

State of Michigan
Workforce Information Core Products & Services Grant
Annual Progress Report
PY 2006

The Michigan Department of Labor & Economic Growth, Bureau of Labor Market Information & Strategic Initiatives (LMISI) is the source of a wide array of information on Michigan's labor market; including information on jobs, unemployment, wages, industries, and occupations. The bureau produces a diverse range of products and services that assist the state's workforce boards, economic development activities, educational institutions and many state and private organizations.

LMISI submitted a PY 2006 grant plan to the USDOL, Employment & Training Administration (ETA) that included each of the priority core products and services defined by the Workforce Information Core Products grant. The following is a summary of activities and accomplishments for these products and services.

1. Continue to populate the Workforce Information (formerly ALMIS) Database with state and local data

The Workforce Information Database (WID) contains current and historic labor market and related information, such as population demographics, economic indicators, and labor market measures such as employment, unemployment, industry, wage, and occupational information. It contains monthly, quarterly, and annual data for national, state and local levels of geography. This standardized database is an integral part of the data engine powering DLEG's Labor Market Information website: www.michigan.gov/lmi.

Core data, administrative, lookup, and crosswalk database tables (version 2.3) continue to be maintained and kept current with timely information using maintenance and data release schedules. An annual review of the database for accuracy of content, timeliness and data gaps was also conducted to insure currency. Michigan's Workforce Informer based Labor Market Information website, to a large extent, is populated directly from the WID Database. The website allows users customized and flexible access to nearly all values residing in the Workforce Information Database.

An update of occupational licensing data was initially slated for Program Year 2006. New data values for January 2007 statewide licenses were collected. However, some of the existing links to the licensing authorities' websites need to be updated. All licensed occupation related WID tables will be made current and submitted to the National Crosswalk Service Center in Program Year 2007.

2. Produce and disseminate industry and occupational employment projections

Michigan completed its statewide short-term industry and occupational projections with a base period of second quarter 2006 and a target of second quarter 2008. These were developed using the methodology, software tools and guidelines developed by the Short-Term Forecasts Consortium and the MicroMatrix User's Group. The related ETA short-term forecast file was transmitted to the Projections Workgroup prior to the June 30, 2007 deadline. Related WID tables were populated and made available on Michigan's LMI website.

The WID database, tables and reports containing our long-term (2004 – 2014) statewide and 18 sub-state industry and occupational forecasts were populated and published on the LMI website. A statewide analysis was also published on the website.

3. Publish an annual economic analysis report for the governor and the SWIB

Michigan's approach was to bundle several economic reports together for the use of the Governor's office, the Council of Labor & Economic Growth, and senior leadership of the Department of Labor & Economic Growth. These reports included:

- **Michigan Innovation Indicators 2007** - This report evaluates five indicators related to the innovation capacity of the state's workforce. The report identifies recent trends in these indicators and a comparison of Michigan's position relative to the U.S. and other states.
- **Michigan's Economic and Workforce Indicators** - This economic indicator publication provides a biannual update on a variety of economic, employment, innovation, and workforce indicators. It is designed to deliver time-series analysis and comparative data with competitive regions.
- **21st Century Industry Sector Analysis** – LMISI leveraged ETA grant dollars with funding from the Michigan Bureau of Workforce Programs to produce information on growth and declining industries, core industries, developing industries, and competitive-advantage industries. The profiles were generated for 13 workforce regions and included analytical text and maps with county detail.

4. Post products, information, and reports on the Internet.

Michigan completed and launched its new LMI website based on the Workforce Informer platform in June 2006. The many new features include the ability of

performing queries of the Workforce Information Database via the Data Explorer feature, searches of the website's data and article topics and user help functions. Customers are also able to access and customize information in a dynamic and interactive environment. Additional links to useful resources on careers and the economy were added, including www.careervoyages.gov.

Many new products were posted to the site during PY 2006. A few examples include:

- 21st Century Regional Industry Sector Analyses
- Key Demand Occupations
- LMI Quick Reference Guide
- Industry and Occupational Forecasts to 2014
- Annual Planning Information Reports
- Hot 50 Jobs
- Seasonally Adjusted Industry Employment data for large metro areas
- Job Vacancy Survey

Work began in PY 2006 and is near completion for use of Career Clusters in the Workforce Informer platform, as well as the incorporation of two new datasets, Local Employment Dynamics and Business Employment Dynamics.

