

**Workforce Information
Core Products and Services
Annual Performance Report**

Program Year 2006



INDIANA
WORKFORCE
DEVELOPMENT

*Submitted by:
Indiana Workforce Development
Research and Analysis*

September 30, 2007

Introduction

The Indiana Department of Workforce Development (DWD) is pleased to submit the PY06 Workforce Information Core Products and Services annual report. This report addresses the activities listed in the PY06 Allocation Plan and provides a summary of the accomplishments, customer satisfaction with the state's workforce information products and services, and recommendations for improvement or changes. Please feel free to contact us if questions should arise:

Research & Analysis
Strategic Research & Development Division
Indiana Department of Workforce Development
10 N. Senate Ave.
Indianapolis, IN 46204
(317) 233-2697

A. Accomplishments

Objective 1: Enhance DWD Labor Market Information Website

Hoosiers by the Numbers, www.hoosierdata.in.gov was launched in May 2006 and contains labor market data, statistics and trends compiled by the Research & Analysis Department and the U.S. Department of Labor. This website is part of a major upgrade of the content and usability of the labor market information data the department regularly compiles on Indiana's workforce.

In order to support the USDOL Employment & Training Administration with the *WIRED Initiative* and other regional efforts, DWD focused on providing new data and products that provided more level of detail at the county and regional levels. These enhancements include:

- Customizable county-level labor market information
- Regional Profiles
- Regional Hoosier Hot 50 Jobs listings
- Regional "Up One Level" Reports

A number of enhancements and new products have become available on the Hoosiers by the Numbers website, including a new County Highlights product (see Objective 6 below). The ability to create a customized region has been added to the demographics and labor force topics. Podcasting, e-notifications, and an RSS feed have been added to better deliver information to customers. An economic briefing room has also been added to the website, which now also collects

customer satisfaction feedback through an on-line survey separate from the website's own feedback page.

County Highlights

The Department of Workforce Development launched a new *County Highlights* feature on its website that was developed over the 2005-06 fiscal year. Since 1993, the annual publication *County Highlights* has provided a snapshot of critical population and workforce statistics for the State of Indiana and each of Indiana's 92 counties. The popular publication includes an overview of the demographics and workforce of an area, population, size of the labor force and the industry mix of jobs and wages. One of the many reason for the popularity of the publication is that reliable historical and current information is presented in an easy-to-comprehend format of tables and graphs.



The screenshot shows a Windows Internet Explorer browser window displaying the "Research & Analysis: County Highlights" page. The address bar shows the URL: http://www.hoosierdata.in.gov/highlights/profile.asp?geo_val=S18;C097&page_id=1. The page features the Indiana Department of Workforce Development logo and the "Hoosiers by the Numbers" banner. The main heading is "Research & Analysis" and the specific page is "Marion County, IN Highlights". A navigation menu on the left includes links for Economic Developers, Educators, Employers, and Job Seekers. The main content area has a table of contents with links for Overview, Population, Education, Commuting, Labor Force, Industry, Income, and Firm Size. Below the table is an "Introduction" section with text about the history of the County Highlights publication and a photograph of a modern building. The browser's taskbar shows Microsoft PowerPoint and the current page are open, and the system clock indicates 8:52 AM.

Podcasts

In an effort to extend the agency's outreach to the "iPod generation," DWD began adding podcasts to the Hoosiers by the Numbers website, often in conjunction with new products or research also published in our collaborative effort with the Indiana Business Research Center, the monthly *INContext*. These podcasts are well received, and will be published on a more frequent update cycle to keep interest growing in the agency's initiatives and services.

INContext

The podcasts mentioned earlier summarize various articles published in *INContext*, a joint project of the Indiana Department of Workforce Development, the Indiana University Kelley School of Business and Indiana Economic Development Corporation. *INContext* provides more detailed and technical information on various workforce and economic trends and issues. It can be accessed at <http://www.incontext.indiana.edu/index.html>

Podcasts - Windows Internet Explorer
 http://www.hoosierdata.in.gov/nav.asp?id=165

INDIANA WORKFORCE DEVELOPMENT
 An Economic Development Partner

HOOSIERS BY THE NUMBERS
Research & Analysis

Podcasts

Introduction

Welcome to Research and Analysis podcasts on Hoosiers by the Numbers! Podcasting allows information to be broadcast on the Internet and published in a form that makes for easy downloading and listening. Podcast listeners can hear episodes one at a time from this page, or subscribe to the podcast series to have newly published episodes automatically downloaded to computers and MP3 players.

