

Workforce Information Core Products and Services Grant

PY 2006 ANNUAL REPORT

WISCONSIN



State of Wisconsin

**DEPARTMENT OF WORKFORCE DEVELOPMENT
DIVISION OF EMPLOYMENT AND TRAINING
BUREAU OF WORKFORCE TRAINING**

The Wisconsin Department of Workforce Development (DWD) received \$637,592 in PY06 (7/1/06 – 6/30/07) from the Department of Labor, Employment and Training Administration (DOL/ETA) to produce the six core information products and services outlined in the Training and Employment Guidance Letter No. 3 - 06. All deliverables that were identified in the PY06 plan were met. Wisconsin was able to stay within the allocated dollar amounts granted to us by ETA through a series of collaborations with other entities. The following narrative outlines the progress Wisconsin has made on these core products and services.

ACCOMPLISHMENTS

1. Continue to populate the Workforce Information (formerly ALMIS) Database with state and local data.

- The Wisconsin Workforce Information Database (WID) is currently using a combination of Version 2.1 and Version 2.3 but future planning for Version 2.4 has been moving ahead. The Version 2.4 work that has began in PY06 included:
 - Creating new Business Establishment Dynamics (BED) tables in the development environment.
 - Identification of 12 Crystal Reports that were modified to accommodate the expanded License Description data (4000 characters). (print functionality issue)
 - All existing tables requiring v 2.4 modifications have been updated in dev (33 Tables).
 - 16 tables have been loaded where there was production data available. Test data will be loaded in 17 tables that did not have production data available.
 - Reviewed the WORKnet pages requiring modification and/or testing due to new WID tables/data.
 - Moved all tables up to User Acceptance Testing (UAT).
 - Once all WORKnet pages are changed/tested in dev, we can move them up to UAT for review.

- Additional tables have been identified and prioritized for future development and implementation in the next program year. Those tables include:
 - Consumer Price Index
 - Mass Layoff Statistics (MLS)
 - Income, Sales, and County Tax Tables
 - Quarterly Workforce Indicators (QWI) from Census
 - Retail Sales figures
 - Retirement, Medical Benefits, Veteran's Benefits, etc.
 - Equal Opportunity data from Census
 - Education Program Completers
 - Employment Service Data
 - Job Vacancy Survey Data

- In addition we have loaded the following Federal Department of Labor Data:
 - Updated monthly Current Employment Statistics (CES) data.
 - Updated monthly Local Area Unemployment Statistics (LAUS) data.
 - Updated national LAUS statistics with data obtained from the Crosswalk Center.
 - Updated the Quarterly Census of Employment and Wages (QCEW) data.
 - Loaded work stoppages information.
 - Loaded long-term NAICS-based WI projections data.
 - Loaded long-term Standard Occupational Classification (SOC)-based WI projections data.
 - Loaded short-term NAICS-based WI projections data.
 - Loaded short-term SOC based WI projections data.
 - Loaded bi-annual Occupational Employment Statistics (OES) data.
 - Updated annual Bureau of Economic Analysis (BEA) income data.
 - Produced occupational employment and wage data for the state, Metropolitan Statistical Area (MSA), Balance of State (BOS), and counties using the North Carolina-developed Estimate Delivery System (EDS) system.
 - Maintained link to the Bureau of Census *Local Employment Dynamics (LED)* website.
 - Linked to the BLS Location Quotient Calculator.

State of Wisconsin Data:

- Updated schools and school program data from the WI Department of Public Instruction (DPI), WI Vocational School system, and from the University of Wisconsin (UW) system.
- Continued to populate licensing information from various departments.
- Linked to the most recent version of the Employer Database.
- Loaded population data from the Crosswalk Center.
- Updated employer names and addresses from the Standard Name and Address Program (SNAP), a Wisconsin-developed product that provides customers with the names and addresses of employers covered under Wisconsin's Unemployment Insurance (UI) law, either in an electronic format or hard copy listing/labels.

2. Produce and disseminate industry and occupational employment projections.

Long-term Projections: Wisconsin has continued to produce quality long-term projections products for a wide variety of customers. Activities include the following:

- Developed 2004-2014 sub-state industry and occupational projections for Wisconsin's eleven Workforce Development Areas.
- Created several customized reports based on 2004-2014 statewide and sub-state projections data for a wide variety of customers such as business leaders, elected officials, researchers, and educators.
- Distributed over 1,200 copies of the book *Wisconsin Projections 2004-2014: Employment in Industries and Occupations* to job seekers, job counselors, educators, and other customers.
- Developed and posted several web-based products based on the 2004-2014 statewide and sub-state industry and occupational projections.

