



Oregon

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Program Year 2010 Workforce Information Grant Annual Report

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

A. Accomplishments

- Oregon has been using the latest version of the Workforce Information Database (WIDb) (v2.4) since it became available in the summer of 2007 and is in the process of upgrading to v2.5. We continue to update the database as releases become available.
 - * Monthly updates of Current Employment Statistics estimates at the state and county level.
 - * Monthly updates of Local Area Unemployment Statistics at the state and county level.
 - * Annual updates of occupational wages at the state and workforce region level.
 - * Annual updates of short-term industry and occupational employment projections at the state level.
 - * Biennial updates of long-term industry and occupational employment projections at the state and workforce region level.
 - * Updates of the employer database as they are received from Infogroup®.
 - * Quarterly updates of the Quarterly Census of Employment and Wages.
- Maintenance was renewed on our Oracle database licenses in May 2010. This is now the responsibility of Oregon's "State Data Center."
- Estimated expenditures for this activity during the program year were \$40,969.

B. Customer Consultations

- Because the WIDb contains confidential information and operates at a level below the interest of our customers, we do not discuss it with Workforce Investment Boards (WIBs) or other customers.

- However, we do discuss our website, QualityInfo.org, and other data center products that rely on the contents of the WIDb. These contacts with our customers indicate a high level of satisfaction with our developed products.

C. Partnerships and Collaborations

- Oregon is working with other Analyst Resource Center member partners to develop WIDb v3.0.
- Oregon attended all WIDb Consortium/Analyst Resource Center meetings during the 2010 program year.

D. Recommendations for Improvements or Changes to the Deliverables

- Oregon recommends moving to WIDb v3.0 when it becomes available.

2. Produce and disseminate industry and occupational employment projections.

A. Accomplishments

- Oregon develops its long-term industry and occupational employment projections on a two-year cycle.
 - * State and sub-state long-term industry and occupational employment projections for 2008-2018 were completed, published on QualityInfo.org, and submitted to the ETA in November 2009.
- Oregon develops its short-term industry and occupational employment projections every year. The current short-term projections covering 2010-2012 were completed and sent to North Carolina in June 2011.
- During WIG Program Year 2010, Oregon began work on the next round of long-term industry and occupational employment projections. The projections will cover the 2010-2020 period, and have an expected completion date of February 2012.
- Funds from other sources were used for these products.

B. Customer Consultations

- Oregon does not consult with customers regarding methodology or customer needs prior to developing the short-term or long-term projections. Oregon does consult with other experts in the projections/forecasting field.
 - * The projections are produced using a statistically valid method that most customers would not want to be involved in discussions about.

- Contacts with WIBs, Workforce Investment Act (WIA) providers, workforce development professionals, planners, and other customers indicate that the long-term projections are heavily used and are the underpinning for almost all workforce development discussions in Oregon.
- Oregon has not previously published the short-term industry or occupational projections so no assessment is available. Discussions with most customer groups have suggested there is little demand for these projections in Oregon. Discussions within Oregon's Workforce and Economic Research Division's Technical Review Board produced agreement on the serious quality limitations of such short-term projections. These projections are not published, but are made available upon request.

C. Partnerships and Collaborations

- The long-term projections are presented to the Oregon Legislature, State and local WIBs, State Board of Education, and many other groups as they become available.
- The long-term projections provide two of the 10 key factors in Oregon's Occupational Prioritization for Training methodology.
- The long-term projections are also heavily used in many areas on QualityInfo.org.

D. Recommendations for Improvements or Changes to the Deliverables

- Eliminate the requirement for short-term industry and occupational projections. Make it an optional deliverable.
 - * Those states whose customers request these projections can use Workforce Information Grant funds to develop them.
 - * For states where short-term projections are not in demand, they will not be forced to develop projections that will not be used.

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.

A. Accomplishments

Oregon published *Why Oregon Trails the Nation: An Analysis of Per Capita Personal Income* in November 2010. This report for the Governor was in response to a request by the Governor's Office for more information about Oregon's per capita personal income (PCPI), which has not grown as fast as the nation's in recent years. The Governor, the Governor's Council of Economic

Advisors, a specially convened “Reset Cabinet” focused on the state budget, and other policy makers were growing increasingly concerned as Oregon’s PCPI ranking among the states has fallen.

- The report is an analysis of Oregon’s per capita personal income, as estimated by the U.S. Bureau of Economic Analysis. Our background research on the subject could not find any previously published detailed study of Oregon’s PCPI.
- The report consists of five sections of background and summary information about Oregon’s PCPI and three sections of analysis:
 - * Defining Per Capita Personal Income
 - * Some Important Context
 - * Oregon’s Historical and Current Trends
 - * Metro and Non-metro PCPI in Oregon
 - * Components of Per Capita Personal Income
 - * Explaining Oregon’s Low PCPI
 - * Explaining the Widening PCPI Gap: 1996-2009
 - * Comparisons with Other States
- The report generally focuses on Oregon’s PCPI. The Metro and Non-metro PCPI section focuses on PCPI in Oregon’s counties and the gap between metro and non-metro PCPI.
- Estimated expenditures for this activity during the program year were \$18,150, plus funding from other sources.

