

# Workforce Information Grant PY 2010

## Annual Performance Report

### Minnesota Labor Market Information Office

**Grant goal and strategies:** *Support increased employment and sustainable economic growth and recovery by supporting state and local workforce system transformational efforts.*

- Provide sound foundational data, information and resources to workforce system staff and job seekers.
- Provide actionable information and sound research to state and local policy makers to support the development of data-driven policy and program design.

**A. Accomplishment**

Deliver -able	Project	Projected Time Line	Status for PY2010	Web address
1	Continue to populate the WID version 2.4.1 with state and local data	Ongoing	Complete	<a href="http://www.positivelyminnesota.com/Data_Publications/Data/index.aspx">www.positivelyminnesota.com/Data_Publications/Data/index.aspx</a>

This deliverable is integral to the goal of disseminating LMI information because we run the data tools on our website off the WID. All of the data tools pull directly from the WID and by updating the requisite tables in the WID we keep our website up-to-date. We also use the WID to pull data for research, reports, special requests and presentations. Lastly we give other organizations, including State Colleges and Universities and Metro Council, direct access to our data through the WID. The WID is at the core of the work that we do.

2	*Continue to develop and post quarterly short-term forecasts.	Quarterly	Complete	<a href="http://www.positivelyminnesota.com/apps/lmi/projections/">www.positivelyminnesota.com/apps/lmi/projections/</a>
	*Develop 2008-2018 regional long-term employment projections.	Available on website March, 2011	Complete	<a href="http://www.positivelyminnesota.com/apps/lmi/projections/">www.positivelyminnesota.com/apps/lmi/projections/</a>

We produced 2008-2018 regional long-term employment projections and 2-year forecasts as the national production schedule dictates. We also produced and disseminated 2009 – 2019 regional long-term employment projection (instead of 2008-2018) because the employment trough was 2009 and projecting out from 2009 made more sense than projecting out from 2008. We also produced and disseminated quarterly 1-year forecasts as we have been doing each year for the past 4 years.

Long-term projections are one of our most popular data products and are incorporated into a number of career information products  
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including *MNCareers*, a career guide that goes out in hard copy to all 11<sup>th</sup> graders through Minnesota, as well as [www.ISEEK.org](http://www.ISEEK.org), which is Minnesota's career information website. It is also included in Occupations in Demand and our OES detailed occupation pages which link from the OES as well as JobSTAT tools.

3	<p>Produced annual economic analysis</p> <p><i>Minnesota Employment Review</i> including LAUS, CES, business incorporations, residential building permits, purchasing managers' index, and help wanted advertising and other data of interest as appropriate</p> <p>12 feature articles</p> <p>12 regional spotlights</p> <p>Respond to media, legislative, governor's office and commissioner requests</p> <p>Produce Business Employment Dynamics (BED) data series 2000-2010. BED measures gross job gains and losses at Minnesota companies and provides information on the dynamics inherent in the state's labor market.</p> <p>Produce 4 issues of <i>Minnesota Economic Trends</i></p>	<p>June 2011 issue of <i>Minnesota Economic Trends</i></p> <p>Monthly</p> <p>Ongoing</p> <p>Ongoing</p> <p>Quarterly</p>	<p>Complete</p> <p>Complete</p> <p>Complete</p> <p>Complete</p> <p>Complete</p>	<p><a href="http://www.positivelyminnesota.com/Data_Publications/Economic_Trends_Magazine/June_2011_Edition/index.aspx">www.positivelyminnesota.com/Data_Publications/Economic_Trends_Magazine/June_2011_Edition/index.aspx</a></p> <p><a href="http://www.positivelyminnesota.com/Review">www.positivelyminnesota.com/Review</a></p> <p><a href="http://www.positivelyminnesota.com/Data_Publications/Data_Tools/Business_Employment_Dynamics_(BED).aspx">www.positivelyminnesota.com/Data_Publications/Data_Tools/Business_Employment_Dynamics_(BED).aspx</a></p> <p><a href="http://www.positivelyminnesota.com/Trends">www.positivelyminnesota.com/Trends</a></p>
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We publish two periodicals, our monthly *Minnesota Employment Review* and our quarterly *Minnesota Economic Trends*. *Review* is an opportunity to compile our monthly data and provide monthly and annual analysis for customers. This is also where we publish our Minnesota and U.S. Leading Index and 10 economic indicator data series including business incorporations, residential housing permits, and the purchasing managers' index among others. We also include a Regional Spotlight in each issue on a topic of regional interest. Topics range from regional economic and workforce initiatives, to population and labor force, to career information. We also run a

monthly feature article on a topic of interest. Features this past program year included:

