

**State of Ohio Annual Report**  
**One-Stop Workforce Information Grant Accomplishments**  
**July 1, 2006 – June 30, 2007**

This report is a summary of accomplishments by the State of Ohio in meeting the requirements of the Program Year (PY) 2006 grant.

**1. Continue to populate the Workforce Information Database with state and local data:** Ohio has been maintaining version 2.3 of the database this past year. Data are being reported for Ohio counties, economic development regions, One-Stops/workforce investment areas, metropolitan areas, the state and the nation. All core tables have been populated according to guidelines.

The database is maintained through an interface with the remote hosting service in conjunction with the Internet application (see #4 below). Many databases are updated on a monthly interval, while others are maintained quarterly, annually or biennially as appropriate. The following milestones were met:

- a. Occupational licensing data for 2005 were sent to the National Crosswalk Service Center (NCSC) (December 2006) for posting on America's Career Information Network; posted on the Ohio Career Tabloid page of the LMI Classic website (<http://lmi.state.oh.us/Jobs/Careers.htm>); and loaded into the Occupational Supply/Demand System (OSDS at <http://occsupplydemand.org>). Occupational licensing data continue to be updated on an annual basis, rather than the required biennial basis.
- b. Produced sub-state occupational employment and wage estimates, aged to April 2006, for counties and economic development regions using the Estimates Delivery System (January 2007).
- c. Completed 2004-2014 industry and occupational projections for economic development regions in 2007.
- d. Completed 2006-2008 industry and occupational projections for the State of Ohio and delivered in accordance with instructions provided by the Projections Managing Partnership (June 2007).
- e. Added the annual average 2005 summary of quarterly employment and wages (fall 2006) for counties, workforce investment areas, metropolitan areas and the State of Ohio. Added quarterly data for the state and counties for 2006.
- f. Posted BLS/OES occupational employment and wage estimates for the state and metropolitan areas (May 2006 panel) and aged to 1<sup>st</sup> Quarter 2007 using the Estimates Delivery System.
- g. Updated data from the Integrated Postsecondary Educational Data System (IPEDS) for 2005 (fall 2006). Data are also available on the Occupational Supply Demand System (OSDS) (<http://occsupplydemand.org/>). The Ohio Bureau of Labor Market Information (BLMI) serves as the state coordinator for the Integrated Postsecondary Education Data System (IPEDS) surveys, which provide current completions data for postsecondary, structured training programs. The Ohio BLMI also serves as a contributing consortium member of the OSDS.

## **2. Produce and disseminate industry and occupational employment projections:**

The job outlooks were completed using the Projections Suite software provided by the Projections Managing Partnership. Extracts for the Workforce Information Database were created and loaded. Larry Less continued as Technical Co-chair of the Technical Issues and Research Committee of the Projections Workgroup. Reports are available from the Projections page of the LMI Classic website

(<http://lmi.state.oh.us/PROJ/Projections.htm>).

- a. Produced the short-term outlook, 3<sup>rd</sup> Quarter 2006 to 3<sup>rd</sup> Quarter 2008 and distributed according to procedures established by the Projections Managing Partnership (June 2007). The report is available at <http://lmi.state.oh.us/proj/projections.htm>.
- b. Produced and posted the job outlook (2004-2014) for the sub-state economic development regions available through Data Query on the *Ohio Workforce Informer* website, <http://www.ohioworkforceinformer.org/>, and through published reports.
- c. Another related product that provides an overall outlook for employment for Ohio and each of the eight large metropolitan areas is the monthly *Ohio Leading Indicators* publication at <http://lmi.state.oh.us/PROJ/LeadingIndicators.htm>. These indicator series and their components were also inputs used in the analysis of short-term industry forecasts.

## **3. Publish an annual economic analysis report for the governor and the SWIB:**

*Ohio Economic Analysis, 2007: Understanding the Environment and Charting a Course for the Future* was published in June 2007 after being presented to the Governor's Workforce Policy Advisory Board at their meeting on June 27. This analysis covered a broad spectrum of workforce and economic issues facing Ohio, including income, productivity, migration, unemployment, poverty, education, demographics and skills. The geographic analysis focused on Ohio's relative position compared to neighboring states and the nation and on conditions in the eight major metropolitan areas which comprise about three-fourths of Ohio's population. This publication is available at <http://lmi.state.oh.us/research/research.htm>.