- Created the 2004-2014 projections files for the Workforce Information Database.

Short-Term Projections: Wisconsin continued to produce reliable statewide short-term employment projections. In addition, the state developed regional short-term projections to fulfill the needs of Wisconsin's WDAs. Short-term projections activities were as follows:

- Created 2005-2007 regional industry and occupational projections for the State's WDAs. Provided Excel and PDF versions of the projections on the DWD website.
- Constructed regional 2005-2007 Workforce Information Database projections files.
- Designed a full-color brochure outlining the 2005-2007 statewide industry and occupational projections. Distributed almost 50,000 copies to a wide variety of customers including job seekers, career counselors, job centers, and secondary and post-secondary schools. Posted a PDF version on the DWD website.
- Developed reports highlighting the 2005-2007 statewide outlook in healthcare and information technology occupations. Provided Excel and PDF versions on the DWD website.
- Produced 2006-2008 statewide industry and occupational projections and met the 2007 ETA deliverable.

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

The Office of Economic Advisors created a piece, *2006 Annual Wisconsin Regional Economic Analysis* for the Governor and for the state's Council on Workforce Investment. The objective of this three-part analysis was to examine the state's and its regions' recent economic performance as well as to project employment by industry and occupation through year 2010.

The first portion of this analysis was titled, I. Statewide Analysis Relative to Neighboring States, in which changes in Wisconsin's economy were benchmarked to the nation and to its regional, contiguous states.

The second portion of this piece titled, II. Regional Analysis Within the State of Wisconsin, examined the recent economic performance of the seven GROW (Growing Regional Opportunities in Wisconsin) regions in Wisconsin. Most of the same metrics that were involved at the statewide level analysis were also studied at the regional level in this section.

The third portion of the analysis titled, III. 2005-2010 Labor Market Outlook, focused on the regions' projected industry and occupational employment from 2005-2010.

4. Post products, information, and reports on the Internet.

The Wisconsin Labor Market Information Section continued to print and distribute over 38,000 Career Posters to various educational facilities, Job Fairs, Veteran's Offices, Job Centers, Workforce Development Boards and to other states. In addition, the Career Posters were made available to customers in a downloadable format, along with WORKnet bookmarks, Industry Perspectives on Manufacturing and Construction and various Wisconsin map products. WORKnet offered quarterly and annual PDF files for the QCEW statistical tables, the Current Employment Statistical (CES) tables, Plant Closing and Mass Layoff Tables, and Local Area Unemployment Statistics (LAUS) – seasonally and not seasonally adjusted tables.

Another popular product that LMI produces on a monthly basis is the County Snapshot. This product displays employment, unemployment rates, CES data, Local Employment Dynamics (LED) from the U.S. Department of Census, and Job Order data in an attractive graphical picture. In PY06 this same format was created for WDA's and for the GROW Southeastern Region (WI Virtual WIRED region), basically a combined profile of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, Waukesha counties in the same two page format as the county profiles.

The following items were posted on the OEA website and linked to from WORKnet:

- The *Wisconsin Jobs 2007* brochure (based on 2005-2007 projections). This brochure displays the top ten industries with the most growth, as well as the three largest occupations within each of these industries. The brochure also highlights occupations with above average wages. These occupations are broken down education and training category and ranked by total job openings. This item was downloaded 269 times.
- A series of downloadable files highlighting the findings of the 2004-2014 and 2005-2007 statewide and regional projections. These items were downloaded 39,969 times. For each WDA, these files included:
 - A detailed listing of all long- and short-term occupational projections.
 - A listing of long- and short-term industry projections at the super-sector level.
 - Largest occupations.
 - Fastest growing occupations.
 - Occupations with the most annual openings.
 - Occupations with the most new jobs.
 - Occupations losing jobs.
 - A breakdown of annual openings by eight different education and training pathways.
- The *Wisconsin Projections 2004-2014: Employment in Industries and Occupations* book. This 140 page book examines the long-term projections in depth. This book was downloaded 794 times.
- The 2006 edition of the *County Workforce Profiles*. The *Profiles* were downloaded 104,994 times. County Workforce Profiles: Seventy-three documents total, one for each county plus one for the State.
- *Workforce Observations*, a quarterly publication that reviews each WDAs labor market over the previous quarter. These items were downloaded 15,193 times.