To learn more about podcasts and the subscribe options below, go to the [Podcasts - Getting Started](#) page.

Audio Episodes

Episode 1: Indiana Poised for Biofuels Leadership ([MP3](#) | [Transcript \(PDF\)](#))
 This episode is based on the [IN Context](#) article, [Is Indiana Ready to Be an Emerging Leader in the Biofuels Industry?](#) (MP3, 973 KB, 1:02)

Episode 2: Indiana Career Guides 2007: Skill Pathways for the Future ([MP3](#) | [Transcript \(PDF\)](#))
 This episode is based on [Indiana Career Guides](#) for 2007. (MP3, 3.90 MB, 4:16)

Navigation menu items: Economic Developers, Educators, Employers, Job Seekers, Home, DWD Home, About R&A, Contact Us, Data Calendar, Economic Briefings, Job Matching (CS3), Publications, Resources, Simple Business Lookup, Training Materials, Feedback Survey, Topic List (Site Map), E-Notifications, Podcasts, RSS Feed.

InContext: State of Indiana and Indiana University Partnership for Economic Development
 http://www.incontext.indiana.edu/index.html

Made possible by the Indiana University Kelley School of Business and Indiana Department of Workforce Development

incontext State of Indiana and Indiana University Partnership for Economic Development

Topic Index | Back Issues | Author Index | About InContext | Subscribe | Feedback | Search:

In the Spotlight

Census 2010
 Even though the next decennial census is three years away, it is important for local governments to be prepared now. Doing so can capitalize on monetary government allocations, among other things. To learn more, visit the Indiana-specific census site.

Unemployment

July 2007: 4.5%
[View Map](#)
[View Data](#)

Issue Highlight

Labor Day Labor Force
 According to the latest data available from the Bureau of Labor Statistics, total employment was about 146.110.000 in July this

Inside the September Issue:
[Access pdf version here](#)

- The Demand for Soft Skills: Key Skills for Indiana's Growing Occupations through 2014
- Opportunity Varies by Geography: Long-Term Job Outlook in Indiana's Economic Growth Regions
- Monthly Metrics: Indiana's Economic Dashboard
- Regional Labor Force and Unemployment Rates
- Recovery and Restructuring Part I: The Indiana Economy Since 2001
- Indiana's On the Map: New Way to Access Labor Force Data

View County Profiles:
 (Hover over county to view name)

Quick Links

- STATS Indiana
- Hoosiers by the Numbers
- Indiana Business



Objective 2: Identify Key Shortage Occupations by Region and Develop Appropriate Interventions

Strategic Skills Initiative Summit

On July 2nd, DWD hosted a Strategic Skills Initiative Summit in Indianapolis, at which Secretary of Labor Elaine Chao was the keynote speaker. The summit provided a forum for regional workforce and economic development officials to share successes and challenges in their efforts to implement programs designed to address the occupational and skills shortages identified through the first phases of the initiative. Successful programs developed under the initiative will be candidates for “cloning” to other regions facing similar challenges and shortages. Occupational and skills projections provided by DWD continue to play a key role in identifying potential shortages on a regional basis.

Regional Occupational Projections

Regional 2004-2014 occupational projections for each of Indiana’s 11 Economic Growth Regions were completed in May 2007. The projections were added to the Hoosiers by the Numbers website (www.hoosierdata.in.gov), including industry-specific detail. These projections will provide the foundation for regional skills projections.