BLMI has increased its presence with the state and local Workforce Investment Boards and One-Stops through increased presentations to these groups; more targeted reports for their use (e.g. Workforce Analysis reports); and review of their planning processes (e.g. WIRED grant application review). BLMI also has regular support staff representation at the Governor's Workforce Policy Advisory Board.

**4. Post products, information and reports on the Internet:** The Bureau of Labor Market Information maintains two websites to disseminate information: *Ohio Labor Market Info (LMI) Classic* (<http://lmi.state.oh.us>) and *Ohio Workforce Informer* (<http://OhioWorkforceInformer.org>). The LMI Classic site is a legacy system designed in-house which has been in operation for more than fifteen years. It has the advantage of broad flexibility, since we can readily design customized applications for data presentation and easy access to a wide array of reports and publications. *Workforce*

*Informer* is a product of a consortium of states designed to easily access information populated in the Workforce Information Database (#1 above) with an interface geared toward meeting the needs of the types of customers who typically visit. Because it is database driven, it has many query and download options with more flexibility in loading data for individual geographic regions as soon as they become available. Both LMI web sites complement each other; and they effectively respond to different segments of the market for labor market information, leading to increased use by LMI consumers overall.

The *LMI Classic* site remained an important source of labor market information for our customers (i.e., average monthly hits of more than 100,000, and more than 18,700 unique visitors per month during PY 2006). Comparable usage statistics for the *Ohio Workforce Informer* web site were 145,525 average monthly hits (or page views) and more than 3,900 average monthly unique visitors (i.e., unique IP addresses). When added together, the two LMI web sites averaged monthly hits of more than 245,000 and more than 22,600 monthly unique visitors for the 2006 program year. A new type of reporting, sessions, has also been added to the statistics for the Workforce Informer site. Instead of “visits,” it tracks “sessions,” a series of hits to the site over a specific period of time. The number of sessions continued to climb during PY 2006 to about 14,000 per month with the average length of a session being 18 ½ minutes.

The top consumer demand areas for labor market information in PY 2006 (based on the use statistics from the LMI Classic web site) were the jobs and careers folder, the active server pages about career education, the economic development profiles, occupational wages, the employer training seminars, and the employment projections folder. The regional *Workforce Analysis* reports have also been in high demand with more than 28,000 PDF requests between the February, 2007 posting and June, 2007.

The job outlook and related publications are at <http://lmi.state.oh.us/proj/projections.htm>. *What's Hot in Ohio*, an occupational trends pamphlet, and the *Buckeye Top Fifty*, which focuses on high wage/high demand occupations, are posted on the *LMI Classic* site. In addition, approximately 120,000 copies of the occupational trends brochures have been distributed, followed by the distribution of about 10,000 pamphlets called *Blueprints for Job Placement* (which array LMI resources by type of unemployment). Occupational outlook data to 2014 were also provided to the Ohio Career Information System (OCIS) to help guide career decisions and investments in the educational infrastructure through the Internet. Further, OCIS was also provided IPEDS training data collected by BLMI. Occupational licensing data through calendar year 2005 is posted on the *LMI Classic* website (July 2006) and the OSDS. These are listed among the “Feature Resources” on the Career Exploration page (<http://lmi.state.oh.us/Jobs/Careers.htm>).

Key reports are posted on the Research page of the *LMI Classic* site at <http://lmi.state.oh.us/research/research.htm>. The annual report on the economy that was presented to the Governor’s Workforce Policy Advisory Board in June 2007 and *Workforce Analysis* reports for thirty local One-Stops/Workforce Investment Areas are posted here. The bureau also prepares a quarterly *State of Ohio Workforce* report for the Ohio legislature, posted at [http://lmi.state.oh.us/wf\\_quarterly/OhioWorkforce.htm](http://lmi.state.oh.us/wf_quarterly/OhioWorkforce.htm). The

new job search manual, *What's In A Word? Maybe Your Next Job!* with its unique recommendations about keywords for resumes and skill shortage indicators based on empirical evidence from America's Job Bank, received the most page views from LMI consumers, averaging more than 1,800 monthly PDF requests. The Economic Development Profiles (<http://lmi.state.oh.us/asp/edeps/EdepsNAICS.htm>) were updated with the 2005 annual employment and payroll data. See item 1 above for more details on some of the key data that have been loaded or updated.

