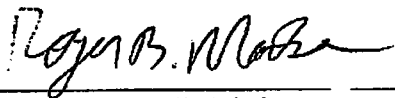

Idaho Workforce Information

Annual Progress Report

Reference Period ~ July 1, 2006 to June 30, 2007

The Idaho Department of Labor research team successfully completed all deliverables outlined in Idaho's PY2006 Workforce Information Plan. As usual, slight adjustments were made to fulfill inquiries and requests of customers and stakeholders and to make Idaho's work force information system more sustainable in coming years. For a comprehensive review of all planned deliverables see Idaho's PY2006 Workforce Information Plan¹.



Roger B. Madsen
Director, Idaho Department of Labor



Geoff P. Paulos
Chair, Workforce Development Council

The PY2006 plan makes some adjustments in scope, dissemination and content in response to budget constraints, customer feedback and the need to enhance Idaho's work force information. These changes are outlined below. Additional modifications can make subsequent *Training and Guidance Letters* more responsive to customer needs.

To meet customer needs, the department and the expanded Workforce Development Council are fully engaged in planning and implementing the Workforce Information Plan. The department works regularly with the council to identify the labor market information needs of communities and regions throughout the state. Local and regional leaders are surveyed annually as detailed in the customer satisfaction component of Idaho's PY2006 Workforce Information Plan¹. The department also presents current research at each council meeting and gains feedback on changes to the current plan to better serve customers and stakeholders. This mechanism not only helps disseminate the research to council customers but also allows for immediate feedback to improve subsequent research efforts.

Idaho's regional economists regularly meet with various associations, colleagues, economic developers and other business customers to maintain a full understanding of the demands for labor market information in all industries, occupations and business sectors. Their requests are immediately answered or forwarded to central office staff for further research or development into future research projects under the auspices of the Workforce Information Plan or other leveraged LMI funding. Brief descriptions of many of these research efforts are provided in the following sections.

The partnership and collaboration with local officials is integral to providing effective work force information research that meets the demands of the state and local work force investment system.

The Workforce Development Council, its staff and the department's regional economists regularly evaluate the plan to ensure it fulfills the work force information needs of Idaho's dynamic economy. Idaho's out-stationed regional economists are the primary providers of local labor market information and the department's major conduit to local political, civic, academic, business and labor leaders. They monitor the needs of all local stakeholders, either responding immediately to questions and concerns or relaying them to those who can respond. More detailed requests are given full project status. All requests are reviewed monthly by planning and evaluation staff for potential inclusion as annual deliverables in the abstract submitted for the current year's Workforce Information Plan. Each year the plan is endorsed by the Workforce Development Council and the director of the Idaho Department of Labor before submission to the Employment and Training Administration.

Workforce Information Database

The Workforce Information Database core tables continue to be updated consistent with the Bureau of Labor Statistics program deliverables from the annual cooperative agreements. Communication & Research staff have upgraded to version 2.3 of the Workforce Information Database structure. Idaho's Labor Market Information Web site continues to host the Workforce Information Database, creating around the clock availability. This gives our customers access to information outside regular work hours and without staff assistance, reducing waiting time for customers and request processing time for staff. As always, customers are invited to submit requests and question. Both printing and mailing costs are being reduced as users realize they can tailor data to meet their needs with this I Internet delivery system. The more data gatherers obtain data via the Workforce Information Database browser, the more cost savings are realized. This is particularly important as funding becomes more scarce.

The addition of non-core economic tables such as the Consumer Price Index have increased interest in Idaho's labor market Web site. Visitor statistics continue to climb. Page views average over 12,000 a month. Unique visitors account for over 2,400 of those visits. The Labor Market Information home page continued to be the strongest entrance point to the Web site with an average of over 8,500 visits a month. Occupational wage information is the most popular page off the portal. As always each program page promotes a prominent direct link into the Workforce Information Database pages.

Short- and long-term industry and occupational projections

In PY2006 Idaho developed independent models for each three-digit NAICs industry and a few selected four-digit industries for all six regions in Idaho. Idaho employment growth has been among the national leaders over the last several quarters prompting numerous inquiries about what the future holds for Idaho in terms of local or regional growth projections and their impact on the need for labor, education and training. This focus on the future has compelled us to spend significantly more hours on improving local and regional models.

