

Workforce Information Advisory Council

Summary of In-Person Meeting

February 7, 2024

9:00 AM – 5:00 PM ET

The Workforce Information Advisory Council (WIAC) was convened for an in-person meeting at 9:00 AM on Wednesday, February 7, 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 5:00 PM on Wednesday, February 7, 2024.

In Attendance:

Members of the Workforce Information Advisory Council

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

Larry Bulman, United Association

Charisse Childers, Arkansas Department of Workforce Services

Andrew Conrad, University of Northern Iowa Institute for Decision Making

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

Members of the Council Not in Attendance

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

Ginger Crawford, Choctaw Nation of Oklahoma

Chris Kim, Workday

Staff

Steve Rietzke, Chief, DNPTTA, ETA (DFO)

Kim Vitelli, ETA

Don Haughton, ETA

Lucas Arbulu, ETA

Heidi Casta, ETA

Lauren Fairley, ETA

Pam Frugoli, ETA

Danielle Kittrell, ETA

Teresa Theis, 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

Betsy Roberts, The GA Team

Others Attending for All or a Portion of the Meeting

Karen Lee, MITRE

Patrick Funk, Valdos Consulting

Douglas Holmes, UWC Strategy

Subcommittees Formed and Reporting During this Meeting

Subcommittee One: Incremental

David Schmidt (Chair)

Bruce Ferguson

Lesley Hirsch

Coretta Pettway

Robert Uhlenkott

Subcommittee Two: Envisioning

Adam Leonard (Chair)

Charisse Childers (Co-Chair)

Larry Bulman

Andrew Conrad

Julia Lane

Angelina Nguyen

Proceedings: February 7, 2024 9:00 AM ET

Welcome and Review of Agenda

MR. RIETZKE convened the meeting of the Workforce Information Advisory Council (WIAC). He provided opening remarks on the agenda for the day. He shared that during the morning portion of the meeting, the Council would focus on the newly compiled topics for subcommittee inquiry and the goal for the afternoon portion of the meeting is to spend time working in subcommittee groups.

MR. RIETZKE introduced Council Chair, **Lesley Hirsch**.

MS. HIRSCH greeted the Council members. She thanked everyone for their participation yesterday and shared that she was looking forward to seeing what subcommittees are formed and the topics that each subcommittee chooses to engage in.

Review of Subcommittee Interest Categories

MS. FORLAND facilitated the review of the newly compiled topics for subcommittee inquiry. Before reviewing the new groupings, she referenced the [The Four Pillars](#) as presented by **Brent Parton, Principal Deputy Assistant Secretary**, during the previous meeting day. She encouraged the Council members to use the pillars as a lens for their subcommittee work. Next, **MS. FORLAND** shared a presentation on the screen outlining five new categories of topics, based on yesterday's voting interest.

The 5 new categories are as follows:

1. Evolve/Improve Current LMI System
 - How do we get more timely, local, and actionable LMI data? (1 vote)
 - Reform the system to be more responsive, local, and actionable. (5 votes)
 - Provide useful WLMI data where feasible for small geographic areas like rural counties. (2 votes)
 - Develop and promote enhanced wage records—settle for good, not perfect. Ensure we can show ROI to build support. (1 vote)
 - Explore (unenforced) federal rule or law to require survey participation to improve response rates (i.e., OEWS). (2 votes)
 - Related to non-traditional populations, how do we better capture self-employed and gig workers into LMI data collection/system? (equity lens) (1 vote)
 - Integrating OEWS in collecting occupational codes as part of the UI administrative records system. (3 votes)
 - Better tools to understand and distinguish in-demand, high-skill, high-wage data as states determine alignment of credentials with jobs. (household size) (1 vote)
2. Outreach and Communication
 - Explore how LMI data can inform training and growing industries (e.g., climate/sustainability, AI). (2 votes)
 - Improved communication and data collection across apprenticeship programs, community colleges, and trade/career centers. (1 vote)