- Green Jobs Parts 2 and 3 (findings from our Green Jobs LMI Improvement Grant)
- Projected Regional Employment Growth, 2009-2019
- Employment in 2010, The Year In Review
- Teen Summer Employment Outlook 2011
- How Well We Helped You: A Overview of Minnesota LMI Customers and Customer Satisfaction
- Child Care and Workforce Decisions
- On Their Own: Self Employment in Minnesota
- Minnesota's Short-term Job Outlook
- Minnesota's Minimum Wage Jobs
- Open for Business: Characteristics of Minnesota Businesses in 2007
- Minnesota Job Outlooks 2009 to 2019

We are thrilled to report that *Minnesota Economic Trends* won this year's Minnesota Association of Government Communicators' top award for a periodical in 2010. Our June 2011 *Trends* issue, our annual state of the state's economy issue, has two articles on Minnesota's economic recovery and aftermath of the recession as well as feature articles on each of Minnesota's six regions. This issue also included results from our Trends reader survey.

The other three issues have a wide range of articles including:

- March 2011: Themed around entrepreneurship this issue included articles on small business owners and green entrepreneurs. This issue also included the Trends reader survey which can be found at [www.surveygizmo.com/s3/451028/Trends/](http://www.surveygizmo.com/s3/451028/Trends/)
- December 2010: This issue has a range of articles including green manufacturing, careers in the growing field of health information, Minnesota rankings on hours worked each week, and trends for women-owned businesses in Minnesota.
- September 2010: This issue includes a story that looks at employment and wage concentration in Minnesota. Other stories in this issue look at careers in library science, the post-recession jobs recovery, DEED's new online JobSTAT tool, the temporary help sector and part-time work in Minnesota.

Our econometrician compiles Business Employment Dynamics (BED) which measures gross job gains and losses at Minnesota establishments and tracks changes in employment at the establishment level, including establishment openings, closings, expansions, and contractions. These data are derived from the Quarterly Census of Employment and Wages (QCEW) program, linked across quarters to give a longitudinal history for each establishment that allows for tracking employment changes over time at each establishment. BED statistics are available on a quarterly and annual basis by detailed industry at the state, regional, county, and city levels. These statistics provide information on the dynamics inherent in the Minnesota labor market.

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LMI handles media, governor's office, commissioner and legislative requests. These requests range from short interviews or requests

for data to longer-term research projects including reasons for declining labor force participation, number of green jobs, and prospects for youth summer employment.

4	Maintain and enhance LMI website	Ongoing	Complete to date with 719,000 visits during program year.	<a href="http://www.positivelyminnesota.com/Data_Publications/Data/index.aspx">www.positivelyminnesota.com/Data_Publications/Data/index.aspx</a>
	Email and mailing lists	Ongoing	Complete to date with over 5,325 subscribers	<a href="http://www.positivelyminnesota.com/Data_Publications/Data/Talk_to_Our_Experts/index.aspx">www.positivelyminnesota.com/Data_Publications/Data/Talk_to_Our_Experts/index.aspx</a>

We continue to maintain our website with the most current data and analysis. All publishable data are available for viewing, querying and downloading, and all published analysis as well as many presentations, are available on the website. We have also added RSS feeds so that our customers are notified of all of the most recent data updates. The agency-wide website was redesigned less than three years ago and we have received quite a bit of feedback from customers on this redesign. We hope that under the new administration we will have an opportunity in PY2011 to improve the LMI portion of the website. Stay tuned for enhancements.

5	Collaboration with DEED's Regional Analysts	On-going	Complete to-date	<a href="http://www.positivelyminnesota.com/Data_Publications/Data/Talk_to_Our_Experts/Regional_Labor_Market_Analysts.aspx">www.positivelyminnesota.com/Data_Publications/Data/Talk_to_Our_Experts/Regional_Labor_Market_Analysts.aspx</a>
	Update Occupations in Demand (OID) statistics	June 2011	Complete to date, updated annually	<a href="http://www.positivelyminnesota.com/apps/lmi/oid/">www.positivelyminnesota.com/apps/lmi/oid/</a>
	Conduct Job Vacancy Survey, produce vacancy statistics and highlights	Published August 2010 and February 2011	Complete to date, updated biannually	<a href="http://www.positivelyminnesota.com/JVS">www.positivelyminnesota.com/JVS</a>
	Collaboration with MnSCU - iSeek and CareerOneStop on career information	Ongoing	Complete to date	<a href="http://www.iseek.org">www.iseek.org</a> <a href="http://www.mnscareers.org">www.mnscareers.org</a> <a href="http://www.careeronestop.org">www.careeronestop.org</a>
	Collaboration with MnSCU Program Planning Office, Office of the Chancellor	Ongoing starting 2 <sup>nd</sup> quarter 2011	Complete to date	
	Use EDS to produce and	Quarterly	Complete to date	<a href="http://www.positivelyminnesota.com/oes">www.positivelyminnesota.com/oes</a>

publish OES regional statistics and update wages quarterly

Industry and occupational profiles and other tools for BSSers and industry specialists

