

WISCONSIN PY 2003 ANNUAL REPORT

Workforce Information Core Products and Services Grant



State of Wisconsin

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

Wisconsin received \$737,659 in PY03 from the Department of Labor, Employment and Training Administration (DOL/ETA) to produce the seven core information products and services outlined in the Training and Employment Guidance Letter No. 9-03. 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 and 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 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 EDI system.

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.

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:

- Created a 150-page publication analyzing the 2000-2010 statewide industry and occupational projections. Distributed nearly 1,000 copies to businesses, educators, career counselors, job seekers, and researchers. Posted a PDF version of the book on the Department of Workforce Development website.
- Generated specialized reports examining high-technology, information-technology, and healthcare industries and occupations using 2000-2010 statewide and regional projections data. Presented this data at meetings of businesses, educators, career counselors, job seekers, and researchers. Posted these reports on the Department of Workforce Development website.
- Constructed a four-digit NAICS-based historical data set for use in the 2002-2012 industry projections.
- Developed 2002-2012 statewide industry projections for all 4-digit NAICS industries using Long-Term Industry Projections software. The projections were produced using linear-nonlinear time series models, shift-share models and analyst-defined ordinary least squares models.
- Produced 2002-2012 statewide occupational projections using the MicroMatrix and met the June 30, 2004 ETA deliverable.
- Constructed 2002-2012 ALMIS Database industry and occupational projections files.
- Served as co-chair of the Technical Issues and Research Committee for the Projections Managing Partnership and Projections (PMP) Workgroup. Researched numerous issues regarding the development of a NAICS-based historical database and the 2002-2012 industry and occupational projections. Developed reports and disseminated them via the projections list servers, the Dev.Projections Central website, and the Workforce ATM. Participated in conference calls and PMP meetings.
- Initiated work on various publications and reports based on the 2002-2012 projections data.
- Started groundwork for 2002-2012 regional industry and occupational projections for Wisconsin's Workforce Development Areas.

Short-Term Projections: In PY03, Wisconsin continued to produce reliable statewide short-term employment projections. In addition, the state began to develop regional short-term projections to fulfill the needs of Wisconsin's Workforce Development Areas. Other short-term projections activities were as follows:

- Completed work on a 4-digit NAICS-based monthly historical file in preparation for 2003-2005 state and regional projections.

- Produced 2003-2005 statewide industry projections for all 4-digit NAICS industries using Short-Term Industry Projections software. Estimates were developed using a variety of models, including trend; linear, non-linear, and analyst-defined ordinary least-squares; autoregressive-moving average; vector autoregressive; and Bayesian vector autoregressive models.
- Utilized the MicroMatrix system to create 2003-2005 occupational employment projections for the state and met June 30, 2004 ETA deliverable.
- Created 2003-2005 projections database files for the state's ALMIS Database system.
- Created a database of 2003 average employment levels at the 4-digit NAICS level for all 72 Wisconsin counties. This data was then compiled to create regional level employment data in anticipation of the short-term 2003-2005 regional projections.
- Began work on 2003-2005 regional industry and occupational projections for ten unique regions at the 4-digit NAICS industry level.

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 PY03:

- Circulated nearly 1,000 copies of a 150 page book analyzing the 2000-2010 projections to businesses, educators, career counselors, job seekers, researchers, and other government entities. Produced a pdf version of the book for the Department of Workforce Development's website.
- Distributed a full-color brochure (based on the 2001-2003 projections) displaying the top ten occupations by annual openings for each of eight education and training levels. Dispensed nearly 30,000 brochures for use in One-Stop Centers, technical schools, high schools and other locations throughout the state.
- Helped create a user-friendly website hosting a mix of regional and state economic data, including projections data.
- Worked on a series of reports based on the 2002-2012 and 2003-2005 projections. This information is in Excel table and Adobe pdf formats, and is available for public view on the Department's website.
- Developed numerous short papers highlighting the major findings of the 2002-2012 and 2003-2005 projections. These papers included information on the following topics:
 - A detailed list of all long- and short-term occupational projections.
 - A detailed list of all long- and short-term 3-digit NAICS industry projections.
 - Largest occupations and industries.
 - Fastest growing occupations and industries.
 - Occupations with the most annual openings.

- A breakdown of annual openings in occupations by eight different education and training levels.
 - Examinations of high-technology, information-technology, and healthcare related occupations.
- Provided customized projections reports and technical expertise to businesses, educators, job seekers, career counselors, news sources, and other government entities on an as-requested basis.
 - Completed the *Wisconsin Employment Connection, Find Your Dream Job In Wisconsin* publication. This booklet was originally created to address the state's labor shortage by encouraging visitors to consider moving to Wisconsin. The booklet provides information and web links for job seekers and their career development, businesses, and LMI resources. It also provides general information about the state and promotes Wisconsin as a good place to live, work and play.