Last year a significant change was made in the delivery dates for short-term projections. Feedback from stakeholders, most notably the state Legislature, meant moving short-term projections toward a December release, eight months ahead of the old schedule. The newest industry and occupation long-term and short-term projections were developed in tandem for the calendar years. Short-term projections were re-produced in December for fiscal years to accommodate the annual economic report to the Joint Legislative Economic Outlook and Revenue Assessment Committee. This effort far exceeded the requirements of the PY2006 TEGL. Our ability to produce two sets of short-term industry projections with limited financial resources is under review for future years. Other methodologies are being explored to manage the needs of both fiscal and calendar year projections.

Annual economic report and occupational and career information products

Idaho continues to develop, disseminate and present a host of economic forecasts and reports for a variety of customers and stakeholders. The most notable is presented annually to the Joint Legislative Economic Outlook and Revenue Assessment Committee. The department also makes annual presentations on short and long-term industry and occupational projections to Idaho's Workforce Development Council.

Each Occupational Employment Statistics wage publication was published pursuant to the Workforce Information Plan. But publication will now occur only once a year because of Bureau of Labor Statistics budget cuts. However, these data continue to be collected biannually. Idaho also continues to use the Estimates Delivery System to publish this updated data as quickly as possible. We are attempting to cut costs by limiting the production of printed copies in favor of online electronic dissemination.

The Estimates Delivery System is used to mine data needed to produce planned deliverables and respond to ad hoc information and research requests. Some of these projects will be mentioned later in this report. Idaho encourages continued funding of the system and related workgroups. These products are some of the most requested and used by customers and stakeholders.

Idaho continued to produce the annual Education & Training Pay! poster, which is published on the Web site and provided by mail in hard copy upon request. The Education & Training Pay! poster continues to be one of the most sought after publications the work force information team produces. Idaho is considering changing the publication dates due to changes in the Bureau of Labor Statistics OES cooperative agreements. We will produce this publication as best fits our financial resources since this product is no longer a core product under the work force information TEGL.

Idaho continues to provide two employer databases to customers – maintaining and expanding Idaho's Business Directory as well as InfoUSA, which includes over 75,000 Idaho businesses. Through the labor market information Internet portal and the Career Information System interface, the employer databases are more widely available. They are also integrated into ancillary systems that complement both labor market information and the Career Information System. The department produces a directory file to fit their Internet platform needs.

Idaho continues to conduct a biennial fringe benefit survey. As mentioned in last year's report, Idaho was collaborating with the states of Oregon and Washington on a comparable fringe benefit survey. We successfully developed a similar data collection instrument. During PY2006, Idaho surveyed over 1,000 Idaho employers. During PY2007, Idaho will publish the findings and measure how employers in the three states vary in fringe benefit offerings to their employees. As financial resources dwindle, we will re-evaluate the viability of continuing this research in subsequent years.

Support of Idaho's Workforce Development Council

The Communications & Research Division will expand use of the **Local Employment Dynamics** program in providing labor, economic and demographic data at the community level. The Idaho Department of Labor was a pilot state for the LED mapping application tool. Organizationally, Idaho offers an integrated structure among local economic development, labor market information, census and other data users. The comprehensive socio-economic and geographic database that will be enhanced by Geographic Information Systems and the mapping application provide a new planning and analytical tool for a variety of entities facing the challenge of improving the economic viability of their communities. Efforts to market this tool are being upgraded in the coming year as priorities are shifted to meet customer demand and extra training from colleagues in Washington has been conducted as well.

The LED component responds to the needs of the state council and local regions, providing the tools necessary to measure, correlate and analyze these related data sets. While the work force information team understands the tremendous value of this product, the fiscal viability of continuing this effort is being monitored closely.

