

State of Ohio Annual Report
One-Stop Workforce Information Grant Accomplishments
July 1, 2005 – June 30, 2006

This summary of accomplishments by the State of Ohio includes the planned milestones which were itemized in the grant plan for PY 2005 and identifies the status of each one outlined.

Continue to populate the ALMIS Database with state data: The database application was switched over to Version 2.3 during the summer of 2005. Ohio has been updating and maintaining the database this past year under the current structure. Data are being reported for Ohio counties, economic development regions, One-Stops/workforce investment areas, metropolitan areas, the state and the nation. All core tables have been populated according to guidelines.

The database is maintained through an interface with the remote hosting service in conjunction with the Internet application (see #5 below). Many databases are updated on a monthly interval, while others are maintained quarterly, annually or biennially as appropriate. The following milestones were met:

1. Occupational licensing data for 2004 were sent to the National Crosswalk Service Center (NCSC) (December 2005) for posting on America's Career Information Network and also posted on the Ohio Career Tabloid page of the LMI Classic website (<http://lmi.state.oh.us/Jobs/Careers.htm>).
2. Constructed and added data for the newly defined One-Stop (<http://lmi.state.oh.us/Maps/MapofOneStops.htm>) areas (summer 2005).
3. Posted 2004-2006 industry and occupational projections files for the State of Ohio (summer 2005).
4. Posted 2002-2012 industry and occupational projections files for major metropolitan areas (December 2005). Added 2004-2014 metropolitan industry and occupational projections (March 2006).
5. Completed 2005-2007 and 2004-2014 industry and occupational projections for the State of Ohio and delivered in accordance with instructions provided by the Projections Managing Partnership (June 2006).
6. Added the annual average 2004 summary of quarterly employment and wages (fall 2005) for counties, workforce investment areas, metropolitan areas and the State of Ohio.
7. Updated BLS/OES occupational wage estimates (2nd semi-annual) for 2004 (December 2005).
8. Updated data from the Integrated Postsecondary Educational Data System (IPEDS) for 2004 (fall 2005). Data are also available on the Occupational Supply Demand System (OSDS) (<http://occsupplydemand.org/>).
9. We were not able to obtain data on secondary vocational training programs and completers because of inter-agency funding issues.

The Ohio Bureau of Labor Market Information serves as the state coordinator for the Integrated Postsecondary Education Data System (IPEDS) surveys (#8), which provide current completions data for postsecondary, structural training programs of at least 300 class hours. Occupational licensing data continue to be updated on an annual basis.

Produce and disseminate industry and occupational employment projections: The job outlooks were completed using the Projections Suite software provided by the Projections Managing Partnership. Extracts for the ALMIS Database were created and loaded. Larry Less continued as Technical Co-chair of the Technical Issues and Research Committee of the Projections Workgroup. Reports are available from the Projections page of the LMI Classic website (<http://lmi.state.oh.us/PROJ/Projections.htm>).

1. Posted the short-term outlook to 3rd quarter 2006 on the web (summer 2005).
2. Completed the posting of job outlook reports (2002-2012) for economic development regions (summer 2005).
3. Produced and posted the job outlook (2002-2012) for the eight major metropolitan areas by December 2005. Although not included in the plan, we produced and released 2004-2014 metropolitan projections in March 2006 (<http://jfs.ohio.gov/releases/rl040606.stm>). This was preferable to releasing metropolitan reports that would have been too out-of-date.
4. Produced the state 2005-2007 short-term and 2004-2014 long-term projections and distributed according to procedures established by the Projections Managing Partnership (June 2006).

Another related product that provides an overall outlook for employment for Ohio and each of the eight large metropolitan areas is the monthly *Ohio Leading Indicators* publication, available at <http://lmi.state.oh.us/PROJ/LeadingIndicators.htm>. These indicator series and their components were also inputs used in the analysis of short-term industry forecasts.

Provide occupational and career information products for public use: Occupational outlook data to 2014 were provided to the Ohio Career Information System (OCIS) to help guide career decisions and investments in the educational infrastructure. OCIS was also provided IPEDS training data collected by BLMI.