- Enhance the ability to download data seamlessly and easily. Searchable pages that allow for the public to do ad hoc reporting and data visualizations of their own. (2 votes)
 - Develop 508 compliance training and guides to ensure visualizations are available for all. (1 vote)
 - Enhance the ease of access for data users with varied skills levels. (3 votes)
 - Provide clear examples of how LMI data can be used to support key legislative actions—for example, CHIPS and Science; Infrastructure and Jobs; Inflation Reduction Act all identify workforce and quality jobs as high priority—so focus on measuring job quality using, for example, UI wage records and QCEW. (2 votes)
 - Connect to other agencies (e.g., Department of Education (particularly SLDS), NSF, HHS) through the WIG vehicle, since the mission of other agencies are often key policy drivers for using LMI. (4 votes)
3. Improving Workforce System Functions and Harnessing AI
- Finding patterns between CIP (degrees/training) and KSAs. (1 vote)
 - AI or big data on large databases like the NLx are the way to go here. Too many many-to-many relationships in mapping KSAs. (2 votes)
 - Create GenAI-based interface for interacting with data to answer questions. (1 vote)
 - Impact of AI on nature of work/skills? (1 vote)
 - How can AI be leveraged to improve matching between workers and employers? (job matching) (6 votes)
 - Role of AI in measuring change in skill demands in labor market. (1 vote)
 - How can AI be leveraged to improve WLMI? (2 votes)
 - How to better connect employers directly to skilled labor. (2 votes)
 - Better connect LMI data with social service data to better gauge social impact. (1 vote)
4. Funding
- How to better fund the LMI system at the federal, state, and local government levels. (6 votes)
 - How to tell the story of why LMI is important to a variety of stakeholders like Congress and other appropriators and funders. (1 vote)
5. Capacity-Building
- Build training classes to teach state agency staff how to create useful measures (e.g., job quality) using the regional state collaboratives. (2 votes)
 - Identify common questions/problems that states and federal government want to answer using LMI data. (1 votes)
 - Promote development of common products that can be easily replicated and deployed by others. (1 vote)
 - Develop model DSAs between agencies/systems. (1 vote)

In the discussion that followed, the Council members shared reactions to the new categories and further brainstormed and debated categories that could be eliminated or combined in order to reduce the number of potential subcommittees down to three groups.

Based on the Council members' conversations and feedback, **MS. FORLAND** presented the idea of two possible subcommittees focusing on the themes of incremental improvements to the WLMI system and revolutionary/envisioning improvements to the WLMI system. The Council members unanimously agreed to move

forward with this subcommittee format. Each subcommittee member present at the meeting shared which subcommittee group they preferred to participate in.

The two, newly formed subcommittees are as follows:

Subcommittee One: Incremental Improvements

David Schmidt (Chair)
Bruce Ferguson
Lesley Hirsch
Coretta Pettway
Robert Uhlenkott

Subcommittee Two: Envisioning Improvements

Adam Leonard (Chair)
Charisse Childers (Co-Chair)
Larry Bulman
Andrew Conrad
Julia Lane
Angelina Nguyen

Members not present at the meeting will select their subcommittee through correspondence with **MR. RIETZKE following the meeting.*

Before transitioning into subcommittee groups, **MS. FORLAND** provided direction to the Council members on their assignments. Each subcommittee will meet and map out the initial topics and key priorities they'd like to cover. She recommended each subcommittee select four to five topics they'd like to focus on for recommendation building. During today's subcommittee meetings, each group should also select a chair and discuss a regular meeting schedule.

Subcommittee Breakout Sessions

The Council moved into breakout sessions. Pages 5 and 6 of these minutes summarize their discussions.

Subcommittee Report Out

MS. FORLAND facilitated the subcommittee report out. She called upon a representative from each subcommittee to share the conversations held during their breakout.

Incremental Subcommittee Report

David Schmidt, Nevada Department of Employment, Training, and Rehabilitation, spoke for the Incremental Subcommittee. **MR. SCHMIDT** shared that his group is working to identify several potential areas of immediate impact where action by the Secretary and Department of Labor could help improve the labor market information system. The group decided to distribute topics based on individual subcommittee members' passions and interest to facilitate the drafting of recommendations. The five identified topic ideas and interested subcommittee members are as follows:

1. Access to Department of Transportation and motor vehicle records for sex and age wage record enhancement. (*Bob Uhlenkott*)
2. Uses of National Directory of New Hires (NDNH) (*Lesley Hirsch and Bruce Ferguson*)
3. LMI Tool Sharing (*Coretta Pettway and David Schmidt*)
4. National Labor Exchange (NLx) derived tools for matching and real time labor market information (*Lesley Hirsch and Bob Uhlenkott*)
5. Ways to leverage Artificial Intelligence (AI) to improve the WLMI System (*Bruce Ferguson*)