Skills Projections

2004-2014 Statewide Industry and Occupational Projections were used as the foundation for creating Indiana’s first statewide skills projections. DWD contracted with the Indiana Business Research Center to create these skills projections as a tool for identifying potential shortages in the future. These projections are to be expanded to the regional level using 2004-2014 Economic Growth Region industry and occupational projections. Analysis of these skills projections will allow Indiana to target key skills in educational program planning.

Milestones:

- Preparation of input files required for statewide skills projections, using 2004-2014 Statewide Projections Micromatrix outputs and O*NET skills database (*complete*)
- Production of Statewide Skills Projections 2004-2014 (*complete*)
- Preparation of input files required for regional skills projections, using 2004-2014 Regional Projections Micromatrix outputs and O*NET skills database (*complete*)
- Preliminary analysis of Statewide Skills Projections to identify likely skills shortages (*complete*)
- Production of 2004-2014 Regional Industry and Occupational Projections (*complete*)
- Production of Regional Skills Projections 2004-2014 (2/15/07)
- Preliminary analysis of Regional Skills Projections to identify likely skills shortages for 11 Economic Growth Regions (*complete*)

Objective 3: Update/Enhance Employment Projections, Wages, Skills and Training Information for High Demand Occupations in an Easy-to-Understand and Intriguing Presentation Format

Identification of High Wage and High Demand Occupations

Created in the previous program year, Indiana's listing of High Wage, High Demand occupations has emerged as a common reference of projected demand within the agency in the awarding of various types of training grants, in helping job seekers develop training plans and career ladders and in examining skills-based career clusters. External users have also recognized the value of the listing, with one vocational technical college mapping a variety of its training programs directly to specific occupations identified as HWHD. During PY06, the High Wage High Demand job listing was updated to reflect the 2004-2014 statewide occupational projections.

Regional Hot Jobs

As a continuation of Indiana Department of Workforce Development's goal to provide assistance to Hoosiers exploring careers, the Hoosier Hot 50 Jobs has been updated with the latest 2004-2014 Occupational Projections for the state and has expanded with the creation of regional "Hot 50" lists.

Each of the Economic Growth Regions were included in forming the first regional Hoosier Hot 50 Jobs (*or, for the smaller regions – the "Hoosier Hot 25 Jobs"*), and they were introduced on the Hoosiers by the Numbers website (www.hoosierdata.in.gov) in July 2007. Posters and tri-fold publications of the statewide list, including tie-in skills information to the Indiana Career Guide are available both on the Hoosiers by the Numbers website and in employment offices and career centers.

Criteria for making a regional list included the same three key elements as in the statewide list: projected job growth (the numeric increase), rate of growth (the percentage increase), and high wages. All selected jobs were required to:

- ◆ Have a minimum expected numeric growth of between 30-100, depending on area population, and to exceed the average growth for all occupations in the region.
- ◆ Have wages greater than the regional median for all occupations according to the latest available Occupational Employment Statistics Survey (OES) for Indiana.

These elements and total expected job openings were indexed to give equal weight to job growth factors and the wage factor in determining the hottest of the hot jobs.

Highlights of the Regional Hot Lists include:

- ◆ Registered Nurses and Postsecondary Teachers topped the majority of the regional lists
- ◆ 116 different occupations were represented amongst all of the lists, with only 5 occupations being included on EACH of the regional lists, demonstrating the variety existing between the regions.

The new listings for each of the Indiana's 11 Economic Growth Regions can be accessed at <http://www.hoosierdata.in.gov/docs/hh50/hh50regions.pdf>.

The updated 2004-2014 statewide Hoosier Hot 50 Jobs can be accessed at <http://www.in.gov/dwd/hoosierhotjobs/index.html>.

