

Project Abstract for American Recovery and Reinvestment Act (ARRA) of 2009: State Labor Market Information (LMI) Improvement Grant (SGA/DFA PY 08 – 17)

Project Name: *North Carolina's Green Economy Study*

Project Applicant: Employment Security Commission of North Carolina is submitting this proposal for SGA/DFA PY 08 – 17 as a single state.

Areas to be Served: Data and informational elements produced will be made available for North Carolina, the seven Economic Development Regional Partnerships (EDRP) and 24 Local Workforce Investment Areas in hardcopy and via electronic dissemination methods.

Project Funding Level:

Project Goals and Objectives: *North Carolina's Green Economy Study* project will collect and estimate detailed LMI on firms and workers involved in green economic activities¹ in order to understand the impact of implementing green technologies on industry and occupational employment. This LMI is critical to ensure that the investments made in training programs funded via the public workforce system provide individuals with the knowledge and skills necessary for green jobs. This information is also vital for short-term and long-term strategic planning to ensure that a supply of trained green workers is available to fill the demand created by the public (ARRA, WIA, Reemployment Services, etc...) and private investment in green economic activities.

Two Major Project Components:

- A large scale survey (20,000 – 25,000 North Carolina firms) designed to collect such data items as each firm's total employment, a confirmation that the firm is involved in green economic activity, green job titles, the number of workers in green jobs, average wage, current vacancies, short-term and long-term employment needs, usual education requirements and any unique skills or certificates necessary for the job.
- Research how the Help Wanted Online (HWOL) dataset can be used to estimate local real-time employment demand and to identify green occupational skills and work tasks.

The Project Deliverables:

- *North Carolina's Green Economy Study* report summarizing the findings of both the survey and the HWOL research
- Green industry/occupational factsheets for the seven (EDRP) areas
- Green industry/occupational module in the Demand Driven Data Delivery (D4) internet application
- A web tool to estimate supply of human capital for a user defined area with a specialized report for green industries
- A summary of public educational resources providing courses/programs that lead to green industry-recognized credential, certificates, or degrees as well as a summary linking the training to the green occupations identified
- Ability for firms to list green jobs and workers to search for green jobs in the North Carolina job bank (JobConnector)

¹ The green economic activities are defined as those related to increasing the use of energy from renewable sources, increasing energy efficiency, reducing the use of fossil fuels, or decreasing pollution and greenhouse gas.