time with any substantial edits being marked to be done at another time. She then began with the first paragraph and opened the floor to Council members for input.

- **Specific Edits Discussed**

- Consider changing the term “stakeholder” to a more inclusive term such as “key actors” or “relevant parties.”
- Include NLx as an important tool for localized labor market information.
- Determine the priority and timeline for implementation or recommendations based on budget cycles and potential discretionary funding opportunities.
- Ensure that the language used is easily understandable for those who are not familiar with statistics.
- References to skills should distinguish between labor supply, capabilities, and competencies that workers bring to the job market and labor demand, employer qualifications, and preferences used to define job roles and recruit talent.
- Add specific examples of decisions that depend on accurate, timely, local data to illustrate the consequences of data deficiencies.

Council members discussed options for continuing the editing process.

MR. RIETZKE advised sticking with the agenda as much as possible and having the editing process adhere to the Federal Advisory Committee Act (FACA) protocol for subcommittee meetings and full meetings.

MS. FORLAND advised Council members to look over the documents before tomorrow’s meeting and to make notes of items they would like to address. She expressed that one of the great things about the WIAC is the diversity of the group. The preceding body included only labor market information (LMI) directors. She

emphasized the unique nature of the WIAC in that there are a variety of involved individuals who are interested in this work.

The Role of WLMI in Training Services and Economic Development

MS. FORLAND introduced **Ginger Crawford**, Choctaw Nation of Oklahoma, and **Andrew Conrad**, University of Northern Iowa Institute for Decision Making, to share their unique perspectives.

MR. CONRAD gave a brief background of the University of Northern Iowa Institute for Decision Making. He spoke about Robert Waller, who began the program during a farm crisis in the 1980's. He shared how he and his team interacted with WLMI. The following outlines a few key ways **MR. CONRAD** summarized the University of Northern Iowa's Institute for Decision Making's use of WLMI data as data users:

- Utilize data with a focus on problem solving like community wide assessment as part of a community visioning plan, or a regional workforce assessment.
- Develop strategies to address current and long-term needs of an area.
- Create a targeted industry analysis or a cluster study using workforce data as a critical component.
- Look at skill clusters to understand what workforce might be available for them.
- Collect staffing pattern data due to a mass layoff or plant closing.

MR. CONRAD recalled an example of when Mount Pleasant Iowa's Blue Bird Bus Manufacturing and a Motorola Electronics' facility closed. He and his team were tasked with gathering the information, working with local economic developers and their partners, and assessing the skills, talent, and occupations of those hundreds of impacted people. They used this information and staffing patterns in the related industries as tools to find opportunities to connect those workers with employers. **MR. CONRAD** then shared a few key ways for how the system is used as providers and as advocates, policy makers, and trainers:

- LMI system is a client.
- Iowa is a labor shed and draws workers from Missouri and Nebraska.
- There is a continued need to update the methodology and statistical models for the Iowa Workforce Development (IWD).
- Workforce assessments are used on a bi-yearly basis to assess needs and opportunities.
- **As Advocates, Policy Makers, and Trainers**
 - Team members have remained involved with economic development through the Council for Community and Economic Research (C2ER), the Labor Market Information Institute, and the University of Oklahoma's Economic Development Institute.

- Collaboration between new economic developers and state labor market information folks is encouraged.

MR. CONRAD recalled a time when the LMI Institute and C2ER held training sessions with the U.S. Census's Bureau of Economic Analysis and BLS. They focused on the ways that a local economic developer uses the data. They also worked with the public facing side of their websites. He reported that it was an eye-opening experience. He then opened the floor for questions.

MR. SCHMIDT asked for clarification of the term "long-term" for a business.

MR. CONRAD shared that in business, "long-term" is about two years. He also stated that in education and training, "long-term" means 10 to 15 years.

MS. CRAWFORD shared her experience from a Tribal nation perspective. She briefly explained that while she does not have direct access to state LMI data, she does sit on a local workforce development board. The Oklahoma Employment Security Commission shares WLMI with that local board. She summarized how that WLMI data is used:

- Work directly with Tribal members to develop their employment development plans.
 - Employment development plans are tailored to a person's career goals, interests, and future plans.
 - Labor market data helps determine what occupations are in demand in the area.
 - Job placements are based on this data.
 - The goal is permanent job placement with a sustainable wage for their families.

MS. CRAWFORD related that many of the individuals served are re-entering or have challenges entering the workforce. She emphasized the focus on matching people's skills and needs with the jobs available. She also summarized ways they work to prevent unemployment with the following:

- There is collaboration with the local workforce board to help when a company is drowning to help place associates in new jobs rapidly.
- Unemployment insurance information is also utilized in identifying where there is a need.
- Focusing on training is also part of an employment development plan.

MS. FORLAND asked **MS. CRAWFORD** if the LMI available to her largely answers her questions or if there are some unmet needs.

MS. CRAWFORD spoke about her efforts to share vital LMI to the Tribal nation in response to the observation that they are often not captured by existing LMI sources.

MR. KIM asked if the Choctaw Nation of Oklahoma benchmarks data with other Tribal nations or if the data is benchmarked against the state data.

MS. CRAWFORD clarified that there is an Inter-Tribal Council, and the Choctaw Nation regularly reaches out to the five largest Tribes in the State of Oklahoma. This cooperation helps each nation find out what is working or not working for each other and supports replicating services offered by other nations. She described some of the differences in what each nation can offer to the people they serve. She briefly

explained Public Law 102-477 which allows for Tribes to have a single budget and a single plan, no matter how many services are included within it, and it assures that any unspent grant money is kept within the Tribe's budget.

[Public Law 102-477 link](#)

MS. CRAWFORD explained that right now her department is serving one other department, but it is looking favorable that they will be able to soon serve six more. While challenging, it is a great opportunity, and they are looking to other Tribes to see what is working or not working for them.

Julia Lane, Wagner School of Public Policy, New York University, described a program in Illinois, that deploys a system of tiered access to protect identifying information, and suggested that data governance bodies could use this approach to focus on helping underrepresented subgroups. She asked if that strategy was used by the state to address the needs of sovereign nations.

MS. CRAWFORD did not know if the state's used this strategy but suggested the Tribal nation's legal team could investigate this as a course of action to better meet their LMI needs. She noted that the WIAC recommendation suggests that federal funding is sometimes calculated based on LMI data about labor market conditions. This is different for Tribal nations that receive funding based on Census data. **MS.**

CRAWFORD further explained that there is a difference in Tribal human resources (HR) rules and federal HR rules. Her department campaigned extensively to bring awareness to members to ensure proper Census reporting for more precise numbers.

MR. RIETZKE thanked **MR. CONRAD** and **MS. CRAWFORD** for presenting and for prompting a lot of great discussion.

Closing and Next Steps

MR. RIETZKE reminded the group that the meeting will start at 9:00 AM tomorrow and briefly reviewed the agenda for that meeting.

The meeting was adjourned.