B. Customer Consultations

- The analysis was prompted by the Governor’s Office staff, who were already focused on Oregon’s lagging PCPI and then read an article on our website (QualityInfo.org) about Oregon’s PCPI and asked us to delve into the topic more deeply to help them understand why Oregon’s PCPI was losing ground to the nation. This quickly turned into one of the most major, Governor-involved projects Oregon’s Research Division has ever undertaken.
- The results of the analysis were presented to key customers, including:
 - * A special meeting with the Governor and invitees,
 - * The Governor’s Reset Cabinet,
 - * The Oregon Senate Interim Committee on Commerce and Workforce Development, and
 - * The Oregon House Interim Committee on Business and Labor.

- Preliminary presentations to key customers generated feedback and questions that led to additional analysis which was included in the final report.
- Additional questions following the final publication of the report led to a supplemental document about addressing the causes of Oregon's low PCPI relative to neighboring Washington state.
- Customers were very interested in the results of the analysis. The report increased the dialogue about the reasons that growth in Oregon's income has lagged the nation. Customers have been particularly interested in what is included (or not included) in the BEA's estimate of PCPI. The report also directly impacted decisions and recommendations of the Governor's Reset Cabinet.

C. Partnerships and Collaborations

- Prominent Oregon economists were asked for early input about the causes of Oregon's low PCPI. Those who were interested were given early drafts of the report and invited to provide comments. The final report was created entirely by Oregon Employment Department staff.

D. Recommendations for Improvements or Changes to the Deliverables

- No recommendations for improvements.

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

A. Accomplishments

- Oregon has ensured that all data and components of the Oregon Labor Market Information System (OLMIS) (QualityInfo.org) are maintained in a timely and accurate fashion.
- Oregon fully implemented the Around the State Management System (ATSMS) in November 2010. This real-time transactional system allows staff to enter and track various news clippings used to produce our popular weekly tip sheet (*Around the State*) of business happenings in Oregon. The system is entirely paperless and incorporates numerous reporting features, the most popular of which is a search feature (QualityInfo.org/olmisj/ats). This allows our customers to freely search news items from both the published *Around the State* and items that did not make the publication. This tool can be used by both job seekers to find new or expanding businesses, by other businesses as potential leads, or by grant writers looking for local information on business expansions or contractions.

- Oregon expanded on the work completed in the previous WIG program year and redesigned the results page in JobNET (QualityInfo.org/olmisj/jobnet). The results page contains a brief summary of the job listing and alternate ways of sorting the results (all based on customer feedback). JobNET is a job search engine that builds on listings from the Oregon Employment Department by incorporating listings purchased through a subscription to The Conference Board's Help Wanted OnLine™ (HWOL) economic indicator.
- Work commenced on a one-year and three-year plan for development on QualityInfo.org. The one-year plan includes rewrite/redesigns of many of our most popular tools including Current Employment Statistics (CES) and Quarterly Census of Employment and Wages (QCEW), and the creation of a Business and Employment Services marketing tool and Portable Document Format (PDF) creation on the fly. The three-year plan includes redevelopment of the entire site to modernize both the site and its underlying technologies.
- In addition to the improved technology, more than 284 new or revised articles and more than 331 new or revised weekly, monthly or annual publications were added to QualityInfo.org during the program year. These ranged from articles about occupations such as *Pumping 2 Billion Gallons With a Smile*, to regional articles such as *Dairy Prices Churn \$133 Million in North Central Oregon*, to statewide analysis such as *Back to Baby Boomers: They Can't Work Forever*, to articles about specific industries such as *Oregon's Active Lifestyle Fuels an Industry*.
- Estimated expenditures for this activity during the program year were \$428,772, plus funding from other sources.

B. Customer Consultations

- Oregon uses several different methods for assessing customer needs on QualityInfo.org
 - * Feedback is gathered through a "contact us" feature available on the homepage.
 - * Anecdotal information and feedback is gathered from Research staff, other Oregon Employment Department staff, and other end-user customers.
 - * Usability testing and assessment is conducted with end-users for all new development and any new redevelopment.
 - * QualityInfo.org usage is tracked via both internal web logs and Google Analytics. These usage statistics provide valuable data about what works and does not work on the site. Google's Website Optimizer is also being used to run multivariate and A/B testing, helping us determine options to increase user conversion.

- * For the rewrite/redesign of the CES and QCEW tools on QualityInfo.org we ran Inquisite Survey Software for about a month on the site, collecting user demographic, usage, and desired features data. We collected data from almost 400 users. This data was used to write requirements documents for the tools' rewrite/redesign.
- Oregon includes customer satisfaction surveys in all publications or once a year for those publications that are delivered monthly.

