

MISSOURI ECONOMIC RESEARCH AND INFORMATION CENTER

Economic and Workforce Information Performance Report Program Year 2006



Purpose

The purpose of this report is to describe the core workforce information products and services that were provided to our customers in support of the State of Missouri's overall workforce development plans in Program Year (PY) 2006.

Plan Period

July 1, 2006 through June 30, 2007

Plan Narrative

SECTION I: Performance Summary
SECTION II: Review of Deliverables

SECTION I

Performance Summary

The Missouri Economic Research and Information Center (MERIC) delivered a variety of targeted products and services to stakeholders in PY 2006. These outputs addressed a range of economic and workforce issues identified in the DOL-ETA Workforce Information Grant (WIG) Core Products and Services Plan. In that plan, MERIC completed or partially completed 70 planned deliverables across 6 core product groups. Some highlights include:

Missouri Targeted Industry Clusters Book

County-level industry and spatial analysis of 8 targeted industries.

Missouri Career Exploration Tool

Tool is a web application that links occupations to skills, training, and projections.

Farming Fuels Report – *Winner of National C2ER Award*

Report discusses the economic impacts and issues surrounding the biofuel industry in Missouri.

Regional Profiles Web Application

Database-driven application groups county data by WIA region for easy analysis and reporting.

Economic Report and Companion DVD Video

Report summarizes Missouri's economic activities and is paired with a creative video overview.

Industry Focus and Community Hotspot Reports

28 customized WIA reports highlight industry and occupational information by Missouri regions.

MERIC analysts, using a project tracking system to record all outputs, documented 578 Research and Information Products and 541 Customer Inquiries and Technical Assistance Outputs in PY 2006.

MERIC also gauges success by leveraging resources to meet multiple client needs with higher value products. One way MERIC accomplishes this task is by developing annual fee-for-service contracts with other economic and workforce development stakeholders. The effectiveness of an organization in delivering valuable products can be informed by the willingness of clients to renew or add to existing annual contracts. All prior year fee-for-service contracts with MERIC were renewed in PY 2006.

All in all, MERIC is excited about its successes in PY 2006 and looks forward to building upon these successes in PY 2007!

SECTION II

Review of Deliverables

Core Product 1 - ALMIS Database

1.1 Description

Continue to populate the Workforce Information Database (*also known as ALMIS*) with state and local data.

1.2 Principal Customers

Through the MERIC web, the ALMIS database provides data to jobseekers, workforce professionals, employers, economic developers, education and training professionals, the media, and researchers. Customer feedback indicated the need for query-driven data access through the MERIC web, more timely data updates, scaleable geographies, and more diverse data. In general, customers wanted to get all their data needs from one site.

1.3 Support of State Economic and Workforce Development Plans

The Workforce Information Database will be the main data source for populating the MERIC web. ALMIS improves economic and workforce information delivery by allowing access by a wide array of customers. The Workforce Information Database supports a demand-driven information system by allowing customized data queries based on user needs. It reduces administrative costs through delivery of information via the web.

1.4 Deliverables

1.4.1 Maintain and update license files.

- **COMPLETED** License.dbf, licauth.dbf, lichist.dbf
- **COMPLETED** Implement Version 2.3.1 Release, requiring geo-coding of data elements

1.4.2 Update lookup and crosswalk tables

- **COMPLETED** NAICS, SOC, CIP crosswalks
- **COMPLETED** O*NET

1.4.3 Populate industry and occupation employment projections.

- **COMPLETED** Long Term and Short Term Projections for Statewide and Sub-state Regions

1.4.4 Populate additional core and non-core tables

- **COMPLETED** Schools and Training Providers
- **COMPLETED** Income
- **PARTIALLY COMPLETED** Population and other Annual Census Data. Population completed but only partial ACD.
- **COMPLETED** Commuting Data
- **COMPLETED** CPI Table – Sep 2006

- **COMPLETED** CPI Table – June 2007
- **COMPLETED** Taxable Sales Data Table

1.4.5 Populate Bureau of Labor Statistics data.

- **COMPLETED** Current Employment Statistics (CES)
- **COMPLETED** Local Area Unemployment Statistics (LAUS)
- **COMPLETED** Quarterly Census of Employment and Wages (QCEW)
- **PARTIALLY COMPLETED** Occupational Employment Statistics (OES). Sept. 2006 complete for May 2005 data but May 2006 not available at this time.

