

Workforce Information Core Products and Services Grant

PY 2004 ANNUAL REPORT

WISCONSIN



State of Wisconsin

**DEPARTMENT OF WORKFORCE DEVELOPMENT
DIVISION OF WORKFORCE SOLUTIONS
BUREAU OF WORKFORCE INFORMATION**

Wisconsin received \$742,589 in PY04 (7/1/04 – 6/30/05) 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. 1-04. The following narrative outlines the progress Wisconsin has made on these core products and services.

ACCOMPLISHMENTS

1. Continue to populate the ALMIS database with State data.

The America's Labor Market Information System (ALMIS) is a normalized, relational database structure developed for storage and maintenance of labor market, economic, demographic and occupational information. The ALMIS Database allows states to store information in a standard format and in a single location to meet the needs of a wide variety of labor market information customers. Wisconsin is currently running on Version 2.1 of ALMIS. Licensing tables and Projections tables are running under Version 2.3 of ALMIS. All core tables in the database have been updated with the following federal and state data.

Federal Department of Labor Data:

- Updated monthly CES data.
- Updated quarterly QCEW data.
- Updated monthly LAUS data.
- Updated national LAUS statistics with data obtained from the Crosswalk Center.
- Loaded work stoppages information.
- Loaded long-term NAICS-based WI projections data.
- Loaded long-term SOC-based WI projections data.
- Loaded short-term NAICS-based WI projections data.
- Loaded short-term SOC-based WI projections data.
- Loaded bi-annual OES data.
- Updated annual Bureau of Economic Analysis income data.
- Produced occupational employment and wage data for the state, MSA, Balance of State, and counties using the North Carolina-developed EDS system.
- Linked to the Bureau of Census *Local Employment Dynamics (LED)* website. This data analyst and economic development tool combines employment and wage data from the Quarterly Census of Employment and Wages with the employee wages from Unemployment Insurance's Wage Record file and the Bureau of Census demographic information.

State of Wisconsin Data:

- Updated schools and school program data from the WI Department of Public Instruction, the WI Vocational School system, and from the 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). SNAP is a Wisconsin-developed product that provides customers with the names and addresses of employers covered under Wisconsin's UI law, either in an electronic format or hard copy listing/labels. This very popular product is used by marketing research

firms, economic developers, researchers, etc.

- Updated median home prices for counties from the Wisconsin Realty Association.
- Loaded building permits.
- Linked to the *Location One Information System (LOIS)* website, which has current detailed information on Wisconsin buildings, sites and locations for businesses looking to expand and for economic development staff.

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. These products include the following:

- Developed regional 2002-2012 industry and occupational projections for Wisconsin's Workforce Development Areas. Posted Excel and PDF versions of the data and related reports on the *Department of Workforce Development (DWD)* website.
- Constructed regional 2002-2012 ALMIS Database projections files.
- Generated specialized reports examining information technology and healthcare occupations using 2002-2012 statewide projections data. Posted these reports on the *DWD* website.
- Developed customized reports of 2002-2012 high-wage/high-demand occupations and fastest growing occupations in manufacturing, finance and insurance, education, construction, healthcare, and information technology for use in career posters.
- Created a 150-page publication analyzing the 2002-2012 statewide industry and occupational projections. Posted a PDF version of the book on the *DWD* website. Notified customers, including businesses, educators, career counselors, job seekers, and researchers of availability of hard copies. Began distributing copies to customers.
- Served as co-chair of the Communications Committee for the Projections Managing Partnership (PMP) and Projections Workgroup (PW). Coordinated flow of information between the PMP, PW, LMI directors and state projections staff. Reviewed and updated dev.projectionscentral and projectionscentral websites in a joint effort with the Utah contractor.

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 Workforce Development Areas. Short-term projections activities were as follows:

- Created 2003-2005 regional industry and occupational projections for the State's Workforce Development Areas. Provided Excel and PDF versions of the projections on the *DWD* website.
- Constructed regional 2003-2005 ALMIS Database projections files.

