

Michigan Workforce Information Core Products & Services Grant Annual Progress Report PY2003

Michigan submitted a PY 2003 grant plan that included each of the priority core products and services defined by the Workforce Information Council. 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 continued to maintain and populate all ALMIS 2.2 Core Data Tables and related Administrative, Lookup, and Crosswalk tables. Two crosswalk tables: Matxnaic and Matxsoc and one data table: Lichist have not been populated due to unavailability of data. A maintenance schedule was developed and used to keep data in the database current. Special tables related to Michigan's supply/demand database within the ALMIS structure were also populated and maintained. Various sections of our Office of Labor Market Information (OLMI) website are currently populated directly from the ALMIS Database.

The update of occupational licensing data to populate related ALMIS tables was not completed until after the close of Program Year 2003. A submittal of this licensing data to the National Crosswalk Service Center is expected before the end of this calendar year. Unexpected coding, formatting and other processing difficulties were encountered. This was partially a result of a major state reorganization of governmental departments that were responsible and had authority for issuing occupational licenses.

Our ALMIS Database Administrator, his manager and OLMI staff attended relevant training at the LMI Institute in Atlanta in November of 2003.

Enclosed is an ALMIS core data table summary and a table detailing the status of the core table datasets.

2) Produce and disseminate industry and occupational employment projections.

Completed work in developing long-term industry and occupational projections, with a calendar base year of 2002 and a target year of 2012, using the methodology, software tools and guidelines developed by the Long-Term Employment Projections Consortium. These forecasts encompassed the state as a whole and were based on NAICS industry and SOC classifications. Industry employment series were also built to project Michigan's eighteen sub-state geographic regions.

Short-term industry and occupational forecasts with a base of second quarter 2003 and a target of second quarter 2005 were also completed using the methodology, software tools and guidelines developed by the Short-Term Forecasts Consortium and the MicroMatrix User's Group.

Both long and short-term forecast ALMIS ETA files for Michigan were transmitted to the Projections Consortium in Ohio by June 30, 2004. However, due to some technical difficulties the long-term forecasts were retransmitted on July 14th followed by a retransmission of the short-term by August 18th.

These forecasts have also been used to update tables within our ALMIS Database.

3) Develop occupational analysis products.

Michigan has produced CD-ROM based, interactive applications titled Michigan's Career Automated Researcher (MI-CAR) and Supply/Demand Occupational Briefs. These products are meant to help guide postsecondary training program development and dislocated workers and students exploring career alternatives. Users of these products are able to obtain customized information on career pathways, occupational profiles, demand occupations by area, including skill requirements (O*NET based) and information on the supply of training providers. MI-CAR also contains an on-board assessment tool to help guide individuals in the career exploration process. These products have been disseminated to one-stop career centers and educational institutions. Promotional materials to market these products are being developed.

Specific occupational analysis products based on our skills-based labor supply/demand database that were completed in PY 2003 include: the Skills-Match Interactive Application, the Critical Occupations Report, and the Michigan Pathways Report. Each of these products have been disseminated and are available to the public via links on our OLMI website.

Michigan began data collection for a statewide/regional Job Vacancy Survey (JVS) in May 2004 and was completed in September. This employer survey compiled detailed information on area job vacancies reflecting wages, education, experience, hiring difficulty and other characteristics. Survey results are currently being tabulated. An analysis and report will be written and disseminated.

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

Michigan's OLMI website links directly to ACINet for public access to the ALMIS Employer Database. 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 Centers.

5) Provide information and support to Workforce Investment Boards (WIBs) and produce other State information products and services.

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. Feedback from boards was obtained on the report content and the timing of delivery. Information was supplied to boards in print and electronic format.

Expanded the delivery of demographic information on Michigan Talent Bank applicant pool. 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. This product, formerly provided annually, was expanded to a quarterly product.

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.

Labor Supply for Michigan Critical Occupations - Conducted an employer survey and developed a website application that measured for certain critical Michigan occupations:

- Length of time required to fill job vacancies
- Average number of qualified applicants per job vacancy
- Degree of difficulty in finding qualified workers
- Factors impacting availability of qualified workers

The survey produced data for Michigan and for six state regions.

Produced research on core industries, developing industries, underrepresented industries, and competitive advantage industries for several Michigan regions. This information was used by WIBs and others participating in a grant proposal process for Michigan Regional Skills Alliances. Also produced customized data requests on specific industry clusters.

Produced research and analysis for the Capital Area WIB in the production of the publication Capital Area Manufacturing – Past, Present, Future. This product was unveiled in a half-day conference of 100 community leaders, employers, educators, and workforce development professionals.

Developed customized presentation modules targeted at customer groups such as Workforce Board members, workforce board staff, employers, educators, and economic developers. Approximately 1,800 persons attended these presentation sessions during the program year. Presentations targeted at Workforce Boards included:

- 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

Produced monthly nonfarm payroll employment estimates for 53 local labor market areas.

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.

A contract was initially secured for Michigan's new LMI website by December 30, 2003. However, due to a challenge by another vendor, the contract was not finalized, approved and signed until March 2004. The new site will be based on the Workforce Informer and will allow many new features not available on our current site such as help and searches of data and article topics. This website platform is heavily integrated with the ALMIS Database and enables customers to access and customize information in a dynamic and interactive environment. Staff received training in building and maintaining the new site in May 2004. A new design, content and presentation are currently being developed and finalized. The live launch and deployment date has been rescheduled for the first quarter of 2005.

The total number of "Hits" to the current OLMIS website increased by nearly 27 percent from July 2003 to June 2004. The number of "Repeat" visitors to the site increased over 45 percent during the same time period. A sizable increase of nearly 60 percent was observed in the number of visitors utilizing the "Economic Developer" user group entry point into the website's data.

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. Approximately 1,800 persons attended these presentation sessions during the program year. Presentations targeted at Workforce Boards included:

- Labor Market Trends Update sessions delivered at board meetings
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Staff attended training sessions and seminars on the following topics:

- Basic LMI Analyst Training
- ALMIS Database training

- Economic Development
- Economic Outlook
- Estimates Delivery System
- National Business Relations Group training
- Workforce Informer
- Michigan Works!
- 2000 Census PUMS training
- Local Employment Dynamics
- Long Term Industry Projections Software

Customer Consultation & Satisfaction Strategy

Customer Satisfaction Assessment

1. Labor Market Information Presentations

Usefulness of Information

Very Useful	50%
Useful	49%
Not Useful	1%

Overall Satisfaction

Very Satisfied	57%
Somewhat Satisfied	32%
Neither Satisfied Nor Dissatisfied	7%
Somewhat Dissatisfied	3%
Very Dissatisfied	1%

2. Implementation of Customer Feedback on Publications

Satisfaction assessments were collected in PY 2002 for the following LMI products:

Annual Planning Information Report
 Michigan Labor Market News
 Michigan Career Outlook Through 2008

These assessments were not repeated in PY 2003. Instead, the feedback results were used in product enhancement and new product planning.