The department has purchased 10 licenses from the Economic Modeling Specialists Inc. for its economic impact tool to assess a variety of projects for planners, economic developers and policy makers. This tool has allowed the work force information team to be more efficient in allocating its resources. In the past, the team has used a variety of other tools to develop economic multipliers and economic impacts. But they have been laborious, and alternative regional multipliers are very expensive, time consuming and difficult to apply to the local and community levels.

As previously mentioned, Idaho's six out-stationed regional economists continue to provide a tremendous amount of research to local customers. They include:

- Working with the Information Technology division to develop and improve the parameters and capability for data in the applicant and job order Proclarity cube.
- Working with Jon Panter to develop an underemployment model and data for Idaho. The data are currently used by the regional economists in evaluating labor availability.
- Hosting and directing eight regional discussions on Industry Clustering for Economic Development and work force strategies. North central Idaho was one of the most receptive to cluster analysis and took it to a new level by creating industry, education and economic development partnerships.
- Developing presentations on labor force, labor pool, population demographics and economic data for many groups including the Clearwater County Economic Committee, Clearwater County commissioners, Orofino School Board, Orofino Chamber of Commerce, U.S. Forest Service, U.S. Army Corps of Engineers, Ida/Lew Economic Development, Idaho County commissioners, Grangeville Airport Board, Grangeville, Cottonwood, Riggins school districts, Grangeville Chamber of Commerce, Valley Vision Executive Board, Port of Lewiston commissioners, Port of

Clarkston commissioners, Lewiston/NezPerce Regional Airport Board, Lewis-Clark State College Executive Board, Nez Perce County commissioners, Lewiston City Council, Lewiston Chamber of Commerce, Clearwater Economic Development Association Workforce Board, North Idaho Manufacturing Board, Regional Health Care Workforce Board, Nez Perce Tribe Executive Committee, Moscow/Latah County Economic Development Agency, Latah County commissioners. Moscow City Council and the University of Idaho Budget Committee.

- Providing labor force, labor pool, population demographics and economic data to 14 companies visiting the area.
- Providing labor force, labor pool, population demographics and economic data to private businesses including Potlatch Cor., ATK, St. Joseph Regional Medical Center, Gritman Medical Center, Syringa Medical Center and EMSI.
- Making a presentation on Immigration History and the immigrant role in the U.S. Work Force and the State Industrial Commission Presentation.
- Collaborating on the annual Work Force Summit, Small Business Development Mentoring Luncheons to advise businesses with specific challenges, Magic Valley Rural Economic Development Association sessions, Mini-Cassia Economic Development Association sessions and the Workforce Alliance, which is evaluating organizing an employer group to meet on regular basis for educational presentations and strategies or holding an annual forum to discuss issues.
- Developing research reports on the labor needs in south central Idaho for the Southern Idaho Economic Development Organization and providing economic information, economic multipliers and specific data for the economic development professionals in Minidoka and Cassia counties; the cities of Jerome and Twin Falls, the Magic Valley Rural Economic Development Association, the Southern Idaho Economic Development Organization and Business Plus.
- Preparing an analysis of the Benewah County economy for Timber Plus, the county's economic development organization, to submit for a community review.
- Preparing a report on the Silver Valley labor market for the Silver Valley Economic Development Corporation's Web site.
- Preparing the Future of Work in Silver Valley report for presentation to Silver Valley Rotary Club.
- Making an economic presentation to the Idaho Association of Controllers in the northern and eastern parts of the state.
- Reporting to the North Idaho Chambers of Commerce Legislative Summit in Coeur d'Alene on work force availability in the 10 northern counties.
- Providing background research for a presentation on labor shortages at the Idaho tourism convention.
- Reporting to the North Idaho College executive board on the occupational outlook.
- Reporting to the Kootenai County Workforce Task Force on the new occupational projections and future outlook.
- Assessing occupational trends, socio-economic trends and disability statistics in northern and north central Idaho for Goodwill Industries for a special project in fall 2006.