- Designed a full-color brochure outlining the 2003-2005 statewide industry and occupational projections. Distributed 40,000 copies to a wide variety of customers including job seekers, career counselors, and secondary and post-secondary schools. Posted a PDF version on the DWD website.
- Developed reports highlighting the 2003-2005 statewide outlook in healthcare and information technology occupations. Provided Excel and PDF versions on the DWD website.
- Produced 2004-2006 statewide industry and occupational projections and met the June 30, 2005 ETA deliverable.

3. Provide occupational and career informational products for public use.

Numerous products containing occupational and career information have been developed and distributed throughout the state for public use. The following list identifies those products (electronic and hard copy) that were developed in PY04.

- Distributed 40,000 copies of the *Wisconsin Jobs 2005* brochure (based on 2003-2005 projections) to One-Stop Centers, technical schools, middle and high schools, and other locations throughout the states. This brochure displayed the top ten occupations by annual openings for each of the eight education and training levels and the top ten industries with the most growth. A PDF version was also posted on the DWD website.
- Developed a series of downloadable files highlighting the findings of the 2002-2012 and 2003-2005 regional projections. For each Workforce Development Area, 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.
- Published the County *Workforce Profiles* and *Workforce Development Area Profiles* which highlighted potential careers throughout Wisconsin counties. The County *Workforce Profiles* received 23,510 hits on the OEA website.
- Published a number of occupational and career information pieces, including *WDA Projections and Wages* and *Labor Shed Projections and Wages*. These publications detailed regional occupational projections and wage information for areas other than metropolitan statistical areas.
- DWD's chief economist participates as a member of the Wisconsin Rural Education Advisory group (a body of educators from rural Wisconsin education systems) that meets about the special needs of rural education, including occupational growth and occupational

and economic changes in rural Wisconsin, and provides assistance to the State Superintendent of the Department of Public Instruction.

- Worked with several individual technical colleges, as well as the Wisconsin Technical College System, to assist them in their choices of vocational/career education programs. This on-going effort utilizes industry and occupational projections, as well as the regional knowledge of local economist/labor market analysts.
- Developed an index of distressed counties to focus workforce and economic development activities to those distressed areas.
- Provided occupational information to assist the Unemployment Insurance (UI) Division in determining claimants' attachment to labor market. Local labor market analysts provided expert LMI testimony at over 800 UI hearings. Although this activity is funded by the UI Division, a good part of the analysts' understanding of the market comes from activities funded through this grant.
- Distributed 12,000 copies of the booklet, *Wisconsin Employment, Find Your Dream Job in Wisconsin*, through the state's Tourist Information Centers. They are displayed along with other tourist information. In PY04, an additional 3,000 copies were distributed to Job Centers. Job Centers use the booklet, making it available as a handout in their Resource rooms.
- Printed and distributed 10,000 copies of a new publication to target the dislocated worker population. This publication entitled, *Layoff, A Guide to Assistance* has been very popular at Rapid Response events.
- Collaborated with the Center on Education and Work, University of Wisconsin - Madison, to support the Center's *Wisconsin Careers* and *Careers4WI* web sites. Both sites are accessed extensively by One-Stop customers and professionals throughout the state. DWD, along with the Departments of Public Instruction and Corrections, elementary and secondary schools, technical colleges, and the UW system are members of the Policy Council that advises the Center on how to continue to enhance these sites to meet customers' workforce information needs.
 - The *Careers4WI* site was designed to encourage users to take advantage of career and labor market information in their job search and career exploration efforts. LMI information is provided in an easy-to-understand format, along with an extensive list of answers to frequently asked questions that users might have and links to other resources for One-Stop customers.
 - The *WISCareers* website consists of two sections. The Professional section includes lesson plans that are linked to state and national standards and competencies, information about regional training opportunities and news articles on careers and education. The Customer section allows job seekers to search a database of over 110,000 Wisconsin employers by location and occupation. It provides labor market information and information on other resources such as: Youth and Adult Apprenticeship programs, licensing, transferable skills, financial aid resources, educational institutions and training programs.