The booklets are distributed through the state's Tourist Information Centers. They are displayed along with other tourist information and are a voluntary choice for the recipient. Last year, 12,000 copies were distributed at the Tourism Centers. Most One-Stop Centers also use the booklet, making it available as a handout in their Resource rooms. In addition, the booklets have been very popular at Rapid Response events for dislocated workers.

In 2002, a total of 25,000 booklets were printed and distributed statewide. In 2003, that number was adjusted to 30,000 to make more available to the Dislocated Worker Unit. In 2004, a special Dislocated Worker version of the publication was prepared to better target that population.

- Worked in collaboration with the Center on Education and Work, University of Wisconsin – Madison, providing labor market information to support the Center's *Wisconsin Careers* and *Careers4WI* web sites. 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. It provides labor market information in an easy-to-understand format, along with an extensive list of answers to frequently asked questions that users might have. It also contains links to other resources that One-Stop customers may need.

The *WISCareers* website consists of a Professional section and a Customer section. 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 the *WISCareers* database of over 110,000 Wisconsin employers by location and occupation. It provides labor market information data and other resources such as: information on Youth and Adult Apprenticeship programs; licensing; transferable skills; financial resources and financial aid; educational institutions and training programs.

Both websites are accessed extensively by One-Stop customers and professionals throughout the state. The Department of Workforce Development, along with representatives of 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.

- Developed Career Posters for high growth/high demand industries. The posters are being placed in One-Stop Centers, high schools and middle schools throughout the state. They are exciting graphic representations of the 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).
- Created an Office of Economic Advisors within the Department to strategically align the analytical portion of LMI with the Department's Office of the Secretary. This office has published the very 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.
- Worked with the Youth Apprenticeship Program of the Governor's Work Based Learning Board to develop job outlook information (demand, supply wages and educational needs) for various occupational program areas. The specific information provided included long-term projections for occupations in those areas, the anticipated job openings and growth of these occupations, industries that were likely to employ people in these occupations and the geographic distribution of the occupations.
- Offered testimony on occupational information to the Department's Unemployment Insurance adjudicators and administrative law judges. Although this activity is funded outside of the One Stop grant, the regional analysts would not be available without the assistance of the grant.

4. Provide public electronic access to the ALMIS Employer Database.

During PY03, Wisconsin continued to provide public electronic access to the ALMIS Employer Database. Ongoing efforts are underway to merge the ALMIS Employer Database with Wisconsin's SNAP data (see page 1 for SNAP definition). This effort will create a database that has job seeker appropriate addresses (from the ALMIS Employer database) that are linked to employer contact names, email addresses and fax numbers (from the Quarterly Census of Employment and Wages file). Other activities that were conducted were as follows:

- Linked to the most recent version of the Employer Database from ALMIS. InfoUSA was the vendor that supplied the new versions of the data.
- Communicated with several DOL Regional Offices about the feasibility of Info USA collecting Federal Employer Information Numbers. Wisconsin will continue to pursue this discussion with the DOL so that we can supplement nationally collected data with Wisconsin-specific information, such as telephone numbers, email addresses, etc.
- Used the ALMIS database to identify large employers by geographic area and included the information in the Department's monthly publication, *Wisconsin Economic Indicators*.

Local labor market analysts also combined UI layoff data with the information from the database to conduct time-series analyses for other labor market publications.

5. Provide information and support to state and local Workforce Investment Boards (WIBs) and provide other special demand information products and services.

Both labor market information and other support are routinely provided to local WIBS (in Wisconsin, the local Boards are known as Workforce Development Boards) 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:

- Planned and started development of the *Using Labor Market Information to Understand Your Local Economy, A Wisconsin Cookbook* for use by economic development personnel. The topics covered in the publication range from “How to Prepare Your Own Regional Economic Analysis” to identifying additional resources for conducting an economic analysis. The *Cookbook* will be produced in hard copy and electronic format.
- Acted as liaisons between the Department of Workforce Development and local Workforce Development Boards. The local labor market analysts and economists conducted special research for the boards (WIBs) 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 the Department’s electronic LMI 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. In the spring of 2000, the group was formally reorganized to fulfill the requirements of WIA.

6. Improve and deploy electronic state workforce information delivery systems.

During the past year, the Department of Workforce Development developed two new information delivery systems within its 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.

First, the Department focused on replacing its static LMI page with Phase One of a new interactive query tool called WORKnet. To date, the Job Seeker and Data Analyst modules of WORKnet have been fully developed. The specific milestones that were achieved include the following:

- Held numerous focus group sessions to identify the information needs of customers. 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.
- Investigated Video Streaming Software for use in online training for the Job Seeker path in WORKnet. One-Stop Center staff identified online training as critical to the success of WORKnet, as 70 percent of their customers do not know how to navigate a website. In a time of declining state resources, developing this customer service strategy to completion will ensure ongoing support for job seekers.
- Demonstrated WORKnet to key audiences including Governor Doyle's office, the Department Secretary and other executive staff, program bureaus within the Department (Job Services, Workforce Programs, Office of Economic Advisors), other state agencies (Department of Commerce, state Association of Workforce Development Board Directors) and the press.
- Provided access to publications and links that enhanced the array of economic and workforce data that customers can access.
- Produced electronic publications to provide customers easy access to labor market information from the Quarterly Census of Employment and Wages program; Current Employment Statistics survey; the Local Area Unemployment Statistics program; Occupational Employment Statistics program; projections data; and county wage and occupational information (from the Estimates Delivery System).

