

**Workforce Information Grant
PY 2007
Annual Performance Report
Minnesota Labor Market Information Office**

ETA Workforce Information Grant Goals

- A. Participate in economic and workforce activities that are designed to identify regional assets, exploit strengths and opportunities, and address weaknesses.
- B. Actively collaborate with economic development, business and education partners to gather and analyze a wide array of current and real-time workforce and economic data in order to create new knowledge about regional economies and support strategic planning, routinely track economic conditions, measure outcomes, and benchmark economic competitiveness in the global marketplace
- C. Integrate workforce information and economic data into accessible, user-friendly tools and products for use by workforce professionals for providing career guidance, and by students, adults, and workers of all ages to use in making career decisions.
- D. Help economic development project teams address gaps identified in their assessments and participate as catalysts in the development of implementation strategies
- E. Help develop integrated economic development strategies unifying workforce and economic development systems and connecting to other public and private entities.

A. Accomplishment

Deliver-able	Goal	Project	Projected Time Line	Status	Web address
A	B	Continue to populate the WID with state and local data	Ongoing	Complete	www.deed.state.mn.us/lmi
This deliverable is integral to the goal of disseminating LMI information since we run the data tools on our website off the WID. All of the data tools pull directly from the WID and by updating the requisite tables in the WID we keep our website up-to-date. We also use the WID to pull data for research, reports, special requests and presentations. Lastly we give other organizations, including State Colleges and Universities and Metro Council, direct access to our data through the WID. The WID is at the core of the work that we do in LMI.					
B	B	Continue development and posting of quarterly short-term forecasts	Quarterly	Complete to date	http://deed.state.mn.us/lmi/tools/projections.htm
	B, C	Develop statewide long term employment projections	Available on website June 2007	Complete for 2006-2016	http://deed.state.mn.us/lmi/tools/projections.htm

<p>We continue to produce and disseminate short-term forecasts on a quarterly basis and long-term employment projections as the national production schedule dictates. Long-term projections are one of our most popular data products and are incorporated into a number of career information products including <i>MNCareers</i>, a career guide that goes out in hard copy to all 11th graders through Minnesota, as well as www.ISEEK.org which is Minnesota's career information website. We have also incorporated projections into our Occupations in Demand web tool which we developed for the Dislocated Worker Program but has a very broad audience at this time.</p>					
C	A, B	Produce <i>State of the State's Economy, 2007</i>	Complete by May	Complete – in printing	http://www.deed.state.mn.us/lmi/publications/trends.htm
<p>This year our state of the state's economy is a <i>Trends</i> issue on regional industry clusters in Minnesota. These articles mostly came out of a course on cluster analysis that over 100 DEED staff and partners have participated in over a two year period. Industry clusters represent areas of strength, or potential strength, in an economy. We decided that during this period of economic uncertainty and national vulnerability to global economic competition it made sense to focus our annual report on Minnesota's strengths and areas of potential.</p> <p>The issue contains articles on financial services, wood products, medical devices, and information technology. All of these articles come out of longer reports that include more detailed information on the region, the industry cluster and recommendations for next steps. This issue ties in with some of the main workforce and economic development initiatives underway currently in Minnesota. The center spread is a detailed map and description of those initiatives. We worked closely with the Workforce Development Division on this issue and believe that it is a good presentation of some of the work that they are doing around combining workforce and economic development.</p> <p>This issue also includes a link to a Zoomerang customer feedback survey in which we are asking customers to evaluate our state of the state report and tell us what they would like to see in it in the future. We hope that this will provide us with more information on how better to serve our customers' needs.</p>					
D	B, C	Maintain and enhance LMI website	Ongoing	Complete to date with 1,753,600 visits during program year.	www.deed.state.mn.us/lmi
	C	Redesign JVS website for better data display	January through June 2008	Complete	http://www.deed.state.mn.us/lmi/tools/jvs/ChooseAreaMap.aspx
	A	Email and mailing lists	Ongoing	Complete to date with over 6,000 subscribers	http://www.deed.state.mn.us/lmi/contact.htm
<p>Besides maintaining our website with all of the current data and information available we have also made some major improvements this year. We have worked with our IT department to revise all of our web tools. The impetus for this was to move all applications into Dot.Net. This gave us an opportunity to make some improvements to these tools based largely on feedback that we've received over the past several years from customers as well as our research into other states' web tools.</p>					

Once the existing tools were rebuilt, we worked with IT to build a couple of new tools. The first is the Occupations In Demand tool which can be viewed at <http://www.deed.state.mn.us/lmi/tools/oid/default.aspx> This was designed in partnership with a team of high school and Dislocated Worker councilors.