Hoosier Hot 50 Jobs		WorkOne MAKE YOUR MOVE™				
Economic Growth Region 5 Marion, Boone, Hamilton, Hancock, Hendricks, Johnson, Madison, Morgan and Shelby Counties						
<u>Rank</u>	<u>Job Title</u>	<u>2004</u>	<u>2014</u>	<u>New Jobs</u>	<u>Growth %</u>	<u>Area Wage</u>
1	Registered Nurses	17,550	22,570	5,020	28.6%	\$54,934
2	Postsecondary Teachers	6,010	7,910	1,900	31.6%	\$55,684
3	Computer Software Engineers, Systems Software	1,430	2,130	710	49.6%	\$71,935
4	Truck Drivers, Heavy and Tractor-Trailer	14,060	16,810	2,750	19.5%	\$40,132
5	Computer Software Engineers, Applications	1,750	2,490	740	42.4%	\$67,046
6	General and Operations Managers	9,030	10,520	1,490	16.5%	\$87,982
7	Computer Systems Analysts	3,490	4,540	1,040	29.9%	\$64,616
8	Network Systems and Data Communications Analysts	990	1,500	510	51.8%	\$68,521
9	Dental Hygienists	1,240	1,740	510	40.9%	\$67,887
10	Management Analysts	2,770	3,550	790	28.3%	\$55,276
11	Network and Computer Systems Administrators	1,630	2,240	610	37.4%	\$55,474
12	Elementary and Kindergarten School Teachers	7,980	9,490	1,500	18.8%	\$41,686
13	Dentists	680	940	260	37.9%	\$111,692
14	Lawyers	3,020	3,730	700	23.3%	\$79,491
15	Physical Therapists	1,220	1,680	460	37.7%	\$65,698
16	Computer and Information Systems Managers	1,810	2,320	500	27.7%	\$88,535
17	Surgeons	630	810	180	28.7%	\$204,190
18	Employment, Recruitment, and Placement Specialists	1,720	2,350	630	36.7%	\$44,303
19	Supervisors/Managers of Construction Trades & Extraction Workers	4,360	5,240	880	20.2%	\$54,920
20	Medical and Health Services Managers	2,000	2,510	510	25.2%	\$69,696

Milestones:

- Update High Wage, High Demand occupational listing with 2004-2014 projections data (*complete*)
- Establish Criteria for Regional Hot lists, accounting for varying sizes of regional labor force (*complete*)
- Create 11 Regional Hot Jobs lists for 2004-2014 (*complete*)

Objective 4: Produce Monthly County Employment Estimates at the CES Supersector Level

A team consisting of Research & Analysis and Indiana Business Research Center staff has been working to implement and expand the county-level estimating system developed by the Illinois Department of Employment Security in conjunction with the National Opinion Research Center at the University of Chicago.

While this work has been delayed somewhat by staff resource issues and other major projects, implementation is now underway and Indiana expects to begin producing test reports for comparison to known benchmarks in October 2007 with production of publishable monthly estimates at the supersector level scheduled for February 2008.

The modularized system is being written in SQL Server Express (available as a free download) with a user-friendly Microsoft Access “front end” for input files and added analysis, editing and review tools to assist in evaluation of monthly estimates.

Milestones:

- Identification of needed input files, including Presumed Non-Covered employment adjustments (*complete*)
- Formation of Indiana County Estimates (ICE) workgroup to identify and assign tasks (*complete*)
- Installation of stand-alone, secure workstation for system development (*complete*)
- Completion of 2005 county-level benchmarking (10/15/07)
- Generation of monthly county estimates for 2006 (10/30/07)
- Production of monthly county estimates for release (02/28/08)

Objective 5: Develop Indiana’s Workforce Intelligence System

The purpose of the Indiana Workforce Intelligence System is to integrate the agency’s in-house data sources with training records from Indiana’s public institutions of higher education and other state agency administrative data to better understand workforce dynamics. This project is largely funded by the Joyce Foundation and the Lilly Foundation.

Beginning from an examination of North Carolina’s wage record system, Indiana has moved to develop its own wage record-based system designed to integrate data from various agency data sources including unemployment claims and job-match applicant records with external data sources, including training records from

Indiana's Commission on Higher Education, records from the Department of Revenue and the Bureau of Motor Vehicles.

With this system, Indiana will be in a position to extensively mine this data warehouse to produce unique reports that capture the movement of workers into, through and out of the labor force, along with information on the employment of graduates of Indiana's public institutions of higher education.