- Developed career posters for high growth/high demand occupations in seven leading Wisconsin industries. The posters are being placed in One-Stop Job Centers, middle schools, high schools and vocational schools throughout the state. They are exciting graphic representations of the educational requirements, average annual wages and projected job growth for occupations in high growth/high demand industries. The information is presented in an easy-to-understand and highly useful format for customers (i.e., occupations are grouped according to the level of education required to gain entrance to these jobs). To date, almost 10,000 Career posters have been ordered.
- Published the popular *Workforce Profiles* reports for 72 counties and 11 Workforce Development Areas (WDA). Each report includes a section that presents occupational changes and other descriptive statistics for the relevant WDA.

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

Both labor market information and other support are routinely provided to local WIBS (in Wisconsin, the local Boards are known as Workforce Development Boards (WDBs) on request. The level of ongoing information and support has increased throughout the past year. 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: in-demand occupations, demographic studies, industry and occupational growth, wages and other demand-related issues.
- Provided information on demand industries by Workforce Development Area, specific demand occupations, and various educational and training components and attainment of the local populace through the *Workforce Profiles* publication.
- Published a monthly report, *Workforce Observations*, which provides information about the economic activities occurring in each Workforce Development Area. The publication is distributed to many area businesses, as well as being available on *DWD's* website.
- Served on special employer and education/training committees within the Workforce Development Areas covered by the local labor market analysts.
- Facilitated Employment Statistics Guidance Team (ESGT) meetings. The ESGT is the body designated to comply with the WIA requirement that states establish advisory groups to continuously improve their employment statistics systems. The group has met for the past five years. It was originally organized (prior to WIA) by the Department and charged to improve the accessibility of labor market information for economic developers, employers and job seekers in Wisconsin.

5. Maintain and enhance state workforce information delivery systems.

DWD has two labor market information delivery systems to choose from, *WORKnet* and the *Office of Economic Advisors (OEA)* website. Both systems have distinct agendas; each, however, was designed to support and enhance the other. Through the use of technology, the LMI customer can link across these systems to maximize their access to relevant labor

market information.

WORKnet is a user-friendly interactive web application developed to further the goals of the Governor's "Grow Wisconsin" campaign. It provides economic, employment, demographic and career information to the business community, jobseekers, policy makers, workforce development partners and others. Through *WORKnet*, customers have 24/7 access to accurate, timely local-level information and resources that enable them to make informed decisions about jobs, wages, workforce and other related issues.

- Customized *WORKnet* modules have been developed for distinct customer groups:
 - **Job Seekers** - Occupational information, including wages, employment projections and employment by industry. Links to permanent and seasonal employment opportunities, resume preparation, tips for interviewing, etc.
 - **Businesses** – Information on wage and compensation packages, hiring, site locations, marketing and expanding business operations. Links to organizations that provide business assistance services.
 - **Economic Developer** – Information on employment, job creation, new hires, average earnings, local economic indicators, etc. Links to on-line searchable economic databases with detailed information on buildings, sites and locations for expanding businesses.
 - **Data Analyst** – Industry and occupational information on employment and wages for counties, WDAs or the state. Information formatted for data-driven research customers.
 - **Youth** – Information on work permits for minors, hours of work and Wisconsin minimum wage rates for youth.
- Customers accessed *WORKnet* through more than 120,000 visitor sessions on the DWD website from January through August 2005.
- *WORKnet* has been demonstrated to many key audiences, including Governor Doyle's office, the DWD Secretary and other executive staff, program bureaus within DWD (Job Services, Workforce Programs, Office of Economic Advisors), other state agencies (Department of Commerce, state Association of Workforce Development Board Directors) and the press.

