

VERMONT
PY 2010 WORKFORCE INFORMATION GRANT
ANNUAL PERFORMANCE REPORT

I. Accomplishments

A. Populate Workforce Information Database

Version 2.4 of the Workforce Information Database (formerly ALMIS Database) was maintained through monthly and quarterly updates to files. **In addition to maintaining data for counties, labor market areas and towns, data items were also updated for local Workforce Investment Boards (WIBs).**

Staff stayed informed about new developments through communication from the consortium and the web.

All activities completed within planned milestones and expenditure levels. Spending totaled \$30,000

B. Industry and Occupational Projections

The 2008-2018 long-run occupational projections at the statewide level were completed in PY 2009. Sub state projections were completed in PY 2010. Both were published on our website within the same program year of completion. In addition to the projections, we developed tables with associated educational requirements as well as median wage data.

Information and tables about the statewide and sub-state long-run projections can be accessed at: <http://www.vtlmi.info/occupation.cfm>

Short-run, statewide occupational projections were completed for 2010 - 2012. Electronic publication of these occupational projections was announced on our website and via our email contact list. See: <http://www.vtlmi.info/occupation.cfm> .

All activities completed within planned milestones and expenditure levels. Spending totaled \$75,000.

C. Publish Annual Economic Analysis Report for Governor and state WIB

The LMI unit compiled, published and distributed (electronically) an annual economic and demographic profile of the Vermont economy entitled: Vermont Economic and Demographic Profile, 2011. The publication can be obtained at:

<http://www.vtlmi.info/profile2011.pdf> . This document will serve to meet the contract requirement for summary of the state economy.

We continue to use LED data which is a substantial enhancement to earlier versions of this report. For each county we provide a profile of worker demographics, Quarterly Workforce Indicators (QWI), and labor and commuter shed analyses. This adds a regional component to the publication. The commuter shed maps cross political boundaries and establish where workers live who work in our major economic activity centers.

All activities completed within planned milestones and expenditure levels. Spending totaled \$40,000

D. Occupational and Career Information Products

We maintained the Occupational Information Center on the LMI web site to include skill information from O*Net. The system includes information on knowledge, skills and abilities for occupations. This complements our existing information on wages, licensing, employment projections as well as occupational training requirements and a link to the educational institutions offering the required training. Each occupation included links back to our Occupational Information Center where the user can get complete information on requirements, demand and wages. This web application was updated and maintained by in-house, LMI staff, which allowed us to respond quickly to the needs and preferences of Vermont workers and employers.

The Occupational Information Center can be found at www.vtlmi.info/oic.cfm.

Based on the May 2010 OES panel, we completed the occupational wage estimates statewide and 3 sub state areas using the North Carolina EDS software and added the information to our Occupational Information Center on the web.

Occupational wage estimate tables are available at www.vtlmi.info/occupation.cfm .

All activities completed within planned milestones and expenditure levels. Spending totaled \$20,000

E. Provide Information and Support to WIBs

The LMI unit produced monthly and quarterly data updates on employment and unemployment by WIB. In addition, regular updates were provided to the Labor Exchange Database from VDOL administrative file for active applicants and job openings. This information provides a current indicator of the occupational supply/demand relationship for each WIB.

Employment by WIB can be found at www.vtlmi.info/indnaics.htm; unemployment by WIB is available at www.vtlmi.info/labforce.cfm; and Labor Exchange data by WIB is accessible at www.vtlmi.info/laborexchange.cfm.

LMI performs monthly, quarterly and annual maintenance of the 'Regions' page on our web site. This tab combines information from numerous sources for selected geographic units (e.g. WIBs, Counties, LMAs) in one location, providing a snapshot of the most important economic and social indicators by local area. Advances in our data processing procedures allow us to be much timelier in keeping these web pages current.

The WIBs 'Regions' page contains an expanded use of Census LED QWI program data that is updated on a quarterly basis. In addition, access to the QWI tool is available from all sections of our website.

'Regions' page can be accessed at www.vtlmi.info/region.cfm.