The second delivery system that was developed was a home page for the Department's Office of Economic Advisors. The purpose of this information delivery site was to assist economic data users to better understand the relationships between labor markets and other economic and demographic specifics. The site helps users interpret labor force data and focus on the issues and trends influencing employment growth in the state.

7. Support state workforce information training activities.

Wisconsin vigorously engaged in workforce information training activities in PY03. Using One-Stop grant funding, the following training activities and services were supplied to customers:

- Provided information on the availability and use of economic data. The Department's local labor market analysts and economists continued to guide customers throughout the

state on how to use electronic economic data. This is a critical component of the state's LMI infrastructure – providing customers with access to staff who are experts in the use and availability of economic data. This approach has proven especially helpful to small employers and media developers, who often don't have the economic where-with-all to have a research person on-staff, but who nevertheless have a need for data to help answer demand questions.

- Presented at the Great Lakes InterTribal Council meeting in Gresham, WI. This demo had a dual purpose; the first was to educate the tribes about the value of labor market information and to explain how it could be used to support their business operations. The second purpose was to solicit the cooperation of the Indian tribes to participate in LMI surveys.
- Showcased WORKnet at the Mid America Labor/Management Conference in Lake Geneva, WI.
- Played an active role in workforce information training activities. A local level analyst was available at most of the One-Stop Center Resource Room training sessions for local employment and training providers to explain how to access and use workforce information. This analyst provided additional support to the trainer.
- Provided direct training on the use of workforce information sources to employment counselors in the field. This was during a series of workshops that were held during the program year.

Other training that was provided to customers to support the One-Stop Centers (but was funded by sources other than this grant) included the following:

- Conducted LMI training in One-Stop Center Resource Rooms.
- Contributed to the state Older Worker Conference by providing staff to conduct LMI training.
- Worked with the Department of Employment Relations to develop an Older Worker Job Development program.
- Provided training to local One-Stop Center staff to ensure that people with disabilities have access to One-Stop Center information and services.

CUSTOMER SATISFACTION ASSESSMENT

The most recent findings from the Department's Customer Satisfaction Surveys showed us that the state's One-Stop Center customer base was very diverse. Forty-nine percent of the customers who used the One-Stop Centers were recently laid off from their jobs. While most customers went to the One-Stop Center to look for a job, they also accessed some other employment-related service such as labor market or career information during their visit. People indicated that they were attracted to One-Stop Centers because of the abundance of labor market information (including career information) and job counseling. In fact, general labor

market information, such as data about the job market and wages, was the primary reason why 17 percent of customers went to a One-Stop Center. An additional 16 percent went to seek out career information and counseling.

The customer satisfaction surveys show us that clients who visited the One-Stop Centers:

- Looked for work (74%)
- Requested public assistance, medical assistance or food stamps (14%).
- Showed a wide variety of reasons for coming to the One-Stop Center, which varied significantly by geographic area.
- Rated their satisfaction very high with the One-Stop Center (over 71% said they were satisfied)
- Accessed labor market information and services (59%)
- Stated that staff were helpful (82%)

The customer satisfaction survey findings identified a number of demographic and socioeconomic characteristics about the One-Stop Center customer base that will be addressed in PY04. For example, the survey identified an increased number of customers who had been recently laid off and had received public assistance in the last six months. The survey results did not indicate, however, if these individuals were offered services that included more detailed labor market information. As a result of this information gap, a list of employers in comparable industries that may be hiring laid off workers will be developed, so that this group of workers has new work options.

In addition, we will develop our job seeker site with a continued emphasis on skill sets and transitional skills. We have determined that our One-Stop Center customer base faces more computer challenges than do other Internet users. Consequently, we shall continue to emphasize ways to increase the user friendliness of WORKnet and to ensure that the online training module that will be developed in PY04 compensates for customer deficiencies in computer literacy.

We will also identify translation software that will enable us to reach a wider customer base, i.e., embracing those customers who do not speak English as their primary language. We will develop training on labor market information that gears itself to all levels of customer understanding and comprehension.

We will evaluate our success or failure in attaining these goals by ongoing customer satisfaction surveys. Responses will be collected electronically via WORKnet and changes will be routinely made to upgrade the usefulness and value of our products. Key products outside of WORKnet will also be identified and will have a customer satisfaction questionnaires incorporated within them as well. Assessments will be taken after every training session and focus group. Based on the findings from these sessions, modification will be made to the curriculum of future sessions.