

Michigan Workforce Information Core Products & Services Grant Annual Progress Report PY 2004

Michigan's Bureau of Labor Market Information and Strategic Initiatives (LMISI) submitted a PY 2004 grant plan that included each of the priority core products and services defined by the Workforce Information Core Products grant. Following is a summary of activities and accomplishments for these products and services.

Core Products And Services

1. Continue to populate the ALMIS Database with State data

Michigan updated to ALMIS version 2.3. Core Data, Administrative, Lookup, and Crosswalk tables have all been converted where necessary. The database continues to be maintained and populated with timely information using a maintenance and release schedule. One data table, Lichist, still has not been populated due to unavailability of data. Various sections of our legacy Office of Labor Market Information (OLMI) website are currently populated directly from the ALMIS Database. Our new Workforce Informer based website, to be released early in calendar year 2006, will allow users increased flexible access to nearly all values residing in the ALMIS Database.

Coding, formatting and other processing difficulties were encountered due, in part, to a major state reorganization of governmental departments that had authority for issuing occupational licenses. The update of occupational licensing ALMIS data tables was completed early in Program Year 2004. This licensing data was also submitted to the National Crosswalk Service Center in October of 2005.

2. Produce and disseminate industry and occupational employment projections.

Michigan completed long-term industry and occupational projections for the state's eighteen sub-state geographic regions. These forecasts had a calendar base year of 2002 and a target year of 2012. They were developed using the methodology, software tools and guidelines developed by the Long-Term Employment Projections Consortium and were based on NAICS industry and SOC classifications.

Short-term industry and occupational forecasts with a base of second quarter 2004 and a target of second quarter 2006 were also completed for statewide and the Detroit MSA. The methodology, software tools and guidelines developed by the Short-Term Forecasts Consortium and the MicroMatrix User's Group were used to develop these forecasts. ALMIS ETA files for the Michigan statewide short-term forecasts were transmitted to the Projections Consortium as specified by June 30, 2005.

These long and short-term forecasts have also been used to update their respective tables within our ALMIS Database and posted onto our LMI website. The forecast's "Outlook" brochures were also developed but will not be published until mid - PY2005.

3. Provide occupational and career information products for public use

- Michigan completed data collection for a statewide/regional Job Vacancy Survey (JVS) in September 2004. This employer survey compiled detailed information on area job vacancies reflecting wages, education, experience, hiring difficulty and other characteristics. Survey results were tabulated and analysis conducted. Results will be used as a benchmark for future annual JVS surveys.
- Worked with Public Policy Associates in the production of Health Care Workforce in Michigan, a comprehensive report on the health care sector in Michigan. LMISI staff contributed to two primary sections, Occupational Profiles and Occupational Projections, of this research effort.
- Designed and populated Michigan Career Outlook 2012 brochures. These are produced for the state and 18 regions, and provide information on high-growth occupations, jobs producing high numbers of job openings, and high-demand jobs for different education/training requirements. Brochures will be supplied in the fall of 2005 to all Michigan Works! service centers, community colleges, and state government departments involved with career preparation or job placement.
- Michigan developed, designed, and produced content for the new Workforce Informer website. It contains a Career Center module that is specifically designed for the delivery of career information. It also utilizes modules that allow users to explore and compare specific occupations on a wide variety of labor market indicators.
- Presentation sessions on career trends, occupational outlook, career resources, and wage trends were delivered directly to students and jobseekers, or indirectly to counselors and workforce professionals who provide direct service to the public.
- Regional analysts and central office staff provided technical assistance on the use of occupational information and career resources to a wide array of local users.

- Bureau staff responded to over 10,000 requests for labor market information during PY 2004, many of which relate to occupational outlook or wages.
- Several research articles were produced for distribution to the public on Michigan's new Workforce Informer website. Examples of article topics include:
 - Job Outlook for Michigan's Career Pathways
 - Regional Skills Indicators
 - Educational Attainment & Job Market Success
 - Navigating the World Wide Web: Internet Resources for Business
 - Michigan's High Growth-High Wage Occupations
 - MICAR – Michigan's Career Automated Researcher
- Regional staff provided extensive data, support, and consulting services to the Career Ladder Project, a joint effort in Saginaw County, Michigan involving Saginaw-Midland-Bay Michigan Works!, Saginaw County Business & Education Partnership, Saginaw County Vision 2020, DLEG, and local business, labor, and other organizations. Customized labor market information and occupational forecast data was provided. 30 Career Ladder brochures have been produced and copies distributed to K-12 teachers, counselors, and students.