The other tool that we got up and running this past program year is our Job Vacancy Data Tool which can be viewed at <http://www.deed.state.mn.us/lmi/tools/jvs/ChooseAreaMap.aspx> This tool was designed to display the most JVS data possible. In the past, because we used only HTML files, we did not have the opportunity to provide nearly the level of detail that is currently available through this tool.

We are currently working on a regional data tool that will pull together all of the labor market and related information for a particular county or group of counties. This is being built at the request of the regional WIBs and others who are primarily interested in regional level information. We plan to have this tool up and running by then end of summer 2008.

We also have developed a tool to allow customers to self-register for our email lists. We have two email lists, one for media and those who want to get our once or twice monthly press releases and one for general customers who want to receive our monthly Labor Market Newsletter with links to new data, reports and that month's *Minnesota Employment Review*. We currently have about 600 people subscribed to our media list and 3,000 people subscribed to our Labor Market Newsletter list.

E	A, B, C, E	Collaboration with DEED's Regional Analysts	On-going	Complete to-date	http://www.deed.state.mn.us/lmi/regional.htm
	A, B, C	Development of Occupations in Demand (OID) statistic and website and one data update in 2008. Collaborated with Dislocated Worker Program	September 2007 through January 2008	Complete to date, updated biannually	http://www.deed.state.mn.us/lmi/tools/oid/default.aspx
	A, B	Produce Job Vacancy Statistics twice annually	Ongoing	Complete for second and fourth quarters of 2007	http://www.deed.state.mn.us/lmi/publications/jobvacancy.htm
	A, B, E	Collaboration with MnSCU on bioscience job vacancy survey	Ongoing	Complete to date	No results available yet
	A, C	Collaboration with MnSCU and iSeek on other career information	Ongoing	Complete to date	www.iseek.org www.mncareers.org
	B, C	Use EDS to produce and publish OES regional statistics	Quarterly	Complete to date	http://deed.state.mn.us/lmi/tools/oes.htm
	C	EDS training	June 2008	Complete	Trained a new analyst on EDS in-house and also sent

					her to Idaho training.
A, D, E	Industry and occupational profiles and other tools for BSSers and industry specialists	Ongoing as needed	Complete to date		Not available on internet
B	Complete GIS special projects	On-going	Complete to date		Various, upon request
A, B, D	Porter Training on industry clusters	Fall 2007	Complete		Two LMI analysts participated and others provided research and analytical assistance with class projects
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A, D	Give presentations as requested	About 4 per month as requested	Complete to date		
A	LMI Helpline and DEEDMail – resource for a wide array of data and info from within LMI and DEED and from outside of agency and state	Ongoing	Complete to date		

Our SWAs, SWIBs and LWIBs rely on the production of regional labor market information for strategic planning. We produced regional OES, using the EDS system, regional projections, which also uses the EDS system, and regional job vacancy survey statistics, which also uses the EDS system. These data sets are used in economic and workforce development planning. They are also used in career information including our state career planning website, www.iseek.org, and our state career magazine called *MNCareers*. Besides data, we also provide technical and analytical support for both. We sent our new career information specialist to the Idaho EDS training during spring of 2008. She is now the office EDS expert and is assisting our projections analyst. We plan to continue her cross training in projections during the current year.

The Job Vacancy Survey is a major undertaking during second and fourth quarters of every year. We conduct this survey in collaboration with MnSCU who makes extensive use of the resulting statistics for program planning. Our sample of 10,000 units results in statistics for 20 industries, about 750 occupations, 13 substate regions and 4 size classes. We publish available data on the website and provide special data extractions for a number of different customers each survey round. In addition to our normal sample, we worked with MnSCU to identify bioscience related units. We now send the survey to this population and compile data for MnSCU which is in the process of occupational coding into a non-SOC classification system.

We developed our Occupations in Demand web tool specifically at the request of the Dislocated Worker Program and the Youth Services unit. In developing this web tool we consulted with Dislocated Worker councilors as well as high school councilors. The data are also being using on the iSeek regional web pages which came out of DEED's Youth Services unit.