- *Labor Shed Wages* which detail regional wages for areas other than MSAs or WDAs. These items were downloaded 332 times.
- *Monthly Economic Indicators*. There were 5,014 hits on this information.
- *Affirmative Action* data for Wisconsin and its 72 counties, 2006-2007. This was downloaded 1,209 times
- *Top 100 Employers*, The 100 largest employers by county and Statewide with consideration of private- and government ownership. This was downloaded 2,451 times

5. Partner and consult on a continuing basis with workforce investment boards.

Both labor market information and other support are routinely provided to local Workforce Information Boards (WIBS) (in Wisconsin, the local Boards are known as WDBs) on request. The specific services that were provided included the following products and activities:

- Acted as information liaisons to the WDBs conducting special research on a variety of topics such as: demographic studies, industry and occupational growth and projections, wages and other demand-related issues.
- Acted as information liaisons to the newly formed GROW regions creating economic and demographic metrics to evaluate the strengths and challenges of their economies.
- Provided quarterly updates on the labor market conditions of each WDA through the *Workforce Observations* publication.
- Served on special employer and education/training committees within the WDAs covered by the local labor market analysts.

Numerous trainings and workshops were presented to Workforce Development Boards and other customers of LMI. The following events occurred:

- WORKnet Business Employer Luncheon
- Ho Chunk Indian Teen Workshop
- Careers Conference
- Effective Job Development Strategies for W-2
- Overview of LMI Portion of Job Development training
- Basics of LMI Training
- ABC's of LMI and Using Electronic LMI tools
- Manufacturing in Wisconsin presentations
- Resource Room Training in local Job Centers
- Job Development Symposium
- Health Care Careers – LMI Workshop

The content of these training sessions were presented to over 16,000 customers throughout the state. The target groups included Job Seekers, Job Counselors, Business Representatives, Researchers, Economists, Economic Developers, Workforce Development Board members, Workforce Investment Act Administrators, Planners, Policy Makers, Students, and Educators.

Wisconsin LMI staff also presented at ETA's Driving Regional Economies conference. This conference and series of workshops was designed for state leaders and technical experts who used workforce information in framing out regional strategies. This conference included Workforce Information Directors and staff, State Leaders from Workforce Investment Boards, Economic Development, Education, and WIRED staff.

6. Conduct special studies and economic analyses.

- Provided informational support for state and sub-state workforce development efforts and prepared the following special reports or data compilations:
 - *Welders in Wisconsin* – a report outlining the demographics of the welding workforce, training programs, WDA wages, and WDA employment projections for the welders.
 - *Wisconsin's Top 25 Jobs: High Paying with Many Openings* – a compilation of the twenty-five jobs statewide and for each WDA that pay wages above the median and that are also projected to have numerous job openings during 2004-2014. The information also included the typical education and training path for each occupation.
 - *Wisconsin Knowledge Occupations* – an examination of the 2004-2014 employment projections for Wisconsin's knowledge occupations.
 - *Wisconsin's Skilled Manufacturing Occupations* – an examination of the 2004-2014 and 2005-2007, statewide and WDA, employment projections for skilled manufacturing jobs.
 - *Catholic Diocese of Superior, WI* – Primarily demographic and some economic analysis for rural Catholic school system
 - *Employment Disability* – profile of economic and demographic characteristics of those who identified themselves with "employment disability" in the 2000 Census.
- Periodically the Governor of Wisconsin will tour one of the cities in the state. These visits are called Capital for the Day. His office will ask LMI to prepare Capital for the Day data sheets in preparation for these visits. A sampling of the data that is included:

Labor Market Statistics

Labor Market Statistics

Employment

Unemployment Rate

Workforce Indicators

Total Employment

Avg Monthly Earnings of All Workers

Total Employment: Males

Total Employment: Females

Total Employment: Age Distribution

- 14-24
- 25-44
- 45-64
- 65+

Number of New Workers Hired

Avg Earnings (Monthly) - New Workers

Job Turnover Rate

General

Average Home Sale Price

of Residential Building Permits

Per Capita Income

Number of K-12 Public Schools

Population

Occupation

Most Common Occupations Based on Employment (Avg Hourly Wages)

- 1.
- 2.
- 3.
- 4.
- 5.