Specific *WORKNET* enhancements that were completed in PY04 include the following:

- Linked to the most recent version of the Employer Database from ALMIS. InfoUSA was the vendor that supplied the new versions of the data.
- Combined UI layoff data with the information from other databases to conduct time-series analyses for other labor market publications.
- Produced electronic publications to provide customers easy access to labor market information from the Current Employment Statistics survey; the Local Area Unemployment Statistics program; the Occupational Employment Statistics program; projections data; and county wage and occupational information (from the Estimates Delivery System).

- Developed an on-line tutorial called “*Using Labor Market Information to Understand your Local Economy, A Wisconsin Cookbook.*” Provides step-by-step guidance on how to prepare your own regional economic analysis, as well as other available resources.
- Provided access to other publications and links to enhance the array of economic and workforce data that customers can access.
- Geocoded QCEW micro level Milwaukee city data for LMI mapping. Purchased an online graphing and charting package to display QCEW data.
- Displayed a variety of maps on *WORKnet* including the distribution of Wisconsin’s Hmong population, Job Center Partners, Job Center Regions, micropolitan and metropolitan areas and counties. Also published nine US Census defined maps.
- Developed a county wage comparison query page on *WORKnet* that allows users to compare salary levels by geographic location around Wisconsin.

The delivery of labor market information on the *OEA* website was expanded in scope and products. This site also placed analysts/economists in direct contact with customers utilizing labor market information. It has proven to be extremely popular not only with workforce development customers, but also with economic developers at work in Wisconsin and neighboring states. Throughout the course of this contract period, the *OEA* website has received 78,683 hits for workforce information.

6. Support state workforce information training activities.

Wisconsin vigorously engaged in workforce information training activities and presentations in PY04. Using funding from this grant in conjunction with other funding sources, the following training activities and services were provided to customers:

- Demonstrated *WORKnet* and showcased other labor market information products at the:
 - Annual WI Apprenticeship Conference (466 attendees),
 - Milwaukee Job Development Symposium (130 attendees),
 - Job Service District Directors and Supervisors meeting (30 attendees),
 - Youth Leadership Summit convened by LT. Gov. Barbara Lawton (230 attendees),
 - Deerfield Middle School (60 students and teachers), and the
 - Workforce Investment Act (WIA) Roundtable, targeted at WIA adult, older youth and younger youth case managers (120 participants).
- Organized a Career Safari program for young people and their parents at DWD’s, “Take Our Daughters and Sons to Work Day” event (125 attendees).
- Participated in Job Center Resource Room career development trainings for local employment and training staff. Local labor market analysts assisted trainers.
- Sponsored a *Location One Information Systems (LOIS)* marketing tool presentation for economic development organizations, DWD economists, and data analysts. *LOIS* provides internet access to information about local communities and their real estate markets. (40

attendees).

- Developed and implemented six training sessions called “ABC’s of Labor Market Information” that provided employment and training staff with pragmatic approaches on how to use the information available on the *WORKnet* website.
- Participated in the “WIA Earnings and Career Advancement” video conference.
- Demonstrated *WORKnet* to 36 economic developers during an interactive web presentation entitled, “Building Communities.” This program from the U.W. Extension educational series allowed us to highlight the variety of workforce data available for economic developers throughout the state.
- Trained employment counselors on the use of workforce information at a series of workshops.
- Provided training in utilizing and understanding labor market information at several train-the-trainer sessions for field workers from Job Centers, Workforce Development boards and for staff from the Wisconsin Department of Corrections. The focus of the training was on new LMI related products that were developed in PY04, including an electronic version of customized local labor market data called *County Snapshots*, career posters, and presentations of two new publications entitled *Construction, An Industry Perspective* and the *Wisconsin Health Care Workforce Annual Report*.
- Provided information on the availability and use of electronic economic data. This is a critical component of the state’s labor market information program – providing customers with access to staff who are experts in the use and availability of economic data. This approach has proven especially helpful for small employers and media developers, who often don’t have the economic where-with-all to have a research person on staff, but who still have a need for data to help answer demand questions.
- Provided 289 unique presentations to a diverse customer base, including the Hmong community business leaders, local government officials, educators, etc.