#### **5. Partner and consult on a continuing basis with Workforce Investment Boards:**

BLMI has been doing more to assist One-Stop staff through training and services provided by the local labor market analysts (LMAs) and the Business Resource Team (BRT). The LMAs and BRT members around the state have been training extensively on the use of workforce information to better support their local Workforce Investment Boards (WIBs). In addition, there have been specific tasks and outreach highlighted in the following:

- a. BLMI, in conjunction with the U.S. Department of Labor's Employment and Training Administration (ETA) and the Northeast Ohio WIB, hosted the LMI Forum in Cleveland from October 31 to November 2, 2006. This conference brought more than 100 labor market analysts, economists, statisticians and workforce development professionals from across the U.S. to Cleveland to discuss labor markets and national, state and local economies. One plenary session featured the Cleveland area WIB members presenting their applications of labor market information as a joint testament to the excellent quality of BLMI products and the prompt responsiveness and expertise of local labor market analysts. BLMI was very prominent in the proceedings, leading four workshops and making six presentations.
- b. The LMI Forum also provided an opportunity to showcase newly developed, two-page profiles for industries of emphasis by the Governor's Workforce Policy Advisory Board, including agriculture, construction, manufacturing, education, health care, information technology, transportation and warehousing, and trade. View them at <http://lmi.state.oh.us/research/research.htm>.
- c. At the request of the board in Workforce Investment Area 7, BLMI prepared a customized workforce report summarizing key trends in their region for an August 2006 meeting. That report served as the basis for further discussion of content (see 5.d.) for the *Workforce Analysis* reports for thirty regional One-Stops\ Workforce Investment Areas which were posted by the spring of 2007.
- d. BLMI has staff who participate on a regular basis in regional meetings of local boards. The pilot *Workforce Analysis* report for Employment and Training Centers of East Central Ohio was presented at a Licking County workforce development meeting in September 2006.
- e. *Navigating the World of Workforce Information*, an employer workshop, continued to be a high priority (see the training summary below) in providing workforce information to local WIBs and the business community that they serve.
- f. BLMI continued to provide wage record follow-up analysis of the clients of the Ohio Rehabilitation Services Commission (ORSC). Over the past decade, the Ohio BLMI led an unusually successful, inter-agency effort to utilize labor market

- information and wage records as tools to follow and report on the labor market experiences of the customers of the ORSC. These wage record follow-up reports started with the ORSC class of FFY 1993; and recently, the Ohio BLM I completed the follow-up tables for the FFY 2003 rehabilitation class in FFY 2004. With the project-generated, follow-up data one year, two years, and three years post closure, the ORSC received the following, major benefits: 1) received \$2 million in new monies from the Social Security Administration for training reimbursements, as a direct result of the wage record documentation generated by this inter-agency project about formerly lost clients; 2) documented high employment retention rates for rehabilitation customers 1-3 years post case closure, which helped to secure state funding for the ORSC match to federal funding (roughly 4 federal dollars for each state dollar invested in the ORSC); 3) the applied research of the LMI/Rehabilitation/Wage Record follow-up studies was published in a leading professional journal (i.e., the *Monthly Labor Review*, May, 2004, "Using Wage Records for Workforce Investments in Ohio" at <http://www.bls.gov/opub/mlr/2004/05/contents.htm>).
- g. We continued to market workforce tools and data. The major new product that we utilized during PY 2006 was the Occupational Supply Demand System (<http://occsupplydemand.org>). Mark Schaff continued as a contributing labor economist to the OSDS.
  - h. Technical assistance and documents were also provided to several local workforce boards that were working on collection of job vacancy and employee benefit information. Major assistance was provided, in particular, to the Dayton Job Center to help deal with extensive mass layoffs in the automotive and related industries in their region. Consultation was provided for the *Job Vacancy Survey Report for the Greater Montgomery County Labor Market* (December 2006, at <http://www.thejobcenter.org>) which was done for ten counties in the region.
  - i. The SkillsLink application has become a staple to assist job seekers unemployed due to mass layoffs, especially in auto-related manufacturing industries. BLM I provides a summary of potential employment opportunities (firm names and addresses) by occupation, in accordance with the occupational/industry distribution, within a specified radius of the plant location to target job search activities toward employers likely to provide job opportunities. During PY 2006, services were provided for workers in 80 different occupations affected by 15 layoff events for which in-depth job analysis was requested.
  - j. BLM I continues to market and train LWIB staff and others to use our electronic products known as "The LMI Pro Suite." Applications of the LMI Pro Suite include the development of outplacement plans for down-sizing corporations and analyses of labor availability and costs to attract new firms. BLM I supports the needs of Ohio's workforce systems in the national arena through membership on the National Association of State Workforce Agencies (NASWA) LMI Committee, and as a board member of the National Labor Market Information (LMI) Training Institute and supporter of the national LMI Forum.