1. Distributed approximately 120,000 copies of “What’s Hot in Ohio,” an occupational trends pamphlet.
2. Updated the industry sector posters for construction, manufacturing and health care, and created new fact sheets for business administration & support services; transportation & warehousing; and computer & technology clusters (<http://lmi.state.oh.us/PROJ/OutlookPosters.pdf>). These sectors had been identified as priorities by the Governor’s Workforce Policy Board.
3. Although updated draft inputs for the “Top Jobs” newsprint editions for students and an adult audience had been completed, we were unable to coordinate the production outside of our office to get them published this program year.
4. Conducted a pilot job vacancy survey for Cuyahoga County (central county in the Cleveland metropolitan area) and published

- <http://lmi.state.oh.us/Research/JobVacancySurvey.pdf>) the report (December 2005).
5. We had intended to follow up the statewide information on skills-based projections contained in the 2-year state plan with a similar analysis for economic development regions. The staff person who had conducted that analysis is retired in December 2005 and was not replaced until August 2006. A related project that took its place was a pilot “SkillsLink” software application to help assist job seekers unemployed due to mass layoffs, especially in auto-related manufacturing industries. BLMI provides a summary of potential employment opportunities (firm names and addresses) by occupation within a specified radius of the plant location to target job search activities toward employers likely to provide job opportunities.
 6. Posted occupational licensing data through school year 2004-2005 on the LMI Classic website (December 2005). These are listed among the “Feature Resources” on the Career Exploration page <http://lmi.state.oh.us/Jobs/Careers.htm>.
 7. Supported local One-Stops by conducting a pilot job vacancy survey for Cuyahoga County (#4 above) for the third quarter of 2005 (December 2005), and provided technical assistance for vacancy surveys and skills-based analysis in the Dayton area.
 8. Supported local One Stops in employer benefit surveys (Lima area).
 9. Prepared four Blueprints for Job Placement pamphlets <http://lmi.state.oh.us/Jobs/JobBanks.htm#Blueprint> to help Ohioans respond to different unemployment situations: 1) The Job Ready (frictional unemployment), 2) Skill Enhancement (structural unemployment), 3) Weathering Business Downturns (cyclical unemployment), and 4) Workforce Information for the Seasonally Unemployed (seasonal unemployment).
 10. Completed innovative contractual research, which analyzed the 2004 America’s Job Bank (AJB) resume and job order data <http://lmi.state.oh.us/Research/Research.htm>. This empirical research identified recommended keywords for resumes by occupational families, and new skill shortage indicators. The keywords were associated with higher percentages of resumes actually reviewed by employers.

Ensure that information and support required by state and local workforce investment boards are provided: BLMI has been doing more to assist One-Stop staff through the formation of the Business Resource Team. This team of local staff around the state has been trained extensively by our local labor market on the use of workforce information to better support their local workforce investment boards.

1. The Office of Workforce Development last year began publishing a monthly newsletter that is distributed to a broad WIA constituency. Every issue includes an article on activities of BLMI. This newsletter has replaced the semi-annual flyers sent to the workforce development community last year.
2. BLMI had a major presence once again at the Workforce 411 conference and participated in regional meetings of state and local boards as requested.

3. The Labor Market Analysts section and the Business Resource Team continued to support local staff at LWIBs in updating business plans and responding to requests for workforce information.
4. Navigating the World of Workforce Information, an employer workshop, continued to be a high priority (see the training summary below) in providing workforce information to LWIBs and the business community that they serve. A new initiative targeted toward laid-off workers, SkillsLink (#5 under occupational and career information above), resulted in software development and customized output that BLMI is increasingly supplying to respond to mass layoffs.
5. BLMI updated data for special reports in construction, manufacturing, health care and small business that have highlighted workforce development month (September 2005).
6. BLMI continued to provide annual wage record follow-up analysis of the clients of the Ohio Rehabilitation Services Commission (ORSC). As a direct result of the LMI/wage record documentation of the wages for ORSC customers, the rehabilitation commission receives at least \$300,000 annually in additional training reimbursement monies from the Social Security Administration, and demonstrated high employment retention rates for its clients to state budget officials which helped to secure rehabilitation state matching funds.
7. BLMI had planned to publish data on Business Employment Dynamics for Ohio which we were expecting to receive from the Bureau of Labor Statistics during PY 2005. Data have not been provided to date.
8. Continue to market the workforce tools and data which are available in innovative ways. The major new product that we marketed during PY 2005 at conferences, presentations and newsletter items was the Occupational Supply Demand System (<http://occsupplydemand.org>).
9. No progress was made in negotiating a Memorandum of Understanding (MOU) with the U.S. Census Bureau for Ohio's entry into the Longitudinal Employment Dynamics (LED) program that links household and business data. Since establishing a MOU has proven difficult, we have placed a hold on this effort for the time being, but will continue to follow the development of the LED program and its potential future fit in Ohio.
10. We continued to support the local workforce summit in Cleveland (September 2005). A draft "Market Analysis Report for the East Central Ohio Opportunities Centers," a One-Stop in Workforce Investment Area 7 was prepared for feedback. This layout will serve as a template for reports for all the WIAs scheduled to be produced in PY 2006.