Direct comparable measures of website activity between PY 2005 and PY 2006 are not available. The substantial volume of development activity on the site in PY 2005 and a change in the tracking software prevents direct comparisons. There were, however, over 61,000 unique visitors and nearly 173,000 user sessions recorded in PY 2006.

5. Partner and consult on a continuing basis with workforce investment boards

Michigan uses a variety of means of consultation/communication with the state workforce board and local workforce board directors.

- The LMISI director attends all quarterly meetings of the Council of Labor & Economic Growth (CLEG) state workforce board
- LMISI consults with the CLEG Accelerating Re-employment/Workforce Systems committee to get feedback on LMI products and services. A conference call was held in May 2007 to obtain feedback on plans for the contents of future annual economic analysis reports designed for the state workforce board.
- The LMISI director took the lead DLEG role in support of the CLEG Increasing Michigan's Global Competitiveness committee.
- LMISI regional economic analysts consult closely with local Michigan Works! workforce agency directors on their workforce information needs. These

economic analysts are physically located in Michigan Works! service centers so they are an integral part of the local strategy for service delivery. Examples of these consultation services to local workforce boards by LMISI regional staff include:

- Regional staff prepared and distributed monthly regional employment updates to local workforce boards. These releases were provided electronically to workforce board directors, board members, and partner agencies. They were also at times distributed at board meetings with regional staff available to respond to questions.
 - Regional and central labor market analyst staff provided ongoing consulting assistance to Workforce Development Boards.
 - LMISI has collaborated for over a decade with the Capital Area Michigan Works! workforce board in the presentation of annual conferences on key local workforce information issues. This year, our regional analyst contributed a substantial amount of research and analysis on the Information Technology industry in the Capital Area. The result was a printed report, **Growing IT Opportunities for the Capital Area**, on employment, wage, and skills trends in the local industry. The analyst also assisted in the presentation of the report at a regional conference. One key result of this research was the creation of the Capital Area IT Council.
 - Regional staff provided consultation with workforce boards on evaluating information methodologies, such as appropriate techniques and publishing standards for conducting wage surveys
 - Regional staff generated written analysis or data production on specific industry sectors (such as telecommunications) or career information, such as a substantial amount of labor market information provided for a Career Ladder initiative in the Tri-County Saginaw region.
 - Regional staff serve on local workforce board information committees and provide labor market data to board directors and staff. One example is the Lansing LMISI regional analyst, who assisted the Capital Area MWA on a campaign to publicize information on job market expectations in the new economy, served as chair of the data committee for the Capital Area Healthcare and Employment Council, and provided support to the Capital Area IT Council.
- LMISI also produced information products targeted specifically for local workforce board strategic planning needs or for the use of local board staff or service center clients. Examples of these products include:

- **Michigan's LMI Quick Reference Guide** – This new publication was designed for use by front-line MWA service center staff working directly with clients. It gives a brief outline of key LMI data sets and why they are useful, with step-by-step instructions on downloading them from the web. It also outlines LMI products and publications and useful information websites.
- Produced **Annual Planning Information** reports for each of 25 local Michigan Works! agencies. These customized documents provide information and analysis on key local economic, demographic, and labor market indicators. They are utilized by workforce boards to develop annual plans, grants, service center program plans, environmental scans, local demand occupation lists, and in strategic planning. Information was supplied to boards in print and electronic format, and made available to other users via the labor market information website.
- Twice annually, multiple copies of the **Analyst Resource Center Employer Database** were supplied to service centers of Michigan Works! agencies that have signed license agreements. These databases supply valuable employer contact information for the use of jobseekers in the local service centers.
- The **Michigan Talent Bank Penetration Reports** were provided quarterly to all 25 Workforce Development Boards. This product provides boards with information on the share of businesses in their region utilizing the Michigan Talent Bank labor exchange system. It serves as an indicator of the WIB's degree of penetration in the employer market and provides comparisons with other local boards.

6. Conduct special studies and economic analyses

- Published the research report **Michigan Innovation Indicators 2007**. This report evaluates five indicators related to the innovation capacity of the state's workforce. The report identifies recent trends in these indicators and a comparison of Michigan's position relative to the U.S. and other states.
- LMISI completed an economic indicator project, **Michigan's Economic and Workforce Indicators**. This publication supplies senior department leadership and the Governor's office with a biannual update on a variety of economic, employment, innovation, and workforce indicators. It is designed to deliver time-series analysis and comparative data with competitive regions.
- Produced **Key Demand Occupations**, a new web product that provides occupational information for Michigan and 18 state regions. This product identifies occupations with a favorable combination of expected job growth,

occupational wage, and the share of job openings generated by job growth. Key Demand Occupations requiring college degrees or job training are both presented. Information on primary skill requirements is also displayed.