While some of this information is available through the Census Bureau's Local Employment Dynamics system, IWIS will provide much more current access to the wage file detail data. Early reports will examine the in-state employment and wages of recent graduates of Indiana's public colleges and universities and also follow the workers involved in a recent major layoff in terms of their subsequent employment, training and/or experience with the agency's unemployment insurance system.

Milestones:

- Identification of selected data items from unemployment claims and job-matching system applicant collected data; acquisition of archival and current data (*on-going, major components delivered by August 2007*)
- Hiring of dedicated data base analyst to assist in development and maintain the system once implemented (*completed June 2007*)
- Completion of Memorandum of Understanding with Indiana's Commission on Higher Education to permit sharing of training records for public colleges and universities (*completed July 2007*)
- Produce initial matching reports between public education graduates and wage items (*September 2007*)
- Complete MOUs with Bureau of Motor Vehicles and Department of Revenue (*October 2007*)
- Establish standard reports and schedules (*December 2007*)

Objective 6: Transform County Highlights to a Web-based Product

Since 1993 the annual publication County Highlights has provided a snapshot of critical population and workforce statistics for the State of Indiana and each of Indiana's 92 counties. Not long after the county information was published users wanted the same information for specific groups of counties. Regional Highlights information has also been available for many years. The popular publication includes an overview of the demographics and workforce of an area, from its population to the size of labor force and the industry mix of jobs and wages. One of the many reason for the popularity of the publication is reliable historical and current information is presented in an easy to comprehend format of tables and graphs.

Over the years County Highlights has gone through various changes in the distribution of the publication to reduce the lag period between the update of data and availability to the users. As demand for the publication increased, printing and distributing the publication became very time consuming, labor intense and costly.

For years, regional analysts sorted, mailed, and hand delivered thousands of hard copies of the County Highlights to schools, libraries, chambers of commerce, economic development leaders, other government entities and workforce development organizations. In the last few years County Highlights could be emailed in an excel workbook format but the file was large and cumbersome for many of the users' mailboxes.

The integrity of the publication has been sustained as County Highlights became a web-based publication this year. The County Highlights data can be compiled, entered into the database and available to the user instantaneously. Being web-based makes it possible to update data immediately throughout the year, not just on an annual basis. This change has made it possible to not only provide data in a timelier manner with more current updates to the data series, but also added new features.

Each County Highlight includes a county overview and easy-to-click tabs which provide narrative, graphs and tables on county population, education, commuting, labor force, industry, income and firm size data. Information pages can be accessed in excel, word or pdf format. The easy to use web formats are printable, and e-mailable. The user can now print or distribute by a single specific page of data. Of course, the complete publication with cover page can also be printed by the user as needed. County Highlights for all 92 counties are easy to access on our web site at <http://www.hoosierdata.in.gov>. Later this year web-based Regional and State Highlights with similar data format will also be on our web site.

Milestones:

- Data and publication updates: (*ongoing*)
- Data enhancements – GIS, expanding customized regions, side-by-side comparison views: (*March 2008*)

Objective 7: Expanded involvement of Regional Analysts in review of occupational projection estimates, and development of regional career guides based on analysis of high wage/high demand occupations.

Regional Analysts review and provide feedback to the projections team on the reasonableness of employment projections for their regions, leveraging their employer contacts, familiarity with local economic development organizations, and the flow of job orders through the local offices, etc. Regional analysts' integration with the projections team will continue during the PY07 program year.

Objective 8: Expanded role of Regional Analysts in site selection/employer attraction efforts in conjunction with state economic development efforts.

Regional Analysts played a key role in researching the available labor pool for specific targeted occupations in connection with a number of major business attraction projects during the year, including the recently-announced Honda plant to be built in Greensburg, Indiana. Such requests are arriving with increasing frequency since R&A has been identified as a valuable resource in these efforts.

Requests come directly for local economic developers to regional analysts as well as through the efforts of the Governor's office, the DWD Commissioner, and Indiana's Economic Development Corporation. The recently-acquired Strategic Advantage software from Economic Modeling Specialists, Inc. will allow analysts to quickly provide professional quality summaries of current and projected economic measures for customizable regions.