We have developed a strong working relationship with our DEED industry specialists and business services specialists and provide them with both training and brochures and information to use when they speak with businesses and industry groups. We have also developed a strong working relationship with the staff of the GWDC (SWIB) through partnering with them on their Joyce Foundation Grant and other projects. We hope to continue that partnership this year by working more closely with the Committee on designing our annual report and by attending all GWDC board meetings in the role of research and data consultants.

Our latest foray has been into Geographic Information Systems (GIS). We completed a subcontract with the University of Minnesota in 2007 to build an integrated website for economic and workforce development, called M3D. There is no continued funding as yet for ongoing support so we are maintaining and enhancing this website using Workforce Information Grant moneys because we feel that it is useful to economic developers. We also produce other web based applications and maps upon request for a wide range of customers including economic and workforce developers. One map that comes to mind is a map of Minnesota and surrounding state's manufacturing industries. This was paired with a wind map and used as a marketing piece at a wind turbine conference. The number of mapping requests has escalated over the past three years to the point that we are looking for funding to hire a second GIS analyst. We've been filling in the gaps with interns but this has not turned out to be efficient due to the highly specialized and technical knowledge necessary to do this sort of work.

We had the opportunity to participate in the Porter Clusters class along with the Workforce Development Division during 2007. This class ultimately inspired our State of the State's Economy Annual Report (see above) and was a great training opportunity for one of our new analysts. We also were tapped to provide expert knowledge for the students who used the M3D website and tapped our analytical skills for their projects.

Last but not least we may be the last office here at DEED to provide customer friendly service over the phone. We have helpline office hours every day and consistently score very high marks for promptly responding to customer requests and providing useful information and data. We provide information and links to many different data series including the CPS, ECI, labor force and population demographics, per capita income, GDP, GSP, links to results of surveys done by other organizations including the Manufactures Association, data from our agencies site selection tool, and many other sources of data. Basically we try to be knowledgeable about any data set in which our customers show and interest. We pair this with effort with our policy of providing presentations upon request for a wide range of audiences including education, workforce, business and economic development partners.

F	B, C	<i>Minnesota Employment Review</i> including LAUS, CES, business incorporations,	Monthly	Complete to date	http://www.deed.state.mn.us/lmi/publications.htm
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	residential building permits, purchasing managers' index, and help wanted advertising and other data of interest as appropriate 12 feature articles 12 regional spotlights			
B	Produce <i>Minnesota Facts Book</i>	February 2008	Complete	http://www.deed.state.mn.us/lmi/publications.htm
B	Respond to media, legislative, governor's office and commissioner requests	Ongoing	Complete to date	
B	Produce monthly employment and unemployment talking points and Economic Highlights	Monthly	Complete to date	http://www.deed.state.mn.us/news/release/index.htm#LMI
B	Produce wage distribution	May 2008	Complete through 2Q2007	Web tool in development
C, E	Produce 4 issues of <i>Minnesota Economic Trends</i>	Quarterly	Three completed*	http://www.deed.state.mn.us/lmi/publications.htm

We publish two periodicals, our monthly *Minnesota Employment Review* and our quarterly *Minnesota Economic Trends*. *Review* is an opportunity to compile our monthly data and provide monthly and annual analysis for customers. This is also where we publish our monthly labor market index which includes 10 data series including business incorporations, residential housing permits, and the purchasing manager's index among other non-LMI data series. We also include a Regional Spotlight in each issue. Topics range from regional economic and workforce initiatives, to cluster studies to career information. We also have a monthly Feature. Features this year included:

- Teen Summer Employment Outlook 2008
- The Year in Review - Employment Growth and Nongrowth
- How Well We Helped You: An Overview of LMI Customers in 2007
- Understanding the Worker Needs of Minnesota Manufacturers
- What Are the Best Available Careers Close to Home? (on OID)
- What's New in the 2008 Current Employment Statistics Program
- The Variance of Wages Among and Within Industries in Minnesota
- What Employee Benefits Can Do For You

- Minnesota Job Outlook to Second Quarter 2008
- A Study of Wage Distribution of Hourly Wages in Minnesota
- See the Complete Picture—Where to Find Additional Economic Information
- Projected Regional Employment Growth in Minnesota, 2004 – 2014

LMI produces a *Facts Book* for the legislature annually. This data booklet includes a wide range of LMI produced and other related data and is distributed to the legislature through our legislative liaison. It is also presented as a handy tool on the internet.