C. Partnerships and Collaborations

- Oregon sent two staff members to the BLS and ETA sponsored *First Annual Western Regional Technical Staff Conference* in San Francisco, June 29-July 1, 2010. The conference allowed staff from the western states time to share ideas and network. At the conference states shared different analytical tools, new LMI web tools, best practices for press relations, and various ways they serve their customers. Out of this conference arose a quarterly conference call with western states technical staff where discussions have furthered on topics like the Green Jobs Grant, Census 2010 data releases, and high speed rail projects employment impacts.
- Oregon sent two staff members to the Workforce Information Council *LMI Technology Forum* in St. Louis, May 24-25, 2011. The forum highlighted best practices in state LMI websites, exposed attendees to new concepts in information delivery and presentation, and provided a basis for state collaboration in the future.

D. Recommendations for Improvements or Changes to the Deliverables

- No recommendations for change to this core product. Improvements and additions to QualityInfo.org will continue to be made on an ongoing basis.

5. Partner and consult on a continuing basis with Workforce Investment Boards and other key workforce and economic development partners and stakeholders.

A. Accomplishments

- Oregon's Research Administrator continues to attend almost all state WIB meetings and visits numerous local WIBs during the year. On most occasions, the Administrator makes presentations on workforce-related topics of interest to the Boards. In recent years, key topics have included the recession, long-term projections, per capita personal income, and methods to prioritize the use of scarce training resources. The Research Administrator also visits and collaborates with individual workforce board staff, workforce

partners, and the Oregon Workforce Partnership, a group consisting of the Executive Directors of all of Oregon's local workforce boards.

- Out-stationed Workforce and Economic Research Division staff personally visit every local WIB at least once a year. This activity is ongoing. In fact, some out-stationed staff routinely attend local WIB meetings.
 - * Oregon Research staff gave at least 32 presentations to WIBs during the program year. These presentations included information ranging from industry trends and the general economy to occupational wages and cost of living.
 - * In addition staff gave over 371 different presentations to various audiences throughout Oregon during the program year.
- Oregon continues its participation in the Census Local Employment Dynamics (LED) project, and provides LED data (including new mapping tools) to WIBs and other customers.
- Oregon continues to build and develop its GIS resources in support of providing accurate local labor market information to local WIBs.
- Oregon Research staff consulted on an occupational prioritization project with one of Oregon's local WIBs. The local WIB approached our out-stationed staff and requested additional data elements be added to our standard Occupational Prioritization for Training (OP4T) matrix, which they needed for decision making. We discussed the additional data possibilities and developed a modified OP4T list for their area. In addition we also combined information from their region with information from a neighboring region. Some of the additional data elements were education levels, current job openings, UI claims, and HWOL information. The customer was very satisfied with the outcome and used the results as part of their PY 2011 contracting process with training entities.
- Funds from other sources were used for these products.

B. Customer Consultations

- Oregon's Research staff meet regularly with state and local WIB members to assess information needs.
 - * Some local WIBs now expect our local out-stationed staff to be at all WIB meetings to provide information to enhance decision making.
- Information gathered from WIB members (from a customer satisfaction survey in the summer of 2010) indicated that Research Division staff efforts to provide WIBs with high quality, timely, and localized information and products result in a high level of satisfaction at both the state and local level.

C. Partnerships and Collaborations

- Our Division, in partnership with the state WIB, Oregon Department of Community Colleges and Workforce Development (DCCWD), Oregon Career Information System (CIS), Oregon community colleges, and other workforce, education and training entities, worked to implement the *Greening of Oregon's Workforce* grant so that Oregon's workers and employers, and the national partners, will be able to readily access accurate and relevant information regarding the green economy, green jobs, and green job openings.

The project had four main components:

- * It built on previous research about green jobs in Oregon – to get detailed information on green occupations and industries of particular interest.
 - * It disseminated the data widely, through
 - stand alone reports, green jobs-related articles, brochures distributed to job seekers and students, presentations, and a new website, and
 - a strong focus on making the information usable for developing training programs and career planning.
 - * It creates a community college Green Training Performance System.
 - * It invests in system information and infrastructure that will provide more complete information about available green jobs.
- A number of our out-stationed Research staff in Oregon partnered, in varying capacities, with local WIBs on their commissioned “State of the Workforce” reports for their areas. These reports detail the successes and challenges facing the local workforce in the WIB regions. Our staff supplied major contributions on local economic and demographic trends, source data for charts and other graphics, industry cluster and “emerging cluster” analysis, occupational demand, and editing. These were major reports that the local WIBs presented to local business and political leaders.

D. Recommendations for Improvements or Changes to the Deliverables

- None. We believe this core product is very relevant and valuable. It should continue.