- LMISI provided information support on a continual basis to the Governor's office and DLEG executive staff. This involved the rapid preparation of short analytical documents and the production on multiple occasions of county or regional profiles for the Governor's office. These profiles were frequently used as briefing material for regional forums throughout the state.
- Completed a revision of the **Michigan Hot 50 Jobs** brochures and posters for use in Michigan Works! service centers. The methodology for occupational selection was revised to highlight high-wage jobs and the educational and training information was customized for Michigan. Distribution of this publication was expanded to all Career Education Planning District Administrators, all Michigan Works! agencies, and other DLEG bureaus, such as Postsecondary Services, the Office of Career & Technical Preparation, the Michigan Commission for the Blind, Michigan Rehabilitation Services, and the Office of Adult Education.
- LMISI published on a monthly basis the **Michigan Labor Market News**. This print and web-based report provides information on the state's labor market and industry trends, as well as trends in the state's metro areas and regions. It also provides short articles on a variety of economic and labor market topics.
- Two press releases were issued for each month of the program year. One release focused on the State of Michigan, providing analysis to the media and the public on the state employment, unemployment, and unemployment rate trends and significant movements in payroll jobs. The releases focused on employment trends both over the month and over the past year. The second monthly release presented similar information for Michigan's 17 regional labor markets. LMISI central office and regional staff provide expert analysis to supplement these press releases via numerous interviews with print and electronic media.
- LMISI generated **Michigan Teen Summer Job Outlook** forecasts for the summer of 2007. These were issued to the media via a department press release.
- Bureau staff responded to nearly 12,000 requests for workforce information during PY 2006. Some of these requests involved basic dissemination of labor market indicators such as employment and unemployment, wage, industry employment, occupational outlook, state and local career trends, and occupational skills information. Many others required much more in-depth data production and analysis, or consulting with customers on the application and use of workforce information.
- LMISI staff developed customized presentation modules targeted at customer groups such as Workforce Board members, workforce board staff, employers,

educators, and economic developers. Other sessions were designed to deliver career and occupational information to clients of Michigan Works! service centers and high school or community college students. About 1,500 persons attended these presentation sessions during PY 2006. Examples of these presentation topics include:

- Industry Sector Analysis: Growth, Core, & Competitive-Advantage Industries
 - Local Employment Dynamics
 - Workforce Information Resources & LMI Website Training
 - Workforce Board Presentations on Regional Labor Market Trends
 - Career Trends and Job Search Information Sources for Jobseekers in One-Stop Service Centers
 - Where Are the Jobs? Southeast Michigan Job Outlook
 - How and Why Does the Government Measure Unemployment?
 - Growing IT Opportunities for the Capital Area
 - Importance of the Health Care Sector & the K-12 System
 - LMI and the Jobs of the Future
 - Redesigned Workforce Information Website
 - UI Claimants & the Published Unemployed
 - Michigan's Livestock Farming Cluster
 - Regional Employment Trends & Occupational Outlook
 - DLEG LMI Products & Services
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- LMISI regional staff produced information requested by regional groups preparing draft applications for a new round of WIRED grants. These included data development for regions in Southwest Michigan and the Upper Peninsula.
 - Produced quarterly customized **Michigan Talent Bank Job Seeker Summaries**, which provide demographic detail on the applicant pool for all 25 Michigan Works! agencies. 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. In addition, information was supplied on the occupational distribution of Michigan Talent Bank job orders. These profiles were also provided to the public on the DLEG labor market information website.
 - The Flint-Genesee Job Corps received information on employment and unemployment trends in the regional economy on a regular basis, and the LMISI regional analyst supplied career information and analysis on request.
 - The Upper Peninsula regional analyst provided analysis and technical assistance to the Upper Peninsula Economic Development Alliance and served on the organization's education and retention committees.

- The Saginaw regional analyst assisted Saginaw Valley State University with a document and analysis on the regional and state health care sectors.
- Wage databases and wage rate analyses were provided to a variety of customers, including private employers, chambers of commerce, economic development agencies, and Michigan Works! agencies.
- LMISI staff prepared written responses as received regarding ETA Rural Loan Applications. These involved analyzing the potential impact of a loan applicant's products/services on competitive businesses in Michigan.