- Participating in Leadership Sandpoint with a presentation on labor market information.
- Providing North Idaho Christian School with a report on future jobs.
- Presenting the industry cluster analysis to business, economic developers, schools, and others in northern Idaho.
- Updating the local growth report at the request of Hayden city planners.
- Preparing a labor market information script for the Coeur d'Alene consultants to send to people inquiring about moving there.
- Providing economic data to the Kootenai County Growth Forum and the Workforce Housing Subcommittee of Kootenai Perspectives.
- Making a presentation to the Women's Employment Opportunities Conference.
- Conducting a workshop at the Coeur d'Alene Chamber of Commerce on How to Recruit Workers.
- Making two presentations to the North Idaho College Center for New Directions.
- Conducting several one-hour job search workshops in the Coeur d'Alene office.
- Developing and disseminating information on work force availability for the state and its regions.
- Preparing a paper on Where Did the Workers Go.
- Conducting two six-hour occupational trends workshops for the agency's partners.
- Conducting two six-hour workshops on labor market information – Where to Find It and How to Use It for the agency's partners.
- Serving as chairman of the Bannock Development Corp. work force recruiting subcommittee.
- Giving work force presentations to the chamber's Local Issues Committee and to a large Rotary Club.
- Presenting the cluster analysis of southeastern Idaho to a group of economic developers and other interested parties in the Pocatello area.
- Preparing labor market information for and participating in site visits with Hoku Scientific, North American Green, Midwest/Case, Finning and Hampton RV.
- Preparing labor market information for Beardico, Creasa Partners, Compass, Heidi, Everest/Zap and Grain business recruiting projects and contributing information for the IOGEN and Generic RDA projects.
- Working with the city of Pocatello, School District 25, Convergys, Bannock County and several private employers to establish competitive wage rates for various occupations.
- Taking the lead role in an economic impact study of the World Special Olympics Games coming to southwestern Idaho in 2009, using EMSI to calculate the \$42 million economic impact, and presenting the report to the organizers.
- Helping the city of Boise respond to an airplane manufacturer about the availability and wages of avionics technicians and mechanics in the area.
- Providing labor market information to Hoku Scientific about the city of Nampa and the Treasure Valley in general.

- Providing labor market information to a chemical company looking at Boise and Nampa.
- Providing information about population, jobs, labor force, industry makeup and overall economic trends to the e3 economic symposium. Presenting labor market and construction sector information to the McCall Rotary.
- Conducting an industry cluster briefing for leaders of the Boise Metropolitan Statistical Area.
- Speaking to an economics class at Northwest Nazarene University about labor force data and methodology.
- Presenting the underemployment research project to the Governor's Workforce Development Council.
- Discussing the importance of a healthy manufacturing industry and the impact manufacturing has on an economy at the Manufacturing in Southwest Idaho Conference.
- Presenting the underemployment model and methodology to the southwestern Idaho employment services meeting.
- Assisting the city of Nampa and a consultant with economic data for the city's downtown redevelopment project.
- Assisting the city of Meridian with its South Meridian Comprehensive Plan update. Working with local office staff on a supplemental National Emergency Grant for laid off Micron workers. Attending census training put on by the Seattle regional office of the Census Bureau.

These are only a few examples of how work force information is disseminated to and used by customers and stakeholders.

Idaho's six out-stationed regional economists and the regional economist in the central office have conducted training on and how to use labor market information and the Web site where these data are published and archived. In the most recent evaluation period training was provided to over 300 stakeholders and customers ranging from power users such as local office managers and college professors to novice users wanting to use labor market information in their career pursuits and job hunting. These included legislative committees, local chambers of commerce, economic development groups, job fair participants, business groups, school classes and local office staff. The department is focusing heavily on training since the recent launch of the new Idaho Labor Market Information Web site. Details of the new site will be discussed at greater length below.

Maintain and enhance electronic state work force information delivery systems

As technology continues to change, Idaho's Labor Market Information Web site has also. Idaho is no longer dependent on the CIBER Corp. for its Internet development. Idaho's Information Technology Department has obtained the talent to create its own Internet delivery product through the platform of DotNetNuke.

The benefits of adopting DotNetNuke:

Versatility – DotNetNuke is an open source Web application framework ideal for creating, deploying and managing interactive Web, intranet and extranet sites.

User-Friendly – DotNetNuke is designed to make it easy for administrators, content editors, developers and designers to manage all aspects of their Web assets. Wizards, content-sensitive help and a well-researched user interface provide a superior user experience, reducing training cost of staff.