LMI handles numerous media, governor's office, commissioner and legislative requests monthly. These requests range from short interviews or requests for data to longer-term research projects including reasons for declining labor force participation, number of green jobs, and prospects for youth summer employment. A brief internet search turned out about 39 new articles that quoted LMI staff during the past program year. We put together monthly talking points before that day of the monthly press release in order to help us prepare ourselves and our agency for media interviews and to keep the Governor's Office and agency leadership informed about the state the state's economy.

Our econometrician has been working annually on compiling wage distributions and labor market dynamics data from wage records. These series now go back as far as the data are available and are current to date. We are now working on a web tool for displaying and querying these data. We use these data for general research as well as to answer specific questions such as how many low-wage workers are there in Minnesota, how many minimum wage workers are in each legislative district in Minnesota, how many minimum wage workers work in the Retail industry, etc. Requests come from a range of audiences including the Restaurant Association, local WIBs, nonprofit organizations and the legislature.

We produced three issues of *Minnesota Economic Trends* this past program year, one of which is our state of the state's economy report, described above and available on-line. Other articles this year included:

- Twin Cities Ford Plant: The End of an Era
- Building Employment from the Ground Up
- Three's Company on why LMI produces three employment data series
- Chef's Delight: Occupational Profile
- Tracking Occupational Trends in the New Millennium
- Are Minnesota's Lake Wobegon Days of Job Growth Gone?

*We were only able to complete three *Minnesota Economic Trends* because our annual report for 2006-7 took four months after completion to be approved by our Commissioner. The resulting gap threw us off our goal of completing four *Trends* issues this past program year. However, I believe that we are back on track for 2008-9.

Our aggregate expenditures for the activities listed above exceeded the Workforce Information Grant by approximately \$175,000. We were able to obtain contracts of approximately \$175,000 from various sources for last program year toward these activities.

B. Customer Consultations

The following methods were used for customer consultations

1. DEED Workforce Services survey of job seeker and employer customers
2. Zoomerang survey of internal DEED customer satisfaction with the Communications and Research Division. LMI scored a 3.7 out of a possible 4.0.
3. Surveys at presentations and trainings

For overall customer feedback see our annual customer feedback report, “How Did We Help You?” in the March 2008 issue of *Review* at <http://www.deed.state.mn.us/lmi/publications/review/0308/feature.htm>

Customer satisfaction (combines employer and job seeker customers) for April 2007 through April 2008 is summarized in the following table:

Customer Response	Overall Satisfaction	LMI Materials Met Needs
Very Satisfied	71.8%	47.9%
Satisfied	16.5%	46.1%
Not Satisfied	8.2%	4.5%
Very Unsatisfied	3.5%	1.4%
Number of respondents	631	622

Source: DEED Customer Satisfaction Survey, LMI customer group.

Based on feedback we have received from customers we redesigned our Job Vacancy website and are in the process of developing a regional website that pulls all LMI data together for a regional view. We will also be able to tailor the topics covered in our *Trends* publication more closely to the desires of our customers based on their survey responses.

C. Recommendations

We have four recommendations:

- Continue to support the EDS system. The EDS system is essential to all of the regional and career information work that we do. Without it we would not have substate regional level occupational, job vacancy or career information to the level of

detail that we do. EDS is also an integral system that we use to check, update and produce OES, job vacancy and employment projections data. The tool works well and has always had good technical support. We hope that ETA will continue to support North Carolina in their efforts to keep this tool current and useful.

- Our customers have identified an update to the Employee Benefits Survey as a serious need in Minnesota. The last survey we ran was three years ago and customers feel that the data are getting stale. This survey is a major undertaking and we currently simply do not have the staffing resources to do the job adequately while continuing to do the other work that customers have come to expect. We were hoping to obtain state support to run the survey this summer but that did not come through. We are currently seeking other support. We urge ETA to support states in their efforts to run an employee benefit survey three years after the ETA supported Employee Benefits Consortium successfully developed and tested the methodology for this complex survey.
- Provide support for Job Vacancy Surveys. We run a JVS and have since 2000. This is an invaluable product for a wide range of customers. It would be even more valuable if comparable data were available in the other 49 states. To make this happen, at the very least ETA would have to provide start-up funding as well as technical support for states who don't have the survey, database, and statistical support that MN has.
- Support the Employment Projections program. The employment projections data are some of our most popular data and used extensively in both career planning and education and training planning. This program is in danger due to lack of training for states and because the software is written in FoxPro which will not be supported by Microsoft after 2010. We believe that ETA should support this widely used program and hope to be able to send an analyst to training when it is provided so that she can function as a backup to the current projections analyst.