

**State of Michigan**  
**Workforce Information Core Products & Services Grant**  
**Annual Progress Report**  
**PY 2005**

Michigan's Department of Labor & Economic Growth, Bureau of Labor Market Information and Strategic Initiatives (LMISI) submitted a PY 2005 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 ALMIS Database with state data**

Michigan converted to ALMIS version 2.3 in Program Year 2004. Core Data, Administrative, Lookup, and Crosswalk tables have all been converted to this version. An annual review of the database for content correctness, timeliness and data gaps was also conducted in PY 2004. The database continues to be maintained and updated with timely information using a maintenance and release schedule. Due to unavailability of data, the Lichist data table, however, is not populated. Our Labor Market Information (LMI) website and newly released Workforce Informer website are, to a large extent, populated directly from the ALMIS Database. The new LMI website was released to the public in June 2006 and allows users enhanced access to nearly all workforce information residing in the ALMIS Database.

An update of occupational licensing data and ALMIS tables will be completed in Program Year 2006. Data for the Lichist table will be acquired and imported into this table. The licensing data will also be submitted to the National Crosswalk Service Center when completed.

**2. Produce and disseminate industry and occupational employment projections**

Michigan completed its statewide short-term industry and occupational projections with a base of second quarter 2005 and a target of second quarter 2007. 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 ALMIS ETA file was transmitted to the Projections Workgroup before the June 30, 2006 deadline. However, an error was discovered in the statewide staffing pattern. The statewide short-term projections were rerun and resubmitted on August 31, 2006.

The short-term (2004\_q2 – 2006\_q2) statewide forecasts were produced and published on the LMI website. Tables and reports were also published on the website for the long-term (2002 – 2012) industry and occupational forecasts for Michigan and 18 sub-state areas.

Michigan's long-term (2004-2014) industry and occupational forecasts were not completed and submitted by the June 30, 2006 deadline due to personnel medical issues and Michigan's freeze on acquiring temporary help services. These forecasts were, however, completed early in PY 2006 and submitted to the Projections Workgroup in North Carolina on August 25, 2006. The methodology, software tools and guidelines developed by the Long-Term Employment Projections Consortium were used to produce these forecasts.

The 2014 long-term and 2007 short-term forecasts will be loaded into the respective tables within the ALMIS Database and published on our LMI websites during Program Year 2006.

### 3. Provide occupational and career information products for public use

- LMISI conducted a **Job Vacancy Survey** during 2006. This survey of employers collects information on available job openings for Michigan and seven state regions. It generates estimates of the number and rates of job openings by industry and occupation, with useful detail on wages and benefits offered, and the work experience or education required for openings in specific job titles.
- Distributed regional **Michigan Career Outlook 2012** brochures to all MWA service centers. This publication is produced for Michigan and 18 state regions, and provides information on high-growth rate occupations, occupations that supply large numbers of annual job openings, and high-growth occupations requiring different levels of education and training.
- Produced **Michigan Hot 50 Jobs** brochures and posters for use in Michigan Works! service centers. Additional distribution statewide will be facilitated by distribution to 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.
- Revised the methodology and expanded the level of detail of our former web publication **Michigan Critical Occupations**. This will be published on our website for 18 state regions, providing information on high-demand, high-wage occupations by educational requirement. Information on key required skills will also now be included.

- A new Michigan labor market information website was launched in June 2006. This was a major area of activity during PY 2005, as staff developed content, tested web applications, loaded data, and migrated content from the legacy site. Much of the content involved information and analysis on occupations or careers.
- LMISI generated **Michigan Teen Summer Job Outlook** forecasts for the summer of 2006. These were issued to the media via a department press release.
- Regional analyst in the Upper Peninsula developed occupational information by Career Pathway, and delivered outlook information and presentations to high school teachers and counselors at the Career Prep Conference, and to education committees of the local workforce boards and intermediate school districts. Career pathway information was also delivered directly to 900 area high school students at a Career Fair sponsored by the Lake Superior Partners in Education.
- Bureau staff responded to nearly 12,000 requests for workforce information during 2005. Many of these requests involved the dissemination of occupational outlook, occupational wage, state and local career trends, and occupational skills information.
- Presentations were delivered to 3,000 attendees during PY 2005. Many of these sessions delivered career and occupational information directly to students and jobseekers. Some of these sessions were delivered on site in Michigan Works! service centers. Others informed workforce professionals and educators who work directly with the public.