1.4.6 Other Updates.

- **COMPLETED** Employers Database
- **COMPLETED** Replace static Regional Profile application with dynamic version

1.4.7 Deliverables Support Activities

- **COMPLETED** Server-side database maintenance and management
- **COMPLETED** Recovery and Back-up maintenance
- **COMPLETED** Establish and manage production database

1.4.8 Provide ad hoc ALMIS database technical and policy support to main customer groups

- Open Provide as needed

Core Product 2 - Employment Projections

2.1 Description

Produce and disseminate industry and occupation employment projections.

2.2 Principal Customers

Employment projections are useful to workforce developers, state and local workforce boards, the state workforce agency, education and training providers, economic developers, and researchers. Customers use this data to make informed career choices and to direct programs towards specific occupations and industries. Feedback indicated the need for more timely projections, more geographic detail, and limited data suppression.

2.3 Support of State Economic and Workforce Development Plans

This product group supports improved economic and workforce information products by providing the foundation for a whole series of career and industry analyses. Projections data supports identifying targeted occupations and industries.

2.4 Deliverables

2.4.1 Produce industry and occupation employment projections.

(Produce employment projections that conform to ETA guidelines.)

- **COMPLETED** Long-term Industry Projections (10 Sub-state Regions)
- **COMPLETED** Short-term Industry Projections (Statewide and 3 Sub-state Regions)
- **COMPLETED** Short-term Occupational Projections (Statewide and 3 Sub-state Regions)
- **COMPLETED** Long-term Occupational Projections (10 Sub-state Regions)

2.4.2 Produce *Real-time LMI Report*

- **COMPLETED** Launch first LMI Report
- **PARTIALLY COMPLETED** Release series of LMI Reports. Reports are completed and will be posted on new Rapid Response web site.

2.4.3 Produce *Occupational Studies*.

- **COMPLETED** Education and Training Outlook 2005-2007
- **COMPLETED** Top Growing/Most Openings Career Briefs 2005-2007 (Statewide and 2 sub-state regions)
- **COMPLETED** Family Wage Report
- **NOT COMPLETED** Skills-based Projections Gap Report. Other reports became workforce priorities. See section 2.4.5 for ad hoc reports.
- **PARTIALLY COMPLETED** Occupational Clusters Briefing Series (Statewide and 10 Sub-state Regions). Will be finished mid July 2007.
- **NOT COMPLETED** Healthcare Occupational Cluster Report. Other reports became workforce priorities. See section 2.4.5 for ad hoc reports.

2.4.4 Leveraged Product Releases

- **COMPLETED** Base Realignment and Closure (BRAC) Web Portal
- **COMPLETED** Missouri Family Wage Calculator and Estimator (Web Applications)
- **COMPLETED** Job Crawler Search Tool and LMI Delivery System (Website)
- **COMPLETED** Kansas City and St. Louis Job Vacancy Report 1
- **PARTIALLY COMPLETED** Kansas City and St. Louis Job Vacancy Report 2. Leveraged resources with UMSEL-PPRC to develop web-based application for data dissemination.

2.4.5 Provide ad hoc technical and policy support to main customer groups.

- **COMPLETED** Provide as needed – See Below
- **COMPLETED** **NEW** - WorkKeys Skills for Missouri Occupations Brochure
- **COMPLETED** **NEW** - Gateway Skills 2007 Report
- **COMPLETED** **NEW** - Workforce 2025 Brief – Completed for Missouri P-20 Council.
- **COMPLETED** **NEW** - Missouri Career Grade Report – Statewide and 10 sub-state regions.
- **COMPLETED** **NEW** - Missouri Career Exploration Tool – Integrates WorkKeys skills data, post-secondary education/training data, industry staffing patterns, O*Net skills, and employer database with short and long term industry and occupational projections data – statewide and 10 sub-state regions.

Core Product 3 – Economic Performance and Forecast

3.1 Description

Produce and disseminate an annual economic report of the state.