Ongoing as needed  
Complete to date  
Presentations and brochures are not available on the internet

Complete GIS special projects

On-going  
Complete to date  
Various, upon request

Produce monthly economic analysis (for distribution) and highlights (for website)

Monthly  
Complete  
[www.positivelyminnesota.com/Newsroom/Press\\_Releases/index.aspx](http://www.positivelyminnesota.com/Newsroom/Press_Releases/index.aspx)

Give presentations and trainings as requested

Over 300 per year to over 10,000 people  
Complete to date

LMI Helpline and DEED.LMI – resource for a wide array of data and info from within LMI and DEED and from outside of agency and state

Close to 1,500 caller and emails per year  
Complete to date  
Our goal is to respond to all requests within 24 hours.

Our SWAs, SWIBs and LWIBs rely on the production of regional labor market information for strategic planning. Using the EDS system, we produced regional OES, regional projections, and regional job vacancy survey statistics. These data sets are used in economic and workforce development planning. They are also used in career information including our state career planning website, [www.iseek.org](http://www.iseek.org), and our state career magazine called *MNCareers*. Besides data, we also provide technical and analytical support for both.

Due to a retirement in the Office of Program Planning at MnSCU, we are now working directly with the remaining staff to support their efforts at responsive, non-duplicative, demand driven set of course offerings across all campuses. The request that we become directly involved stemmed from a Legislative Audit of MnSCU that found a lack of LMI use in program planning and approval as well as unnecessary duplication of courses and program across campuses. We hope that this will be an ongoing collaboration.

Our Green Team in collaboration with MNNSCU staff, published a green career information portal which can be viewed at [www.iseek.org/industry/green/index.html](http://www.iseek.org/industry/green/index.html). This project was primarily funded with LMI Improvement Grant dollars but there was a bit

of overflow into the WIG due to the breadth and depth of the project. This website allows users to research green careers, education and training opportunities, green internships, and view 20 career videos, among many other features.

The Job Vacancy Survey is a major undertaking during second and fourth quarters of every year. Our sample, which was enhanced as of October 2009 for the green jobs research, includes 13,000 units and results in statistics for 20 industries, about 750 occupations, 13 substate regions and 4 size classes. We publish available data on the website and provide special data extractions for a number of different customers each survey round. We developed our Occupations in Demand web tool specifically at the request of the Dislocated Worker Program and the Youth Services unit. In developing this web tool we consulted with Dislocated Worker counselors as well as high school counselors. The data are also being using on the iSeek regional web pages which came out of DEED's Youth Services unit.

The Job Vacancy Survey has been critical in our receiving and implementing an LMI improvement grant. We have been able to use our pre-existing job vacancy survey instrument to survey employers on the demand for "green" workers. This information serves as the basis in identifying green occupations and allows us to discern the knowledge, skills and abilities that differentiate green jobs from more traditional jobs.

We have a strong working relationship with our DEED industry specialists and business services specialists and provide them with both training and brochures and information to use when they speak with businesses and industry groups. Unfortunately all of the industry specialists were laid off at the end of the 2010 Program Year. We have also developed a strong working relationship with the staff of the GWDC (SWIB) as well as FastTRAC. We hope to continue to build those partnerships.

During PY 2010, we make great progress on a new GIS web application we call "Jobs Near Me." This website would allow job seekers to search geographically for jobs, map jobs postings of interest and map other important resources such as driving routes, bus routes, child care programs and educational institutions. The application links seamlessly into [www.MinnesotaWorks.net](http://www.MinnesotaWorks.net) giving job seekers another tool in their job search efforts. This tool was ready for launch in May 2011 when we got two pieces of news: first, our underpaid GIS analyst had found another job and second, due to budget cuts, we would have to absorb the salaries of two Regional Analysts. This would preclude us from filling the GIS position. In consultation with our IT unit, we decided that it would be irresponsible to launch Jobs Near Me without a GIS expert on staff. So the application has been put into virtual storage until a time when we can fill the GIS position.

