

**State of Michigan
Workforce Information Grant
Annual Progress Report
PY 2010**

The Michigan Department of Technology, Management, & Budget (DTMB), 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 2010 grant plan to the USDOL, Employment & Training Administration (ETA) that included each of the deliverables defined by the Workforce Information Grant. The following is a summary of activities and accomplishments for each grant deliverable.

1. Populate the Workforce Information Database (WIDb) with state and local data

The Workforce Information Database (WIDb) 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 DTMB'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 are 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 conducted to insure currency. Michigan's Workforce Informer based Labor Market Information website, to a large extent, is populated directly from the WIDb Database. The website allows users customized and flexible access to nearly all values residing in the Workforce Information Database.

Statewide occupational licensing data for 2010 was collected, and all related licensed occupation WIDb tables were populated with the new licensing information in PY 2010. The data was submitted to the America's Career Information website by the end of calendar year 2010.

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 2010 and a forecast period of second quarter 2012. Long-term industry and occupational forecasts from 2008 to 2018 were also completed for Michigan's 18 Economic Forecast Regions (EFRs). These were developed using the methodology, software tools and guidelines developed by the respective Short and Long-Term Forecast Consortiums and the MicroMatrix User's Group. The related ETA short-term and long-term forecast files were transmitted to the Projections Workgroup prior to the June 30, 2011 deadline. Related Workforce Information Database tables were also updated with these new forecasts.

The Michigan regional long-term (2008 - 2018) forecast data and tables, as well as the statewide short-term (2010.q2 - 2012.q2) forecasts, were published and are accessible on our LMI website (www.michigan.gov/lmi).

3. Conduct and publish relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the governor and state and local WIBs

Michigan produced and published the reports below for the use of the Governor's office, the state and local workforce boards, and senior leadership of the Department of Technology, Management, & Budget.

Workforce Information grant funds were used directly and in combination with leveraged funding from other sources to produce these products.

o Michigan Economic and Workforce Indicators – Summer 2011

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 states and regions. Indicators in this edition included employment and industry job measures, Michigan Jobs Lost and Gained during the Recession, Demographics of the Michigan Workforce, Defense Sector Employment Trends, Business Employment Dynamics, Motor Vehicle Employment and Production, Per Capita Personal Income Trends, Jobs in High-Tech Industries, Michigan Export Related Manufacturing Jobs, College Graduate/Tech Degree trends, and a summary of the research project, *Driving Change: Greening the Automotive Workforce*.

- **Michigan Economic and Workforce Indicators - Winter 2011**

The Winter 2011 edition of the economic indicator report focused on several measures of jobs, employment, and unemployment. Examples of the additional indicators included Michigan's Great Recession and Recovery, Job Trends in the Temporary Help Sector, Gross Domestic Product by Industry, Business Establishment Survival Rates, Online Job Vacancies, Workforce Education, Engineering & Scientific Occupations, among others.

- Michigan designed and conducted data collection for the **Michigan Green Jobs Survey 2011**. This is a follow-up employer survey to the award-winning green jobs report first published by Michigan in 2009. Private and public business establishments were asked a series of survey questions that will produce estimates of the number of green jobs in the Michigan economy, the primary industry sectors in the state that supply green jobs, and the specific occupations that generate green goods and services.
- The electronic **LMI Dashboard** product was published monthly. This monthly spreadsheet, available on the LMI website, provides an interactive, at-a-glance summary of labor market and economic indicators in Michigan. Users can select specific geographic areas and display labor force and industry data and Consumer Price Index trends over time. Data and graphics are dynamically displayed. Additional datasets include online job vacancies, mass layoffs, auto production, the Michigan retail index, and more.
- Michigan conducted wage record research on employees of firms in the Michigan auto industry. The analysis tracked employment progression from 2005-2010 within and outside the auto sector.
- LMISI continued to conduct research using the detailed Conference Board's **Help Wanted On-Line** database for Michigan. Research included evaluation of trends in total statewide on-line jobs, as well as data by industry and occupation. A template for a monthly statewide publication was also developed. In addition, a detailed analysis was also conducted on the data quality of on-line job adds at the substate level. Information was reviewed for each of 25 Michigan workforce areas on trends in total on-line adds as well as detail by industry and occupation.
- Developed and designed an update to the publication **Michigan's Hot 50 Jobs** using 2018 forecast information. This publication presents information on Michigan occupations that will have long-term growth potential over the next ten years, significant levels of annual job openings, and above average hourly wages.