3.2 Principal Customers

MERIC's release of the annual economic report is targeted to The Office of the Governor, Missouri General Assembly, state and local workforce boards, the Missouri Department of Economic Development, and various policy makers. Customers will utilize this product to support policy-level decisions at the state and sub-state levels.

3.3 Support of State Economic and Workforce Development Plans

Delivery of a consolidated report on Missouri's economy will equip targeted customer groups with a common source of key economic indicators and information about Missouri's economic performance and expectations in support of policy direction and decisions. It will include pertinent data and analyses of local and regional economies. Content will be based upon calendar year activity, and delivery will be timed to coincide with the opening of each legislative session.

3.4 Leveraged Deliverables

3.4.1 Produce and disseminate *Annual State Economic Report*

- **COMPLETED** Release Report

3.4.2 Produce and disseminate Regional Supplements to the "State Report."

- **NOT COMPLETED** Release Report. Dynamic Regional Profiles on Website and Regional Industry Focus and Community Hotspot already addressed information.

3.4.3 Host *Economic Summit*

- **NOT COMPLETED** Targeted Period for Summit. Replaced with Video Overview Supplement that was mailed out to state legislators and workforce development partners.
- **COMPLETED** **NEW** - Produce and disseminate Video Overview Supplement to item 3.4.1 Annual State Economic Report. More cost effective than Summit.

Core Product 4 – Web Accessible Information

4.1 Description

Provide workforce information deliverables on the internet and make deliverables alternatively available through other electronic media and means of distribution.

4.2 Principal Customers

Mass availability of information via the internet and targeted distribution by other electronic media formats permits accessibility to the general public which includes all of MERIC's core customer groups.

4.3 Support for Economic and Workforce Development Plans

- 4.3.1 The Missouri Economic Research and Information Center (MERIC) operates, in cooperation with the Missouri Government's Information Technology Services Division, a website located at <http://www.missourieconomy.org>.

The MERIC website typically receives more than 150,000 total visits, accumulating over 3 million total hits annually; it is prominently inter-linked with other related public sites targeting economic development, workforce development, and policy formulation.

- 4.3.2 MERIC actively participates in the development and distribution of *Missouri Focus* E-news, the Department of Economic Development's (DED) flagship communications piece delivered weekly to over 3,000 subscribers. MERIC contributes weekly content

on economic conditions and workforce information to both the “Headline News” section and to its own content section.

4.3.3 MERIC partners with the DED public relations office for distribution of economic condition releases on a regularly scheduled basis to media outlets across the state.

4.3.4 MERIC partners with the Missouri Office of Social and Economic Data Analysis on various collaborative projects and product outputs

4.4 Deliverables

- MERIC will develop “e-friendly” products and assure availability on the website and through other electronic distribution channels as necessary to reach targeted customer groups and the general public.
- MERIC will develop further enhancements to the MERIC website.
- MERIC will provide and post to the web site in a .PDF version suitable for report printing routine workforce information reports especially useful to special interest and target customer interest groups. These will include:

4.4.1 Examples of Product Releases

- **COMPLETED** Annual Employment and Wages
- **COMPLETED** MERIC search function
- **COMPLETED** MERIC glossary
- **COMPLETED** Occupation Employment and Wages
- **PARTIALLY COMPLETED** Missouri Employment Outlook Report.
- **COMPLETED** Missouri Six Career Paths Brochures
- **COMPLETED** Export database update
- **COMPLETED** Missouri Sixteen Career Cluster Brochures
- **COMPLETED** Socio-economic indicators

Core Product 5 – Workforce Investment Board Partnership and Consultation

5.1 Description

Partner and consult on a continuing basis with state Workforce Investment Board and Local Workforce Investment Boards in order to identify and provide needed information support for workforce investment strategic planning and response to rapidly changing economic conditions and state and local initiatives.

5.2 Principal Customers

Workforce Investment Boards

5.3 Support of State Economic and Workforce Development Plans

“Smart” delivery of products and services will allow MERIC to assure that core products are being understood and utilized to their full potential and that specific needs of this customer group are being met with respect to their regions. During this program year, MERIC visits to

WIBs will correspond with major product releases with a minimum of two consultations expected during the year to each WIB . MERIC will take advantage of electronic media to announce and deliver additional products to WIBs.