Envisioning Subcommittee Report

Adam Leonard, Texas Workforce Commission, spoke for the Envisioning Subcommittee. **MR. LEONARD** outlined a long-term theme and overarching question that his group identified: “How do we approach data collection for analysis and dissemination to make it more timely, local, and actionable?” A great deal of this will revolve around engagement with customers and value proposition because ultimately, the customers are contributors too. **MR. LEONARD** shared that they also discussed the importance of coming up with a pilot project as a way to demonstrate the kind of value that can be delivered to clients as well as perhaps a recommendation. In conclusion, **MR. LEONARD** identified occupation and skills; and AI and NLx as additional topics of interest to the subcommittee.

In the discussion that followed the report out, **MS. FORLAND** outlined the expectations and next steps for each of the subcommittees. Subcommittees will convene virtually, once a month, for approximately an hour. The first subcommittee meetings should take place by no later than the first week of March. Each subcommittee chair will be responsible for attending and steering committee meetings with WIAC leadership and staff to discuss subcommittee progress and ensure that the subcommittees’ work is complimentary of each other and not duplicative.

The next projected date for an in-person WIAC meeting will be in September and another mid-way check-in meeting will be held virtually, in June. The GA Team will be in touch with the Council members to arrange scheduling.

MS. HIRSCH encouraged the subcommittee groups to coordinate the development of their recommendations in a way that establishes a foundation for what can be accomplished right now and aspirational objectives.

Public Comment

MR. RIETZKE opened the meeting for public attendees to ask questions and provide comments and feedback. He introduced public attendee, **Douglas Holmes, UWC Strategy**.

MR. HOLMES stated that it was his pleasure to address the Council. He has been involved in unemployment and workforce issues for 40 years. His organization, UWC, is a nonprofit that represents many national and state business associations as well as think tanks, specifically, in the areas of unemployment insurance and workers compensation. **MR. HOLMES** has addressed the WIAC during previous meetings. He wanted to offer support and provide a few comments. He believes that one of the topics that gets missed is the conversation with data providers. There are significant administrative issues to be addressed along with the quality of the data presentable to users. Those conversations take time and analysis. Many of the larger payroll companies are members of UWC and they rely on UWC for legislative and policy support. Getting this conversation right is important so that the data users and reporters are on the same page. The WIAC is in a great position to assist with that. **MR. HOLMES** closed by encouraging the Council to take a look at what already exists regarding industry-based systems that are in place. He thanked the Council for the opportunity to comment.

MR. RIETZKE thanked **MR. HOLMES** for his comments and introduced a second public attendee, **Karen Lee, MITRE**.

MS. LEE provided brief background information on MITRE. MITRE is a federally funded Research and Development Center (R&D). The expertise of R&D systems engineers is to see how the design of something can lead to the outcome you want. Within this discipline there are subdisciplines like AI, data analytics, software engineering, etc. **MS. LEE** wanted to make a brief comment today because many of the conversations she heard during the meeting regarding pulling together large data sets, also called sensing capabilities, are something that **MITRE** works with quite a bit. **MS. LEE** heard a question during today's meeting that resonated with her, "How can we provide the data in a way that answers questions that states, localities, jurisdictions, employers, and federal interagencies have?" One of the things MITRE has been doing with a few federal agencies is experimenting with generative AI to allow the user to ask questions about current trends in any given industry. **MS. LEE** closed by noting that as an operator of federally funded R&D Centers, MITRE is authorized under federal statute to develop prototypes and proof of concepts before there is a clear solution that would go to a vendor to bid. This takes the risk off the federal government. **MS. LEE** thanked the Council and **MR. RIETZKE** for the opportunity to comment.

MR. RIETZKE thanked **MS. LEE** for her comments.

Next Steps and Closing

Before closing the meeting, **MR. RIETZKE** reiterated the next steps for the Council members. There will be a virtual midway meeting in June where subcommittees should be prepared with a detailed outline and the beginnings of a draft recommendation prepared for review and feedback. Then, in September, the WIAC will reconvene in-person and the focus will be on reviewing and editing each subcommittee's draft recommendations so that the Council members can vote to approve the recommendations by the end of the year.

MR. RIETZKE thanked the Council members for their time and collaboration over the past two meeting days and expressed his pleasure with the progress they have made. He is looking forward to the work of the subcommittees.

The meeting was adjourned.