- Published a monthly workforce information newsletter, **Michigan's Labor Market News**. This publication presents data and narrative on Michigan and metro area employment and unemployment trends, as well as job changes by industry sector. It also includes short analytical articles on a variety of 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 second monthly release presented similar information for Michigan's 17 regional labor markets. The releases focused on employment trends both over the month and over the past year. 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 2011. These were issued to the media via a department press release.
- Michigan conducted an annual review for the U.S. Department of Agriculture related to their Rural Development Community Facility Economic Impact Initiative Grant program. Michigan certified counties meeting the USDA criteria of a Not Employed rate greater than 19.5 percent. LMISI developed an enhanced methodology for this determination, that more closely matched the USDA definitions.
- ETA submitted to Michigan rural loan applications via Certification of Non-Relocation and Market and Capacity Information reports, and asked Michigan to provide a labor market assessment of the potential impact of proposed loans on business enterprises in Michigan. LMISI submitted responses to ETA regarding two rural loan applications during PY 2010.
- LMISI produced several certifications of "high unemployment areas" as defined under the employment creation immigrant visa classification (8CFR Part 204.6)

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

The Michigan LMI website is based on the Workforce Informer platform. Key features of the website are the ability to perform queries of the Workforce Information Database via the Data Explorer feature, produce customized profiles or comparisons of Michigan regions or detailed occupations, obtain employer contact information for a job search, or review information on training providers and training programs.

The site is loaded with current economic indicators on Michigan and the state's metro areas, counties, and cities. The site also contains many of DTMB's workforce information publications. Customers are able to access and customize information in a dynamic and interactive environment. Links to resources for career and economic information continue to be added.

LMISI continued to work on design changes to the labor market information website. Additional analytical charts were added to the home page. These charts are rotated and updated on a monthly basis. The "What's New" section of the home page was updated to group publications and data products separately.

Michigan devoted significant staff time on a monthly basis towards ensuring the quality and accuracy of information on the LMI website.

Additionally, Michigan was required to move its website hosting services from Ciber, as the company elected to cease the hosting of Workforce Informer for over 10 states. A new venture was established with four states, forming the LMInformer Web Consortium. The state of Montana agreed to host the sites for the consortium. The transition to the new site included a seamless launch. The initial goal of the consortium is to enhance and expand content and the user interface experience with the new system.

Many products were posted to the site during PY 2010. Examples include:

- Michigan Economic and Workforce Indicators – Summer 2011
- Michigan Economic and Workforce Indicators – Winter 2011
- LMI Dashboard
- Michigan 2018 Employment Forecasts by Region
- Regional Planning Information Report spreadsheets
- A link to information on the ETA-funded green jobs initiative, *Driving Change – Greening the Automotive Workforce*
- An update to the MI-CAR career exploration site
- Local Employment Dynamics updates
- Business Employment Dynamics updates
- Occupational Wages 2009
- WARN Notice monthly updates 2010-2011
- Michigan Industry Highlights monthly analyses
- LAUS and CES monthly data updates
- GIS maps of Michigan labor force and unemployment trends
- DTMB Michigan and Regional Labor Force Trend Press Releases
- QCEW quarterly data updates
- Mass Layoff Analysis
- Michigan's Labor Market News
- Michigan's Talent Bank Job Seeker Summaries

There were an estimated 363,000 total visits to our website www.michigan.gov/lmi in PY 2010. Due to hosting changes and changes in software used for measuring system usage, it is difficult to compare this estimate of website visits with prior years.

5. Partner and consult on a continuing basis with workforce investment boards and key workforce and economic development partners and stakeholders

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

- LMISI provided technical assistance for the Governor's office and senior state executive staff. Examples include:
 - Produced for the Governor's office an analysis of simulations of upcoming workforce information indicators
 - Provided the Governor's office and the Governor's press secretary with a summary of labor force statistics and trends on a monthly basis
 - Produced two editions of the **Michigan Economic and Workforce Indicators** publication for use by the Governor's office and senior state leadership
 - Responded on a frequent basis to urgent requests for data and information from senior state management
- LMISI also worked with the state and local workforce boards to receive consultation and input on workforce information services and to provide technical assistance and support on their information needs.
 - The bureau director attended quarterly meetings of the Council for Labor & Economic Growth (CLEG), the state workforce board. CLEG subcommittees were offered ongoing workforce information assistance during 2010.
 - The bureau director attended Michigan Works! Association Director Council meetings. These sessions are attended by local WIB directors, and information is provided on current LMI initiatives. The sessions provide consultation opportunities, as input was received from the local WIB directors on their information needs.
- 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. One local board posts this monthly regional update prominently on their website home page.
- Regional and central labor market analyst staff provided ongoing consulting assistance to Workforce Development Boards and other key customer groups. Examples of these include:
 - Workforce board directors and staff
 - Chambers of commerce
 - Employer associations
 - Economic development agencies
 - Community colleges
 - Planning commissions
 - TAA case managers
 - Business services representatives
 - Workforce board partner agencies
 - Veteran's representatives
 - Job seekers
- LMISI has collaborated for over a decade with the Capital Area Michigan Works! workforce board in the presentation of an annual conference on key local workforce information issues. This year, our regional analyst worked with Capital Area Michigan Works! staff to develop a substantial amount of research and analysis and assisted in the presentation of research results at the following regional conference:
 - Presented *Trends in Young Talent: How Does Greater Lansing Measure Up?*, a profile on young adults in the Lansing, Michigan metro area. The report focused on the 25-34 year old workforce, and provided a comparative analysis of population, employment, and educational attainment trends and characteristics in Lansing versus competitive metro areas in the region and nation. The DTMB regional economic analyst assisted with the data collection and analysis for the written report, and the presentation of the research at the conference. The audience consisted of various professionals from area businesses and educational institutions as well as workforce and economic developers.