Supported - DotNetNuke is managed and supported by DotNetNuke Corp., a legal entity providing production Service Level Agreements and other professional services for the platform. DotNetNuke is also supported by its core team of volunteer developers and a dedicated international community. Through user groups, online forums, resource portals and a network of companies specializing in DNN®, help is always close at hand.

Open Source – DotNetNuke is provided for free with full source code, licensed under a standard BSD open source license agreement. It allows individuals to do whatever they wish with the application framework, both commercially and non-commercially, with the simple requirement of giving credit back to the DotNetNuke community.

Cutting-Edge - DotNetNuke provides developers with an opportunity to leverage best-practice software development concepts by using cutting-edge technologies like ASP.NET 2.0, Visual Studio, SQL Server, Windows Server and IIS.

Extensible – DotNetNuke has a pluggable architecture, which allows additional functionality and presentation elements to be dynamically added to the application at run-time. By leveraging the base functionality exposed through the built-in content management system, developers and site administrators can be immediately productive and more focused on delivering optimal solutions to their own unique business requirements.

DotNetNuke provides additional functionality at limited cost. Survey modules, e-mail opt in for specialized requests and Spreadsheet writer are among the enhancement modules Idaho is considering. Each of these modules is under \$100 and easily installed by our Information Technology staff. Workforce Information Database version changes within the data module can be achieved in house by Information Technology staff without the delay of a second party agreement as required with CIBER. The cost savings and adaptability of DotNetNuke over the CIBER product allows a greater opportunity to meet customer demands at reduced costs.

For over a year under the previous CIBER version, Idaho was only able to obtain very limited Web metrics on Web site traffic and downloads. With DotNetNuke, Idaho will be able to better measure Web traffic. The funding of this effort is vital as we shift to a paperless electronic future.

The Workforce Development Council, Idaho Department of Labor staff and our network of professional colleagues are fully engaged to continue these vital work force information needs of our customers and stakeholders. As we move forward we hope to rely on technology to fill the funding gaps. Of course these technology enhancements come with a cost, making the federal portion of this effort vital to Idaho and its local communities.

Attachment – Web Traffic

LMI Web Traffic		
Page	Requests	Annual Extrapolation
LMI Home	3,142	93,213
Wages by Occupation	663	19,669
Civilian Labor Force (LAUS)	298	8,841
Wages by Occupations Data	286	8,485
Population	280	8,307
Data	264	7,832
Income	235	6,972
Underemployment	208	6,171
Consumer Price Index	203	6,022
Search Results	165	4,895
Economic Indicators	162	4,806
Davis-Bacon Act	159	4,717
Unemployment Insurance Reports	142	4,213
About Us	138	4,094
Allen Labor Certification	128	3,797
Site Map	126	3,738
Long-Term Projections	118	3,501
EEO Statistics	116	3,441
EEO Summary	105	3,115
Nonfarm Jobs (CES)	104	3,085
Covered Wages (QCEW)	103	3,056
Area LMI	103	3,056
Work Force Trends	97	2,878
Glossary	95	2,818
How are we doing?	93	2,759
Short-Term Projections	92	2,729
Supply & Demand Matrix	84	2,492
Panhandle	82	2,433
EEO Definitions	81	2,403
North Central	77	2,284
Farm Labor	72	2,136
North Central Data Tables	71	2,106
LED County Reports (QWI)	69	2,047
Fringe Benefits Survey	66	1,958
LED Program	64	1,899
City by County Search	64	1,899
East Central	63	1,869
Southwestern	55	1,632
South Central	55	1,632
Southeastern	54	1,602
Panhandle Data Tables	48	1,424
East Central Data Tables	44	1,305
Long-Term Projections Data	35	1,038
Tabs	30	890
Site Log	20	593
File Manager	12	356
User Accounts	5	148
test laus	3	89
Site Settings	3	89

* Due to the new website and webmetric system totals were taken from the first twelve days of December 2007.

*Subsequent years will allow for seasonality and trend metrics without extrapolation techniques.