All activities completed within planned milestones and expenditure levels. Spending totaled \$25,000

F. Improve Electronic Workforce Information Delivery System

In 2007, following a department wide effort to redesign the VDOL website, LMI redesigned its site (www.vtlmi.info) to complement the VDOL look / feel and navigation. In 2008, we continued these efforts by redesigning pages and table information for ease of use and readability. In addition, we improved presentation through increased content editing.

The WIB Regions page was expanded to improve display of industry information and provide optional levels of industry data. Tables were added to the Quarterly Census of Employment and Wages page to provide monthly, quarterly and annual data and information by size of establishment or firm.

All activities completed within planned milestones and expenditure levels. Spending totaled \$10,000.

G. Training & Consulting Initiatives

The LMI Director and staff conduct a number of trainings and custom information requests throughout the year to increase the knowledge and use of LMI in the Vermont's economic development efforts. Examples included but are not limited to:

- **Continued development of an electronic system for collecting data and ongoing analysis of wage records from those participating in Vermont**

Department of Community and Economic Development or VDOL Workforce Development training funds. We will follow the before and after wage performance of workers who participate in these programs as a partial measure of their effectiveness.

- **Annual update to the Workforce Development Council of data on employment and the major sectors of Vermont's Economy today and trends for the future.**
- Data and analytical support to the Vermont Economic Progress Council
- Cross-departmental conceptualization with the Vermont Department of Education on student performance measures using available data bases
- One on one LMI data instruction with the spokesman for the Governor
- Analysis of unemployment areas for Vermont Agency of Commerce including tutorial on methodology
- Unemployment Insurance Trust Fund Modeling and presentation of results to the Commissioner and Deputy Commissioner of the Department of Labor
- Presentation of LMI data to the Governor and advising staff; focus was on methodology and uses of data
- Attendance at Legislative Committee Session to address questions about wage data and its uses/limitations in measuring training outcomes
- Participation in a study committee on the future of the primary care workforce
- Speaker at the annual meeting of the Vermont Community Development Association
 - As a result of the speaking engagement, the LMI Chief joined the Board at Large of the Vermont Community Development Association and subsequent participation in meetings/events
- Ongoing participation in Lake Champlain Regional Chamber of Commerce Workforce Investment Board (WIB); includes periodic presentation of LMI data to the board; this WIB is the largest in the state of Vermont as it covers Chittenden County which has 33% of Vermont's covered employment
- Joining the Executive Committee of the aforementioned WIB which includes additional meeting requirements and strategic planning; highlights of the past year include: a successful job fair and the partnership with an organization which focuses on the mature worker
- Presentation to the Continuing Education Department within the University of Vermont about occupational outlooks; event was very successful and I have been asked to return in the upcoming program year
- Keynote speaker at the annual conference of school career counselors as organized by the Vermont Student Assistance Corporation; significant positive verbal feedback was received and produced many leads on additional presentation opportunities for the coming program year; in addition, a rough draft of a publication idea for this population of school career counselors was circulated for feedback to contacts made; publication refinement is ongoing
- Keynote speaker at an economic development organization's board retreat; discussion around LMI data and the state of the local economy

- Conceptual discussions with Department of Education on definition and future of STEM occupations
- Met with the Vermont Department of Corrections to review LMI data and its uses to them as they build career and skill development programs for current inmates and ex-offenders
- Lastly, as a result of ETA funding, Vermont LMI was able to:
 - Prepare numerous custom data analyses at the request of our data user population on an ‘as needed basis’
 - Handle countless media inquiries - both print and televised
 - Be available to elected and appointed officials with custom information and explanations to assist them in their decision making process
 - And in general promote the use of LMI data to anyone and everyone who could benefit

Vermont also had representation at and participated in the LED conference in Washington D.C., which was sponsored by the United States Census Bureau in program year 2010.

All activities completed within planned milestones and close to expenditure levels. Spending totaled \$80,000.