The Labor Market Analysts Section and the Business Resource Team, twenty staff at LWIBs who have received extensive LMI training, continued to assist co-workers in preparing their business plans and to provide local support as requested. BLMI participated once again as a key partner in the Cleveland/Cuyahoga County Workforce Summit that was held in September 2005. Technical assistance and documents were also provided to several local workforce boards that were working on collection of job vacancy and employee benefit information.

BLMI continues to market and train LWIB staff and others to use our electronic products known as “The LMI Pro Suite.” Applications of the LMI Pro Suite include the development of outplacement plans for down-sizing corporations and analyses of labor availability and costs to attract new firms. BLMI supports the needs of Ohio’s workforce systems in the national arena through membership on the National Association of State Workforce Agencies (NASWA) LMI Committee, and as a board member of the National Labor Market Information (LMI) Training Institute.

Maintain and enhance electronic state workforce information delivery systems:

Ohio Workforce Informer (<http://OhioWorkforceInformer.org/>), provided access to the current version of Ohio’s ALMIS Database, and was in service for all of PY 2005. Activity for the program year surpassed usage in its first year of operation. This website averaged nearly 55,000 hits and about 1,900 unique visitors per month.

The *Ohio LMI Classic* web site (<http://lmi.state.oh.us>) remained the most important source of labor market information for our customers (i.e., average monthly hits of more than 103,000, and more than 16,000 unique visitors per month). When added together, the two LMI web sites averaged monthly hits of more than 158,000 and more than 17,000 monthly unique visitors for the 2005 program year. The top five consumer demand areas for labor market information on the LMI Classic web site in PY 2005 were the job and careers information, the occupational wage data, career education, unemployment statistics, and the employment projections. Both LMI web sites complement each other; and they effectively respond to different segments of the market for labor market information, leading to increased LMI consumers overall.

Personal service requests to BLMI by phone, e-mail, and letter averaged more than 180 per month. These customized requests for labor market information were popular with private businesses (including private research organizations), which averaged more than 50 personal LMI service requests each month in PY 2005. Presentation and training requests to the BLMI resulted in excess of 150 audience or classroom participants per month throughout the program year.

Results of specific planned milestones:

1. The Workforce Informer software was updated with three rounds of enhancements, the major one being the conversion to version 2.3 of the database.
2. We continued sharing data with West Virginia to be able to post cross-border metropolitan areas.
3. Data series were reconstructed for revisions to the workforce development areas (<http://lmi.state.oh.us/Maps/MapofOneStops.htm>).
4. Display of industry data in the Local Area Profiles was converted to a NAICS basis.
5. The Economic Development Profiles were updated with the 2004 annual employment and payroll data.
6. A link to the Occupational Supply Demand System was added under “Information for Workforce Professionals and Educators” on the Education and Training page at <http://lmi.state.oh.us/Jobs/Education.htm>.

7. Although several versions of a “Quick Links” interface to assist customers in quickly reaching the information desired were designed, none has been implemented to date.
8. The expansion of the “EEO tutorial” to access demographic data from the Integrated Postsecondary Educational Data System has been delayed with additional input gathered at the National Center for Educational Statistics conference in May 2006.
9. Blueprints for Job Placement, which array labor market information by type of unemployment, were made available in printed brochures and online (<http://lmi.state.oh.us/Jobs/JobBanks.htm#Blueprint>).

BLMI also distributed about 400 sets of the ALMIS Employer Database CDs from *InfoUSA* in program year 2005 to meet demand from One-Stop offices, the County JFS offices, job development staff and others, including local and state offices of the Ohio Rehabilitation Services Commission. Access to this database, coupled with the occupation/industry matrix and employment projections, has opened up the “hidden job market” of employment opportunities for job seekers not only through the websites, but also through customized reports and label-generating capabilities introduced in the SkillsLink pilot program (#5 under occupational and career information above).