5.4 Deliverables

5.4.1 Workforce Investment Board Liaisons

- **COMPLETED** Continue Point of Service (POS) support for WIBs by regional staff liaisons
- **COMPLETED** Product release briefings for effective distribution of MERIC products

5.4.2 Technical and Policy Support to SWIBs, LWIBs, Partners and Customer Interest Groups

- **COMPLETED** Deliver as needed through POS channel
- **COMPLETED** Provide workforce information, career information and economic data training to Adult Education and Literacy instructors for career guidance to adult education students
- **COMPLETED** Provide workforce information, career information and economic data training to workforce development and career center professionals for career guidance activities
- **COMPLETED** Provide workforce information, career information and economic data product to high school guidance counselors for career guidance to students
- **COMPLETED** Provide workforce information, career information and economic data product to high school students in making career decisions
- **COMPLETED** Produce "Missouri Hot Jobs" Occupational Projections divided into six career paths for Department of Elementary and Secondary Education
- **COMPLETED** Contribute content on labor market information for career guidance to educational newsletters

5.4.3 MERIC Help desk toll free number

- **COMPLETED** Staff and maintain helpdesk line to provide a channel for communicating workforce and economic information and responding to data needs of core customer groups

5.4.4 Provide ad hoc technical and policy support to main customer groups

- Open Provide as requested

Core Product 6 – Special Studies and Economic Analysis

6.1 Description

Conduct special state, local, or sub-state regional studies and economic analyses to provide information support for communities in economic transition, state and sub-state workforce development initiatives, and response to major layoffs or disasters.

6.2 Principal Customers

Principal customers targeted for this core product group include workforce investment regions, regional planning organizations, economic developers, transportation planning officials, current and prospective businesses, and other state-level policy makers.

6.3 Support of State Economic and Workforce Development Plans

This product group supports improved economic information delivery by coupling value-added research with customer focus presentation. Usefulness and usability is optimized by consultation with the specific customer throughout planning, development and delivery.

6.4 Deliverable Examples Include:

6.4.1 Produce and Deliver Local Employment Dynamics (LED) “Hotspots”

- **COMPLETED** Identify spatially distributed cities or areas in and around a WIA region that are “hotspots” for WIA resident employment. Use LED and Census data to analyze selected “hotspots” for detailed study of commuting and business patterns. Seventeen (17) Hotspot Reports.

6.4.2 Produce and Deliver transportation studies

- **COMPLETED** Study the effect that highway improvements might have on Missouri businesses. Two (2) Transportation Reports:
Economic Impact of Businesses Located near Interstates 70 and 44.
Economic Impact of the SEMO Port

6.4.3 Produce and Deliver Export Industry Impact Analysis for Regions

- **NOT COMPLETED** Regional analysis required IMPLAN impact software version 3.0 update which includes data exports by county, commodity, and transportation mode. The IMPLAN company targeted winter 2007 for availability but has yet to deliver the product. MERIC produced Statewide Report instead.
- **COMPLETED** **NEW** - MERIC Statewide Export Industry Impact Report.

6.4.4 Produce and Deliver Industry Focus Reports for Regions

- **PARTIALLY COMPLETED** Regional industry analysis that highlights major industries, commodities they purchase, spatial distributions and overall impact to the region. Two (2) Industry Focus Reports completed before June 30, 2007. Remaining nine (9) Industry Focus Reports completed in July 2007.

6.4.5 Produce and Deliver Industry Cluster Analysis

- **COMPLETED** Analysis of national industry clusters to identify which ones play an important role in Missouri. Support DED industry specialists and the department’s economic development vision. Industry Cluster Book detailing eight (8) targeted industries by NAICS and including county-level economic and spatial analysis along with industry profiles.

6.4.6 Technical and Policy Support and Customized Research & Analysis

- **COMPLETED** Five (5) Customized Research Reports:
Employment Growth by Business Size, 3-Part Series
Fortune 500 Companies in Missouri
Missouri Biofuel Industry Economic Impact Report ****2007 C2ER Award Winner****
Agricultural Industry in Missouri
Chrysler Layoff Community Impact Brief
Kansas City Fire Labor Impact

END OF DOCUMENT