4. Provide an employer name and address list that can be accessed by the public

Michigan's OLMIS legacy website links directly to ACINet for public access to the ALMIS Employer Database. Our new Workforce Informer LMI website accesses the "Employer Locator" via the regularly updated ALMIS database tables. A link to the "Employer Locator" in our department's Career Portal website also provides public access for career exploration, job searches and job development by agency staff and clients of One Stop Career Service Centers.

5. Ensure that workforce information and support required by state and local workforce investment boards are provided

- Produced customized Annual Planning Information reports for 25 Workforce Development Boards. These provide a substantial amount of data and analysis on labor market indicators, and are the primary planning resources workforce boards utilize. Information was supplied to boards in print and electronic format, and made available to other users via the labor market information website.
- Produced research on core industries, developing industries, and competitive advantage industries for several Michigan regions. This information was used by WIBs, employer groups, and others participating in a grant proposal process for Michigan Regional Skills Alliances. Also produced customized data requests on specific target industries and industry clusters.

- Designed and populated Michigan Career Outlook 2012 brochures. These are produced for the state and 18 regions, and provide information on high-growth occupations, jobs producing high numbers of job openings, and high-demand jobs for different education/training requirements. Brochures will be supplied in the fall of 2005 to all Michigan Works! service centers, community colleges, and state government departments involved with career preparation or job placement.
- Published monthly Michigan Labor Market News. This print and web-based report provides information on the state's labor market and industry trends, as well as trends in the states metro areas and regions. It also provides short articles on a variety of economic and labor market topics.
- Delivered quarterly customized demographic information on Michigan Talent Bank applicant pool to all 25 Michigan Works! agencies. Workforce boards were provided with customized data for their region on the number of Talent Bank applicants by occupation, the occupational distribution, as well as information on the educational attainment of applicants. State data was also supplied for comparison. In addition, information is supplied on the occupational distribution of Michigan Talent Bank job orders.
- Delivered the Michigan Talent Bank Penetration report to all 25 Workforce Development Boards. This product provides boards with information on the share of businesses in their region utilizing the Talent Bank. It serves as an indicator of the WIB's degree of penetration in the employer market and how that compares with other local boards.
- Substantial work occurred in the planning and design of a section of the new Workforce Informer website dedicated to workforce professionals. This work will continue into the next program year.
- Developed customized presentation modules targeted at customer groups such as Workforce Board members, workforce board staff, employers, educators, and economic developers. Over 2,500 persons attended these presentation sessions during the program year. Examples of presentations targeted at Workforce Boards include:
 - Labor Market Trends Update sessions delivered at board meetings
 - Classes on Career Trends and Job Search Information Sources delivered to jobseekers in one-stop centers
 - Use of Occupational Forecasts
 - Labor Market Information: What's in the Works! (Delivered at the Michigan Works! Annual Conference of all local workforce boards and staff)
 - Michigan's Workforce Information Website
 - Outlook for Jobs by Career Pathway
 - Labor Market Information for Economic Development
 - Plan for Tomorrow, Work for Today