On the positive side, we gained a much closer institutional relationship with our Regional Analysts, who once again all report to LMI, and we did not entirely lose our GIS capacity. Our GIS analyst had spent several years training another LMI analyst in desk-top GIS and now she is able to take over much of the day-to-day GIS work including almost all of the requests that come our way.

Last but not least we may be the last office here at DEED to provide customer friendly service over the phone. We have helpline office hours five days a week and consistently score very high marks for promptly responding to customer requests and providing useful

information and data on the phone and by email. We provide information and links to many different data series including the CPS, ECI, labor force and population demographics, per capita income, GDP, GSP, links to results of surveys done by other organizations including the Manufactures Association, data from our agencies site selection tool, and many other sources of data. Basically we try to be knowledgeable about any data set in which our customers show an interest. We pair this effort with our policy of providing presentations upon request for a wide range of audiences including education, workforce, business and economic development partners.

***B. Customer Consultations***

The following methods were used for customer consultations

1. DEED Workforce Services survey of job seeker and employer customers
2. Feedback surveys at presentations and trainings
3. Trends reader survey: <http://www.surveygizmo.com/s3/451028/Trends/>

**LMI Customer Satisfaction**

Each year we look closely at the customer satisfaction results from DEED’s Customer Satisfaction Survey. This year 576 respondents gave feedback on LMI and career information. Although most of the responses were actually for career information, with iSeek.org and MinnesotaWorks.net being the most used tools, only combined data are available. Table 4 summarizes their responses.

<b>LMI and Career Information Customer Satisfaction, 2010</b>	
<b>How well did the material meet your needs?</b>	
Very well	51 percent
Somewhat well	41 percent
Not too well	6 percent
Not well at all	1 percent
<i>Source: DEED Customer Satisfaction Survey (84.2 percent response rate on the entire survey). LMI customer group questions.</i>	

Our best way to determine what products are being using is to analyze web statistics. The following table summarizes LMI product usage for PY2010 based on web visits.

**Site Traffic for July 1, 2010-June 30, 2011**  
**Data & Publications**

**663,353**

Data homepage	392,918
Publications homepage	119,527
Economic Trends Magazine	44,676
LMI Data Tools	41,836
Employment Review Magazine	34,521
First page of search screen	25,651
<b>Green Jobs</b>	<b>327</b>
<b>M3D web mapping application</b>	<b>337</b>
<b>LMI Data Tools</b>	<b>55,061</b>
JobSTAT	11,430
Occupations in Demand	10,738
OES	8,426
Employment Projections	6,150
LAUS	5,861
QCEW	3,882
Regional Data Tool	2,567
CES	2,567
JVS	2,011
UI Stats	846
SOC Search	375
Employer Search ( <i>infoUSA</i> )	208
<b>TOTAL</b>	<b>719,078</b>

These numbers are significantly smaller than in previous years. We believe this is due to the way the website is constructed and web hits are measured. We have moved from one web tracking tool that the agency used for many years to Google Analytics. We continue to track these numbers closely and try to understand the discrepancies from previous time periods.

### **C. Recommendations**

We have four recommendations:

- Continue to support the EDS system. The EDS system is essential to all of the regional and career information work that we do. Specifically our educational partners at MNSCU have expressed their desire that we continue producing this information. Without EDS we would not have substate regional level occupational, job vacancy or career information to the level of detail that we do. EDS is also an integral system that we use to check, update and produce OES, job vacancy



and employment projections data. The tool works well and has always had good technical support. We hope that ETA will continue to support North Carolina in their efforts to keep this tool current and useful.

- Our customers have identified an update to the Employee Benefits Survey as a serious need in Minnesota. The last survey we ran was three years ago and customers feel that the data are getting stale. This survey is a major undertaking and we currently simply do not have the staffing resources to do the job adequately while continuing to do the other work that customers have come to expect. We were hoping to obtain state support to run the survey this summer but that did not come through. We are currently seeking other support. We urge ETA to support states in their efforts to run an employee benefit survey three years after the ETA supported Employee Benefits Consortium successfully developed and tested the methodology for this complex survey.
- Provide support for Job Vacancy Surveys. We have run our job vacancy survey since 2000. This is an invaluable product for a wide range of customers. It would be even more valuable if comparable data were available in the other 49 states. To make this happen, at the very least ETA would have to provide start-up funding as well as technical support for states who don't have the survey, database, and statistical support that MN has.
- Continue support for Green Jobs research after ARRA grants end. The research that we are currently engaged in is unique and provides never before available information on a rapidly changing economy. This information is essential for career explorers and job seekers. Once our grant runs out we will no longer have the capacity to provide Iseek.org with updates and enhancements without ongoing funding.