CUSTOMER SATISFACTION ASSESSMENT

Numerous customer satisfaction assessments have been sent to users of labor market information. Some methods and results include:

- A survey was mailed to 1,200 customers about the *Wisconsin Jobs 2005* brochure. The survey asked:
 - if the information in the brochure was helpful to them and/or the customers they served;
 - what additional information they hoped to see;
 - what information they thought was unnecessary;
 - if providing additional information on the web in Microsoft Excel and Adobe Acrobat formats met their needs; and
 - if they had any additional comments.

Of those who responded, 29 percent worked in an educational setting, 29 percent were job or career counselors, the other 42 percent were a mix of employers, job seekers, researchers, and other government agency staff.

The overwhelming majority of respondents, 97 percent, found the information helpful. There were no responses indicating that any of the information was not useful; nearly three-fourths of the respondents indicated they found the additional information on the website helpful. The most common response in the additional comments field was for regional data. For the next round of projections, we are considering developing an electronic version of a brochure for each area that would be similar to the printed statewide brochure.

- A survey of the 2002-2012 projections publication was mailed to 1,200 customers who had received projections products during PY04. The survey asked customers the same questions that were asked in the above bullet point. The vast majority of respondents said that the information in the publication was helpful and met their needs.

In response to specific suggestions for improving the publication, the 2004-2014 report will include the following enhancements:

- More information and narrative about the top 10 occupations with the most openings in each education and training category;
 - Additional regional data, such as the overall outlook for each WDA;
 - Links to other regional-level data found elsewhere on DWD's website;
 - Identification of potential employers using *WORKnet*.
 - If feasible, using currently available software, a comprehensive index of the publication's contents.
- DWD held numerous focus group sessions to identify the information needs of customers and to assess customer satisfaction with our products. Attendees at the sessions included business leaders, staff from educational institutions, job seekers, economic developers, researchers, and One-Stop Center staff. These individuals provided extensive input about their general LMI needs and, in targeted focus group sessions, identified the specific needs of their individual customer categories. Some of those identified needs include: skills based information, more sub-state customized data, and more user- friendly simplified web applications.
 - A new customer satisfaction survey tool was researched and developed for *WORKnet* in PY04. This survey will be implemented online in PY05.
 - A customer satisfaction survey was sent to 125 WIA and Job Center staff who participated in program training, including how to incorporate the use of LMI in their daily work activities. A 63 percent response rate was received from 79 of those participants. Findings from the survey include:
 - 37 percent rated the "WIA Program Update" excellent, 52 percent rated it good, 10 percent rated it fair, and 1 percent rated it poor.
 - 14 percent rated the presentation on "Creating a Demand Driven Workforce System" session excellent, 37 percent rated it good, 23 percent rated it fair, and 5 percent rated it poor.

- 51 percent rated the presentation on “Wisconsin’s Labor Market and Overall Economy” presentation excellent, 42 percent rated it good, 5 percent rated it fair, and 2 percent rated it poor.
 - 18 percent rated the “Introduction to WORKnet” demonstration excellent, 47 percent rated it good, 29 percent rated it fair, and 5 percent rated it poor.
- Eighteen hundred customer satisfaction surveys were distributed to job seekers at 85 Job Centers throughout the state. A total of 948 surveys were completed and returned. Statewide findings from the include the following:
 - Thirty-five percent of the survey respondents had recently been laid off, 24 percent had children less than 18 years of age, 15 percent lacked a GED or high school diploma and 9 percent reported having a disability.
 - The most common reasons for going to a Job Center were to look for a job (72 percent); to drop off resumes, applications, or obtain information about low-income housing/emergency assistance (20 percent); and to obtain labor market information (19 percent).
 - Eighty-three percent of customers thought that Job Center staff was very helpful, and 78 percent were very satisfied with the services that they received. One percent of customers said that staff was not helpful.