- Regional labor market analysts provided technical assistance to several existing Regional Skills Alliances, including service on subcommittees or steering committees of the RSAs.
- Produced research and analysis for the Capital Area WIB in the production of the publication Capital Area Health Care: The Jobs Machine. This product was unveiled in a half-day conference of 130 community leaders, employers, educators, and workforce development professionals. LMISI worked with a consultant on data development and analysis for the written report; and presented trend information on health care at the conference.
- Upper Peninsula regional analyst received statewide award, “Excellence in Customer Service”, from the Michigan Works! Association.
- Produced information and analysis and two presentations for a subcommittee of the Lt. Governor’s Commission on Higher Education and Economic Growth.
- Collaborated with the W.E. Upjohn Institute for Employment Research on a methodology to generate information for Michigan on job openings, expansions, closures, and contractions. Employment change was measured for the period 2003-2004.
- Produced in-depth economic and labor market analysis for Michigan’s two-year strategic state workforce investment plan. This project included the use of the Skills-Based Employment Projections System.
- Supported workforce boards in their implementation of the Governor’s Michigan Opportunity Partnership program. Goals of this program included contacting 35,000 employers regarding available jobs and placing 30,000 unemployed in jobs. LMISI was instrumental in identifying target industries and target employers and providing business lists for the employer outreach efforts. LMISI also coordinated the development of outcome measures for the initiative.
- Added 2004 and 2005 Worker Adjustment and Retraining Notification Act data to the LMI website for access by workforce boards, agency staff, and external customers.
- Produced information on declining industries by Workforce Development Board used for Dislocated Worker program eligibility.
- Provided ongoing consulting assistance to Workforce Development Boards utilizing central and regional labor market analyst staff.

6. Support development and deployment of State-based workforce information delivery systems.

Michigan's new LMI website is based on the Workforce Informer and allows many new features not available on our current legacy website. These features include the ability of performing queries of the ALMIS data, searches of the website's data and article topics and user help functions. This new Workforce Informer platform is heavily integrated with the ALMIS Database and enables customers to access and customize information in a dynamic and interactive environment. Staff developed and deployed data, tables, analytical content and articles onto the website throughout the latter part of the program year. The design, content and presentation were continually being developed and fine-tuned for our users. The data residing in the site is current but this new website has not yet been publicly marketed. A marketing launch has been scheduled for the first quarter of 2006.

Our current legacy OLMIS website saw the cumulative number of "Total User Sessions" increase nearly 5 percent from PY 2003 to PY 2004. "Repeat" visitors to the site increased nearly 3 percent during the same time period. Data areas related to Current Employment Statistics and Mass Layoffs experienced visit increases.

7. Support State workforce information training activities.

- Developed customized presentation modules targeted at customer groups such as Workforce Board members, workforce board staff, employers, educators, and economic developers. Over 2,500 persons attended these presentation sessions during the program year. Examples of presentations targeted at Workforce Boards include:
 - Labor Market Trends Update sessions delivered at board meetings
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 - Labor Market Information for Economic Development
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Staff attended training sessions and seminars on the following topics:

- Research Methods
- STATA
- Workforce Development
- GIS and Community Analysis
- MS Office Software Training
- Economic Development
- Economic Outlook
- Grant Writing
- Workforce Informer
- Michigan Works!
- Local Employment Dynamics

Customer Consultation & Satisfaction Strategy

Customer Satisfaction Assessment

1. Survey of Michigan Works! Agency Directors

A survey was sent to the Directors of Michigan's local workforce boards. It requested information on the level of interest in LMISI products and services, their level of satisfaction with products and staff services, and the relative importance of various workforce information activities.

- 70 percent or more of WIB directors were "Very Interested" in 13 out of 20 workforce information products.
- 90 percent or more of directors were "Very Interested" in Regional Industry Clusters, the ALMIS Employer Database, the Michigan Job Vacancy Survey, Michigan's Career Automated Researcher, and Regional Employment Updates.
- 100 percent of directors were "Very Interested" or "Interested" in 17 out of 20 products
- 60 percent of directors were "Very Satisfied" with "LMISI Products" and with "LMISI Staff Responsiveness".
- 90 percent of directors were "Very Satisfied" or "Satisfied" with "LMISI Products"; and 100 percent with "LMISI Staff Responsiveness".
- Six of nine workforce information activities were rated as "Very Important" by 80 percent or more of WIB directors.
- Localized wage data, current local growth industries, local workforce trend analysis, forecast skills gaps, and data on local core and competitive-advantage industries received "Very Important" ratings from 90-100 percent of directors.
- 7 of 9 workforce information activities were rated as "Very Important" or "Important" by 100 percent of directors.

2. Labor Market Information Presentations

Usefulness of Information

Very Useful	70%
Useful	27%

Overall Satisfaction

Very Satisfied	67%
Somewhat Satisfied	27%
Neither Satisfied Nor Dissatisfied	6%