Industry

Total Number of Employers (Firms)

- 0-49
- 50-99
- 100-249
- 250-999
- 1,000+

Largest Employers & Employment Size

- 1.
- 2.
- 3.
- 4.
- 5.

Industries With the Most Employment (# of Employees)

- 1.
- 2.
- 3.
- 4.
- 5.

Industries With Largest % of Employment Growth Over-the-Year

- 1.

- 2.
- 3.
- 4.
- 5.

Industries with Largest Numerical Increase in Employment Over-the-Year

- 1.
- 2.
- 3.
- 4.
- 5.

Projections

Short-Term

Administrative and Support Services
 Food Services and Drinking Places

Educational Services, Including State and Local Government
 Hospitals
 Specialty Trade Contractors
 Social Assistance

Long-Term

Nonstore Retailers
 Educational Services
 Ambulatory Health Care Services
 Administrative and Support Services
 Hospitals

Work Programs

JobNet

of Job Center JobNet Users (monthly est)
 Number of Job Openings
 Top Job Categories on JobNet

- 1.
- 2.
- 3.

Employers with Most Job Openings in JobNet

- 1.
- 2.
- 3.

Wisconsin Works (W2)

Average Monthly Caseload
 Average Monthly Paid Caseload
 Entered Employments for WP/W2 Individuals

Year-to-Year Avg Monthly Paid Caseload % Change

Statistic

Wagner Peyser

Number of Job Seekers
Entered Employment Rate
Six-Month Retention Rate

WIA Title 1 Program Areas

Adults

Number of Adult Participants
Number of Adult Exiters WDA
Number of Adults Who Received Training
Funding WDA
Entered Employment Rate
Six-Month Retention Rate
Earnings Change in Six Months WDA

Dislocated Workers (DW)

Number of DW Participants

Number of DW Exiters WDA
Number of DW Who Received Training
Funding WDA
Entered Employment Rate
Six-Month Retention Rate
Earnings Replacement Rate WDA

Older Youth (OY)

Number of OY Participants
Number of OY Exiters WDA
of OY Who Received Youth Services
Funding WDA (Total Youth Funding)
Entered Employment Rate
Six-Month Retention Rate
Earnings Change in Six Months WDA

Other DWS Programs

Apprenticeships - Apprenticeship Training Covers Different Periods of Time and Skills - This Data is for Year 2006

Child Care Program and Funding

Funding:
Families Served
Children Served
Paid Providers
TEACH Scholarships
REWARD Stipends

Total population

Male
Female
Median age (years)

Percent age 0-17

Percent age 65+

Race/ethnicity

American Indian

Asian

Black/African American

White

Hispanic (of any race)

Income

Per capita income

Adjusted Per capita income

Percent of individuals below poverty level

Educational attainment

Percent high school graduate or higher

Percent Bachelor's degree or higher

Percent foreign born

Mean travel time to work (minutes)

Housing

Total housing units

Owner-occupied units

Median owner-occupied house value

Adjusted Median owner-occupied house value

CUSTOMER SATISFACTION ASSESSMENT

Feedback via our WORKnet webmail continues to be positive. Sample emails include the following:

Greetings from Idaho,
First of all let me say that I have just viewed your LMI site,
<http://worknet.wisconsin.gov/worknet/default.aspx>
I want to extend my congratulations for successfully creating a clean, user friendly LMI site. I am totally impressed with the ease of use of the data analysis tool. Your team should be proud of the great job that you all have done. I know how difficult it is providing content and data in a pleasing manner and you certainly have done so.
Great Job,

Or another email which generated constructive feedback from the Business Community:

Hi – I work for DWD/Job Service in Monroe, and I have been given your name as an information contact regarding Worknet. Every quarter in the SW portion of the State we hold information lunch meetings for employers in our area, and Monroe will be hosting an employer lunch on Wednesday, January 18 from 11:45 a.m. – 1:15 p.m. We feel that an informational session for employers on the use of Worknet may spur them to use that system for employment information, and assist them to become more in-tune with our systems and presence here through such a presentation. Just wanted to drop you a quick line to see if you might be available and/or interested in doing a presentation for us on that date. We generally have

between 20 – 35 guests in attendance at the sessions we hold in Monroe, and I think it might be a nice educational piece for our local employers
 Thanks much for your assistance.