- LMISI regional and central office staff generated a variety of information products and provided technical assistance and consulting services to local workforce boards and other key partners in business, education, and economic development. Examples include:
 - Developed a proposal for a Labor Supply/Demand Profile for a local workforce board. This study would provide customized workforce information on a commute and labor shed, including the quantity and characteristics of the regional labor pool, a real-time profile of available job openings, and a profile of the demand for jobs in the region, including growth industries and sectors with a competitive regional advantage.
 - Presentation or training sessions were targeted to local workforce boards or workforce development audiences, including the City of Detroit, South Central Michigan, Livingston County, Capital Area, Kalamazoo-St. Joseph, Michigan Workforce Agency staff, and more.
 - LMISI regional staff provided workforce information support to several employer-led, sector-specific **Regional Skills Alliances (RSAs)** and **Sectoral Skills Alliances (SSAs)**. This support included evaluating trends in detailed sub-industries or comparing local economic indicators with neighboring regions. Regional staff have provided ongoing technical assistance or served on steering committees for some of these alliances. Examples included alliances focusing on industries such as health care, information technology, and manufacturing.
 - Regional staff utilized the Local Employment Dynamics On-the-Map tool to provide profiles of the regional labor supply to economic developers and workforce professionals. These analyses illustrate commuting flows of residents and workers and the demographics, income levels, and industry distribution of workers in customized geographic areas.
 - Regional staff produced industry profiles for local workforce boards that were used for business attraction and retention efforts. These profiles highlighted industry-specific information on job trends and wages, workforce and labor supply indicators, and employment forecasts and wages for key occupations.
 - LMISI staff assisted local boards and state staff with economic and workforce data for use in grant applications.

employment trends, labor supply characteristics such as educational attainment and program completer information, employment forecasts, and Local Employment Dynamics information on commuting flows and worker demographics.

- Worked with the Rapid Response team in the Workforce Development Agency to develop and implement the Dislocated Worker Characteristic Survey Tool with GIS mapping information.
- Developed and designed an update to the publication **Michigan's Hot 50 Jobs** using 2018 forecast information. This publication presents information on Michigan occupations that will have long-term growth potential over the next ten years, significant levels of annual job openings, and above average hourly wages. Brochures and posters will be produced to provide valuable career information to jobseekers as well as students.
- 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.
- **MI-CAR**, Michigan's Career Automated Researcher, is a free, career exploration and planning website designed especially for Michigan students. It provides information on over 850 occupations, O*NET Interest Profiler and Work Importance Profiler assessment tools, access to over 300 career videos, and the latest wage and forecast data available from LMISI. A feature that displays Michigan job postings related to a selected occupation was added in 2010.
- The **Michigan Talent Bank Job Seeker Summaries** were produced quarterly for all 25 Workforce Development Boards and loaded on the DTMB labor market information website. This product provides boards with information on the occupational and educational distribution of Talent Bank job applicants in each Michigan Works! region. This provides local boards a tool to shed light on the characteristics of a share of the regional labor pool. An occupational distribution of job orders in the Michigan Talent Bank by workforce board region was also provided.
- 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. Examples of these presentation topics include:

- Labor Market Information Products and Services
- Trends in Young Talent: How Does Greater Lansing Measure Up?
- Job Trends and Labor Pool Indicators for Detroit City and Southeast Michigan
- Recent Trends in the Livingston County Labor Market
- Michigan's Green Jobs Report: Trends and Survey Findings
- Workforce Information Benefits of the ARC Employer Database
- LMI Website Training for Workforce Board Staff and Partners
- State and County Unemployment Rates – How Are These Produced?
- Workforce Board Presentations on Regional Labor Market Trends