II. Customer Satisfaction

Customer satisfaction is tracked by maintaining statistics on the usage of printed and electronic products. The data for PY 2010 and PY 2009 is presented below:

PY 2010 / 2009 LMI Publication Counts

Web Activity Report - Publications ¹ Vermont Labor Market Information - www.vtlmi.info

Publication Series	Program Year 2010 07/01/10 - 06/30/11			Program Year 2009 07/01/09 - 06/30/10			Percent Change		
	Visitors	Visits	Views	Visitors	Visits	Views	Visitors	Visits	Views
TOTAL - pubs and non-pubs	74,964	360,944	1,374,457	65,230	751,658	1,998,043	15%	-52%	-31%
occupational info center	43,634	209,184	476,334	33,424	257,820	437,328	31%	-19%	9%
labor exchange	2,736	27,935	701,691	3,624	462,007	1,302,121	-25%	-94%	-46%
qcew	4,326	21,862	33,836	4,846	23,281	32,955	-11%	-6%	3%
newsletter	1,834	18,200	27,325	4,198	31,052	56,429	-56%	-41%	-52%
laus	4,785	17,309	25,305	4,971	19,115	29,184	-4%	-9%	-13%
economic and travel indicators	1,455	16,153	23,801	1,973	27,339	52,262	-26%	-41%	-54%
ces	4,046	15,388	44,836	3,797	16,227	64,736	7%	-5%	-31%
licensed occupations	2,283	14,020	20,881	3,294	24,512	31,909	-31%	-43%	-35%
regions	3,133	10,100	11,994	2,565	11,351	13,348	22%	-11%	-10%
unemployment compensation	2,136	7,734	8,637	2,323	12,452	15,614	-8%	-38%	-45%
projections	2,473	7,494	9,188	2,300	8,083	9,654	8%	-7%	-5%
oes	4,201	7,293	8,405	4,648	8,924	9,994	-10%	-18%	-16%
county profiles	1,397	6,755	7,854	1,681	9,800	11,907	-17%	-31%	-34%
press release	2,827	6,557	7,177	3,118	6,754	7,198	-9%	-3%	0%
employer database	2,343	4,808	13,938	1,892	4,051	10,226	24%	19%	36%
gross flow	835	3,447	3,846	1,014	4,208	4,624	-18%	-18%	-17%
census-qwi	676	3,023	4,356	966	4,419	5,987	-30%	-32%	-27%
construction prevailing wage	1,827	2,880	3,048	1,289	2,473	2,558	42%	16%	19%
income	894	2,072	2,287	656	1,407	1,499	36%	47%	53%
cpi	925	1,963	2,013	1,008	2,125	2,194	-8%	-8%	-8%
census - eeo	321	1,692	1,890	470	1,949	2,129	-32%	-13%	-11%
census - employment	432	1,667	1,837	603	1,959	2,062	-28%	-15%	-11%
fringe benefits	680	945	986	674	1,136	1,166	1%	-17%	-15%
cps	354	925	1,021	525	1,136	1,239	-33%	-19%	-18%

1 - includes all means of online data distribution - static (htm) and interactive (cfm) web pages and downloadable files (pdf, xls)

All in-domain traffic is excluded.

All publications of VDOL/LMI are distributed in electronic form only. This was necessitated by the loss of our department Print Shop and budget cuts. However, as the traffic table above illustrates our distribution is quite effective. Unlike the distribution of printed documents, each visitor above represents an active user of our content. Internal domain traffic is excluded from this report. Since our transformation to electronic distribution we have noticed a transition from traditional publications to our interactive tabular data and downloads.

The Internet is our main conduit to provide information to the public.

The latest usage statistics show an increase in the number of new users to the site with an increase in visitors. Visits and views decreased from the unusual high levels in PY 2009 during the depth of the recession. Looking at the historical data, the PY2010 numbers are back in line with the previously established, slight upward trend of the three utilization metrics.

My tenure as LMI Chief began shortly after the start of Program Year 2010. Since my start, I have realized the importance of creating additional opportunities for the data user community and the audience of LMI presentations to provide feedback. Initial steps are underway to design and implement this system so as to bolster this section in next year's annual report. Our online platform does collect feedback from users. During the last program year, only two people submitted feedback. Upon review, it has been determined that the link to provide online feedback should be more prominent and noticeable on the LMI website. In addition, the questionnaire language appears stale and needs to be updated. These will be part of the next program year's goals.

As indicated above, we added the O*Net skills information to provide more detailed information about each occupation. Resources are committed to keeping the whole range of occupational information current, including wages, skills, licensing, employment projections, and related background.