Here is a summary of training and presentation activities during program year 2006:

- 1) 72 participants attended 6 single-day, LMI training workshops, including employer human resource staff members attending the *Navigating the World of Workforce Information* business outreach sessions;
- 2) 187 training participants attended 16 two-day, LMI training seminars;
- 3) another 18 workforce development professional staff attended 3 intensive, *LMI Pro Suite* training sessions, which were 3-day training workshops; and
- 4) the labor market analysts of the Ohio BLMI made 29 presentations throughout PY 2006 that 560 workforce development professionals, educators and business representatives attended.

Training evaluations consistently ranked instructor performance and materials highly.

Customer service requests for data and analysis to BLMI by phone, e-mail and letter averaged more than 106 per month during PY 2006. These customized requests for labor market information were popular with private businesses (including private research organizations), which averaged more than 24 LMI customized, consumer service requests each month.

BLMI also distributed about 641 sets of the ALMIS Employer Database CDs from *InfoUSA* in program year 2006 to meet demand from One-Stop offices, the County Job and Family Services offices, job development staff and others, including local and state offices of the Ohio Rehabilitation Services Commission. These employer directories are important employment placement tools that provide job developers with individual company names, physical location, business address, web site address, business telephone number, North American Industrial Classification System (NAICS) code, contact person and human resource executive for the firm, credit rating of the company and a radius search option. The ability to sort the employer data by company name, industry code, region, state, county, city, township, zip code and business employment size category is invaluable for professional job developers so that they can develop customized lists of companies for contacts. The employer database on disks allows job developers to take the information with them into the field for use with their laptop computers. Access to this database, coupled with the occupation/industry matrix and employment projections, has opened up the non-posted “hidden job market” of employment opportunities for job seekers not only through the websites, but also through customized reports and label-generating capabilities in the SkillsLink program mentioned in 5.i. above, and the OSDS noted in 5.g., in addition to posted job orders in job banks at <http://lmi.state.oh.us/jobs/JobBanks.htm>.

**6. Conduct special studies and economic analyses:** Besides the annual report required and discussed in item 3 above, there were three major endeavors which culminated in these value-added products:

- a. *Workforce Analysis* reports were completed for all of Ohio’s Workforce Investment Areas (WIA), including the twelve One-Stops in WIA 7. Printed copies were distributed during the spring 2007 to the local boards and publications posted at <http://lmi.state.oh.us/wia/workforceanalysis.htm>. These publications review demographic and economic characteristics of state and local

- labor markets, including trends in population, employment, unemployment rates, income and housing.
- b. Development and distribution of a new job search manual, entitled *What's In A Word? Maybe Your Next Job!*, based on the keyword and skill shortage research of 2004 resume and job order transactions data from America's Job Bank (AJB). The chapters of the new LMI job search manual, for use in One-Stop Centers, include the following topics:
    - i. Selecting Keywords for Your Resume – Find the Word
    - ii. Tips for Successful Resumes – Write the Word
    - iii. Tips for a Successful Job Search – Know the Word
    - iv. Tips of Successful Interviews – Speak the Word
    - v. SCOTI and One-Stop Services – Place the Word

The Ohio BLMI continues to support this analysis of AJB transactions data with further research into the calendar year 2005 and 2006 AJB job order and resume data. This is a unique and innovative job search and training resource, with empirically-based research recommendations about keywords for resumes and training for occupational skill shortages.

- c. We began and will continue development of labor/skill shortage reports for Ohio's major metropolitan areas (the draft of the Dayton MSA report is available upon request).

**Customer Consultations:** Besides an increased presence with state and local WIBs and One-Stops mentioned in #3 above, BLMI has established tools for feedback and outcome monitoring. We established an online survey for comment on our Internet-based products and services (<http://lmi.state.oh.us/feedback.htm>) and a desktop menu for recording customer inquiries with our office. We regularly distribute presentation and training assessment surveys. The "Quarterly Activities Report" of the Business Resources Team is an example which is available upon request. We also consider usage statistics (#4 above) as significant indicators of the value of our services.

**Summary:** Overall, we feel we have been very successful in completing the items outlined in the "Statement of Work Deliverables." We have also continued to remain flexible in responding to customers' needs and continue to better align LMI with Workforce and Economic Development.