Labor Market Analysts Section Chief Mark Schaff was a key member of the national workgroup that developed the new Occupational Supply Demand System, built upon the foundation of the Bureau of Labor Statistic’s *Occupational Projections and Training Data* report. In addition to the traditional comparisons of training program completions, occupational licensing and projected job openings by units of analysis, the software presents longitudinal occupational and industry wage data as indicators of skill shortages. This improved tool for program planners encourages analysis which increases the economic returns to training investments.

Support state workforce information training activities: BLMI has been involved in an intensive long-term training schedule for the LMI Pro Suite products. Training modules at the introductory, intermediate and advanced levels are tailored to meet a variety of staff needs. The LMI Pro Suite training curriculum is available for review at <http://lmi.state.oh.us/Jobs/Curriculum.htm>.

1. The Labor Market Analysts (LMA) section trained 50 intermediary, workforce professional staff members in the availability and use of LMI data.
2. The LMA section also conducted 8 *Navigating the World of Workforce Information* business outreach sessions for human resource professionals.
3. Three *LMI Pro Suite* training sessions, each of 3 days in length, trained 27 workforce professional staff members during PY 2005.
4. On March 21, 2006, BLMI conducted distance learning through an ETA-hosted regional webinar. LMA Erich Hetzel and Local Operations Kimberly Rice demonstrated how Ohio has made the business customer a shared priority of State LMI and Employment Services staff with the formation of the Business Resources Team to increase the capacity for delivery of workforce information to business and to build awareness of Ohio’s workforce development system.

5. *Navigating the World of Workforce Information* seminars have become a staple in continuing to expand coordination of training seminars with the LWIBs and workforce development partners. The Business Resource Team was instrumental in presenting about 140 workshops to the business community during PY 2005. These workshops were increasingly hosted at the employer's location. More information is available upon request.
6. Training evaluations consistently ranked instructor performance and materials very highly with more than four-fifths giving an "excellent" rating.

In addition to the LMI training for business human resources staff members, the major staff affiliations for those workforce professionals trained on LMI applications were County JFS and One-Stop Center staff (more than half), and the Ohio Rehabilitation Services Commission. The principal trainers are LMA Section Chief Mark Schaff, Assistant LMA Section Chief Tom Buescher and LMA Erich Hetzel (northeast Ohio) with training support from LMA Don Wonnell (northwest Ohio).

Customer satisfaction: All LMI Pro Suite intensive training participants ranked these seminars as good or excellent in their post-workshop evaluations. Both the *Ohio LMI Classic* and *Ohio Workforce Informer* web sites allow customers to e-mail suggestions for website improvements, as well as ask questions about LMI data. Additionally, Labor Market Analysts pass on comments from customer's phone calls and personal interactions that allow positive reworking and reorganization of web page content. Based on a suggestion from an ETA regional office visit in April 2006, we used another state model to design an online customer satisfaction survey (<http://lmi.state.oh.us/Feedback.htm>). We expect to report those comments in PY 2006.

We also consider usage statistics, both quantity and growth over time, as significant indicators of the value of our services. We measure inquiries by customer group, frequency of requests for particular products and their access frequency on our web sites.

Summary: Overall, we have been very successful in achieving the desired outcomes outlined in the plan in a timely manner. At the same time, we have continued to remain flexible in responding to customers' needs. Aggregate expenditures of \$1,195,367 were higher than the program year allocation as we spent carry-over funds from the prior program year. Demand has grown from the success of outreach and marketing, especially to the business community. We made strides in continued alignment of LMI with Workforce Development as we continue to achieve more strategic focus in support of its programs and partners. Overall, we are pleased with this past year's accomplishments.

Recommendations: Based on input from others and assessment of workforce system needs, we are pursuing several initiatives this coming year. These are:

1. Preparation and distribution of short two-page industry profiles for industries of emphasis by the Governor's Workforce Policy board.
2. Preparation and distribution of separate market analysis reports for each of our One-Stop areas.

3. Design and publication of a booklet focused on resume and job search preparation for use in the One-Stops, with the following content topics:
 - Selecting Keywords for Your Resume – Find the Word
 - Tips for Successful Resumes – Write the Word
 - Tips for a Successful Job Search – Know the Word
 - Tips of Successful Interviews – Speak the Word
 - SCOTI and One-Stop Services – Place the Word
4. Increase our attendance at local WIB board meetings with presentations of OWD services.
5. Conduct a LMI customer satisfaction and input survey of local One-Stops.
6. Continue to expand our outreach to businesses such as with the *Navigating the World of Work Force Information* workshops.