#### **4. Ensure that workforce information and support required by state and local workforce investment boards are provided**

- Produced a package of economic and labor market indicators to address information needs of the Governor for overseas trade missions
- Produced an **Auto Sector Briefing**, which included an analysis of the impact of the state's auto industry. It was requested in response to the announcement of permanent job loss at Delphi Corporation.
- Recommended and developed data for economic performance measures for Governor's Cabinet Budgeting for Outcomes process
- Prepared on multiple occasions county or regional profiles for the Governor's use. They were used as briefing material for regional forums throughout the state.
- A presentation was delivered to the Governor's Council of Economic Advisors

- Provided industry information and economic analysis to a subcommittee of the Council for Labor & Economic Growth (CLEG), the state workforce board
- Researched and identified potential indicators related to innovation, as requested by CLEG.
- Regional analyst contributed a substantial amount of research, development, and analysis for an industry report and conference on the regional construction sector for the Capital Area Michigan Works! workforce board. The result of this effort was significant, as it led to the establishment of a Regional Skills Alliance.
- Regional staff member served on the steering committee for the 12-county East Central Healthcare Regional Skills Alliance, and was an integral part of the data committee, the re-career committee, and the summit planning committee. Assisted in the design and development of the economic analysis section of the **Reshaping the New Economy** report, and served as a panel member and presenter at the RSA's Health Care Summit.
- Produced a presentation module and handout packet for the Central Michigan WIB to aid them in assisting thousands of dislocated workers from an Electrolux plant closing in Greenville. The module utilized a skills analysis to identify occupations with similar skill sets to those of the dislocated workers that had a reasonably positive employment outlook.
- Generated information on core export industries and competitive advantage industries for the Southeast Michigan Community Alliance MWA. These will be used by this local workforce board to identify industries for local focus and possibly further development as industry clusters.
- LMISI regional analyst provided technical assistance, data customization, and an annual presentation on the Upper Peninsula's economic situation to the Upper Peninsula Economic Development Alliance. Also served on the Industrial and Labor Market Information sub-committee. All three Upper Peninsula workforce boards are active members of this U.P.-wide economic development group.
- Produced content for **Frequently Asked Questions for LMI**, a new publication that will serve as a quick reference guide to front-line MWA service center staff who work directly with clients. It briefly explains available workforce information measures, how they can be used, and provides step-by-step instructions on how to obtain them electronically.
- Developed customized presentation modules targeted at customer groups such as Workforce Board members, workforce board staff, employers, educators, and economic developers. Nearly 3,000 persons attended these presentation sessions during the program year. Examples of presentations targeted at Workforce Boards include:

- Economic Forecasts for Use in WIB Strategic Planning
  - Labor Market Trend Updates delivered at workforce board meetings
  - Classes on Career Trends and Job Search Information Sources delivered to jobseekers in one-stop service centers
  - Construction: Building the Capital Area's Future
  - Find the Right Job, Right Now
  - Market for LPNs in Michigan
  - Employment Trends in the Southeast Michigan Hospitality Industry
  - Local Employment Dynamics
  - High-Demand, High-Wage Occupations
  - Redesigned Workforce Information Website
- 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.
  - Regional staff prepare and distribute monthly regional employment updates to local boards. These data releases are provided electronically; some are distributed at board meetings with regional staff available to respond to questions.
  - Supplied Michigan Works! service centers with multiple copies of the ALMIS Employer database.
  - Published monthly 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.
  - Delivered quarterly customized demographic information on Michigan Talent Bank applicant pool to 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 is supplied on the occupational distribution of Michigan Talent Bank job orders.
  - 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.

- Provided ongoing consulting assistance to Workforce Development Boards utilizing central and regional labor market analyst staff.
- Conducted customer satisfaction surveys on the **Annual Planning Information Report** and **Michigan Career Outlook 2012** regional brochures.
- One of the major workforce initiatives launched by the Department of Labor & Economic Growth was the **Michigan Opportunity Partnership Initiative**. Among its goals was the placement of 30,000 workers in jobs and providing assistance to 35,000 employers in filling job vacancies. LMISI developed data on target industries for the employer outreach effort, provided employer contact information, and led the development and tracking of a variety of program activity measures.
- The other major workforce initiative of the department was the establishment of employer-led, sector-specific **Regional Skills Alliances (RSAs)**. LMISI developed data profiles used in the RFP process, and responded to requests for customized data. Our regional staff provided ongoing technical assistance and served on steering committees for many of these RSAs.
- LMISI developed on short-notice substantial statistical data in support of the **Michigan WIRED grant applicants**. This data was supplied to the **Mid-Michigan** and **Southeast Michigan** regional applicants for use in their grant proposals. WIRED grants were awarded to Mid-Michigan and West Michigan, and Southeast Michigan was awarded a planning grant through the Virtual 14<sup>th</sup> Region.
- LMISI initiated an economic indicator project, **Gauging Michigan's Economy**. It will provide senior department leadership and the Governor's office with a quarterly 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. This project is still under development and a prototype has been presented to the DLEG director.
- Regional analyst provided workforce information services to Flint-Genesee Job Corps, and was asked to join their advisory board as an economic expert. Job Corps will use occupational workforce information in researching occupations / careers to be explored. Grand Rapids and Detroit Job Corps offices were also provided with workforce information/assistance.
- An internal analysis of **Michigan Job Growth Industries/Occupations** was prepared for the Michigan Economic Development Corporation. It identified specific industries with job gains since 1995 and 2001, and examined the

employment performance of “science and technical intensive” and “college-degree intensive” sectors.