WORKnet has an online Customer Satisfaction Survey that provides critical feedback that we use to enhance our site.

WORKnet Customer Satisfaction Survey

Respondents: 84

Report Date: 7/01/2006 – 6/30/2007

1. Overall Satisfaction Category

	Poor	Fair	Good	Very Good	Excellent	Response Total
Easy to find	12	15	9	15	9	60
Timely	10	13	12	16	9	60
Detailed Enough	14	12	14	10	10	60
Helpful	15	8	11	14	12	60
In a useful format	13	9	16	12	10	60
Overall, I am Satisfied with the Website	17	12	5	13	13	60

Comments:

1. I have been very satisfied with the assistance I have received from all of the web sites' information and all of the people at places like goodwill and their sincere efforts to help all of us unemployed at the moment.
2. I couldn't figure out how to compare by different states and cities. Wasn't sure if there was an option for that or not.
3. I am not able to find a career with my skills and experience. I feel it is hard to make a living in Wisconsin.
4. I am often frustrated trying to find the exact employment/wage data I need. For instance, I am looking for wage data for the Racine area. While I have found it, why not just have a link that says Wage Surveys.
5. Doesn't show job categories that are declining or at least I didn't see it. Also the salary info should estimate what the salaries would be in 2012. I imagine they will be about the same. Most of the jobs listed are already paying poverty wages. What a depressing list of growth jobs. Close all the tech schools and colleges. For a list like that, an education is

not need. Talk about the dumming down of America. Know wonder I can't find a job in this state . . . I have too much useless education.

6. very easy to use and informational
7. the sites are not very informative and are not helpful in anyway. the sites are not detailed enough to even find the proper site that i am seeking.
8. what happened to the touch screens. that was much easier to use.
9. Need much improvement to the interface
10. I used your site to find a juvenile correction position at two counties. Both searches just stopped. This was of no use to me or others.
11. This website is not as good as i thought it would be it is not well enough detailed
12. excellent data source and a aesthetically pleasing application
13. I have never been to your site before, I was searching information on Labor Standards and found it. Very interesting information on your site.
14. i need a list of jobs for the summer i am only 15 please help me thank you i need this very much
15. I love this site - I use it regularly when working with both job seekers and employers. Great job!
16. i wish that yuo would include how many years of schooling you need to become a phy. therapist but other than that this is a great website and helped me figure out what i will be when i grow up.Thank You
17. JMC = PE,MSME,MBA = WHY DID YOU CLOSE THE 68th STREET OFFICE ?

2. How do you rate the following data categories?

	Poor	Fair	Good	Very Good	Excellent	Response Total
Unemployment	12	9	5	8	8	42
Industry Wage	12	10	10	5	8	45
Occupational Wage & Employment	12	11	7	8	8	46
Occupational / Industry Projections	12	8	8	5	9	42
Labor Market Trends	12	5	10	5	8	40
Geographic Detail	11	5	11	8	6	41

Comments:

1. This has been a sad situation the whole time I have been unemployed, which has been too much of my life since I've been out of teaching.
2. I wish wage data could be more recent. Also, I believe it could be better labeled, i.e., Occupational Wage Data For Racine, MSA for 2005 Data collected January 2005 thru May 2005.

3. Would liked to have looked at the Construction in Wisconsin report but it wouldn't come through on my computer.
4. The web page asks you to select counties but the map does not come up so you cannot get any information. I found the web site to be totally useless and a waste of time.

3. Was there information that you expected to find but didn't? If so, please explain.

1. Everything I've wanted to find, and then some, has been available.
2. In the county wage comparisons, are the wages stated an average for each experience level? How are these figures derived?
3. Local job sites are not listed in this site
4. If we were to get a good family sustainable job not a 9.00 hr job can I live off this with 2 kids and a wife
5. I am looking for the unemployment rates by county for June 2006. You usually have these published, but I did not print this when I received the e-mail for it and now I don't know where to look? Do you have an historical report area that I could access this?
Thank you.
6. county job openings
7. Job opportunities.
8. I need to find a summer job I am only 15 years old i need a list of jobs for my age
9. How much schooling do you need for these kind of jobs?

Workload continues to increase with more requests for information from new and existing customers and partners.