



STATE OF FLORIDA
AGENCY FOR WORKFORCE INNOVATION

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AWI Communiqué

TO: Workforce Florida, Inc. and Regional Workforce Boards (RWBs)

FROM: Wyatt Pope, Director of Workforce Program Support

SUBJECT: ReferenceUSA Employer Database Availability for Regional Workforce Boards

PURPOSE:

To provide direct access for the Regional Workforce Boards to an employer database for workforce and economic development purposes. This will be a test period to determine the usefulness of this data file at the Regional level. Feedback from the Regions will be needed to determine if this database should be purchased in the future.

BACKGROUND:

Currently each region now has access to a confidential employer databases through LMS that originates from Unemployment Compensation. Based on state law, this database can only be shared with governmental entities with strict data-sharing agreements being required. Also RWBs have access to employer data available through FRED or through LMS from InfoUSA but these methods still have restrictions on how much is downloaded and there are restrictions about sharing the data with Economic Development.

Because of all these current restrictions, this new access to the ReferenceUSA employer database is being provided to Workforce Boards without restrictions on customer groups or uses. In most cases, the customer group that most often needs the employer data is local Economic Development/Chambers of Commerce. These groups have in the past had to call LMS to receive these data. Now the RWBs can be the source of employer data for Economic Development which should enhance partnership relations.

This employer information has been very much in demand after hurricanes to help contact the employer community to determine damage levels and most recently these data were needed to survey employers for the Synchronist project with Enterprise Florida. These data are also very important to be used to analyze local job markets when recruiting businesses to local areas.

InfoUSA collects the employer information primarily through phone interviews with businesses from phone book listings. In addition, the employer information comes from newspapers, legal filings, annual reports, SEC filings, courthouse documents, and business journals. The data are refreshed monthly. The data available include employer name, address (county, MSA, zip code, URL/web) executive name and title, industry code, employment, sales volume, and corporate linkage, etc.

There were concerns by RWBs about the quality of the data during the discussion on performance measures for employer penetration. Based on that discussion Director Brown also has concerns about data quality, so this will be considered a test period to determine how useful these data are for the Boards. These data are dynamic with changes being made daily by businesses and due to unique ownership characteristics there could be employer names that are in phone books that may be different from or in addition to familiar local names.

ACTION REQUIRED:

Each Regional Workforce Board will need to contact Brian Littler, Major Account Manager, Government Division, InfoUSA and provide him with a contact name and an IP address. The IP address is needed to give you access to the employer database. Information on the initial training will be forthcoming. You may contact Brian by telephone at 1-800-555-5211 ext 3789 or by e-mail at brian.littler@infousa.com .