- Information on **declining industries** was produced for the Bureau of Workforce Programs. This information is used in the allocation of state WIA funds to the local workforce boards.
- LMISI developed new guidelines for the production of analytical articles for the labor market information website; and for the development of major research projects.

## **5. Maintain and enhance electronic state workforce information delivery systems.**

Michigan completed and launched its new LMI website based on the Workforce Informer platform in June 2006. This new site provides our customers many features not available on the current legacy website. The features include:

- Increased access to economic variables at detailed geographic levels
- Greater ability for users to retrieve information in the exact customized output they desire
- More tools to quickly perform direct comparisons of multiple regions or occupations on a variety of economic indicators
- More analysis via articles and publications on labor market topics

The new website is heavily integrated with the ALMIS Database and enables customers to access and customize information in a dynamic and interactive environment. Staff developed and deployed data, tables, analytical content and articles onto the website throughout the entire Program Year 2005. Marketing the site to the public will continue throughout the new program year.

The number of visitors during PY 2005 to our current legacy LMI website exceeded the grant plan goal of a 5 percent increase above PY 2004 levels. Visits to view our occupational forecasts recorded a 22 percent increase while industry forecasts visits registered a 12 percent rise. In the first full month (July 2006) after its launch, the new Workforce Informer website had nearly 6,600 visits from 5,600 unique visitors.

## **6. 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. Nearly 3,000 persons attended these presentation sessions during the program year. Examples of these presentations topics include:

- Economic Forecasts for Use in WIB Strategic Planning
- Labor Market Trend Updates delivered at workforce board meetings
- Classes on Career Trends and Job Search Information Sources delivered to jobseekers in one-stop service centers
- Construction: Building the Capital Area's Future
- The Economic Impact of the Health Care Industry
- Find the Right Job, Right Now
- Market for LPNs in Michigan
- Employment Trends in the Southeast Michigan Hospitality Industry
- Local Employment Dynamics
- High-Demand, High-Wage Occupations
- Redesigned Workforce Information Website
- Upper Peninsula Outlook by Career Pathway
- Regional Employment Trends & Occupational Outlook

## **Customer Satisfaction Assessment**

### 1. **Annual Planning Report 2006** - *Survey of Michigan Works! Agencies*

- 80 percent of respondents were “Very Satisfied” with their customized regional planning report
- 67 percent of respondents indicated the report was “Very Helpful” in preparing their workforce board area plan
- Over 90 percent of respondents were “Very Satisfied” or “Somewhat Satisfied” with the economic, occupational, and skills analysis sections.
- Respondents were asked to indicate the usefulness of information tables in the report. The highest ranked tables (over 80 percent “Very Useful”) included data on high-demand, high-wage occupations; top ten private industry employers; high-growth industries; job openings by occupation; high growth occupations; and labor force and industry trends. Tables with lower scores (33 percent “Very Useful”) included data on community college graduates, the disabled population, and limited English proficiency.
- A significant share of respondents (73 percent) indicate they use the Annual Planning Report on a monthly basis.
- The reports are utilized by workforce boards in a diverse set of work activities. Some of the most commonly cited uses were to develop annual plans, grants, service center program plans, environmental scans, local demand occupation lists, and in strategic planning.



2. **Michigan Career Outlook 2012 brochures** – *Survey of jobseekers and Michigan Works! service center staff*

- 85 percent of respondents were “Very Satisfied” or “Somewhat Satisfied” with the brochure content
- 79 percent of respondents were “Very Satisfied” or “Somewhat Satisfied” with the brochure appearance/design
- 94 percent of respondents rated the information on Fastest Growth Occupations and High Annual Openings Occupations as “Very Helpful” or “Helpful”
- Respondents gave slightly higher “Very Helpful” ratings for listings of jobs requiring moderate on-the-job training than they did information on jobs requiring a bachelor’s degree
- Hourly Wage data by Occupation was rated highly; with 92 percent of respondents indicating “Very Helpful” or “Helpful”
- 67 percent of respondents felt the brochures would assist them in their job search; another 20 percent were “Not Sure”