Regional Analysts held 11 training sessions on "Hoosiers by the Numbers" for economic developers and chambers, training approximately 150 participants.

Objective 9: Produce Occupational and Career Information Products for Public Use.

The Indiana Department of Workforce Development (DWD) has developed new career guides to assist Hoosiers planning their path to jobs with better wages, greater security and job satisfaction. Skill pathways, as developed by DWD's Research and Analysis division, are the foundation for the new career guides.

The guides are individually tailored for two groups of Hoosiers according to their differing needs:

- Experienced Hoosier workers that find themselves unemployed, underemployed or simply dissatisfied with their current jobs; and
- Those currently in school, planning their careers for the first time.

The career guides highlight the increasing importance of skills, basic and otherwise. Regardless of a job seeker's previous education or work background, he or she may have developed skills in a variety of areas that will help further his or her career or find a new job in a different field. The skill pathways in the guides draw attention to 25 "differentiating" skills that guide us to success in Indiana's high-wage and high-demand (HWHD) occupations as well as the significance of 10 basic skills important to all jobs.

Individuals will be able to chart their own pathways to high-wage and high-demand occupations based on the recently developed skill pathways: Working with People; Working with Things; Working with Systems; and Working with Information and Concepts.

Each skill pathway is identified by the set of common skills that distinguish it from the others. For example, the key skills for the Working with People pathway are learning strategies, instructing, social perceptiveness, time management, service orientation, persuasion, monitoring, negotiation and coordination. For individuals who enjoy working with people and who have or can develop these skills, the guide's "People Pathway" will provide examples of occupations that value this set of skills.

The guide also lists occupations within each skill pathway that require varying levels of education and experience—illustrating how increased training and education lead to higher wages. An individual working as a receptionist or information clerk might consider additional training to prepare for work as a legal secretary (a HWHD occupation with a salary increase of about \$10,000). With an associate's degree, that same individual could find employment as a paralegal (also HWHD with another bump of \$5,000), and with completion of a law degree, the salary jumps to \$80,727.

Like any career exploration tool, the guides can help students and job seekers identify possible employment opportunities, linking people to occupations based on their personal skills, their interests, past experiences and educational background. Furthermore, the skill pathways and guides support the promotion of new curriculum and skill development programs at WorkOne Centers and vocational/secondary schools. Thus, the guides benefit job seekers, employers, educators and career counselors throughout Indiana.

The skill pathway and career guides begin with a description of each of the four skill pathways, including definitions and examples of each skill. Each pathway section highlights a few of Indiana's high-wage, high-demand jobs that require similar skills.

Examples include career ladders that highlight the education and work experience that can lead to future success within an individual's chosen career. To provide an added touch of reality, personal testimonials from workers currently employed in these jobs have been included. The guides also contain information on additional training and/or higher education, with links to resources on curriculum, coursework and Indiana's vocational and post-secondary schools.

As employers increasingly focus on critical worker skills, it is important to know where and how to obtain skill assessments. Local WorkOne Centers are designed as the new one-stop shops, able to help individuals with all aspects of career exploration. Local offices have access to the assessment tools individuals need to evaluate current skills, as well as tips for the job search, resumé building programs and more. All WorkOne Centers throughout Indiana use the WorkKeys skills assessment system.

Although many useful skill assessment tools exist, the WorkKeys system corresponds closely to the new skill pathways. WorkKeys is a job skills assessment system that measures real-world skills. There are nine WorkKeys skills: applied

mathematics, applied technology, business writing, listening, locating information, observation, reading for information, teamwork and writing. The WorkKeys system offers many online and booklet assessment programs and tools, including practice tests and score reports.

The WorkKeys scores are attached to the high-wage and high-demand occupations that are profiled in the guides. Job seekers are able to assess their current skills, compare them to the WorkKeys scores included in the guides, and make more informed decisions concerning their future. If advanced training or education is desired, the guides will point job seekers in the right direction: schools, WorkOne Centers and other training programs.

The student guides are being distributed throughout high schools and universities for use by educators and counselors. DWD has been working with the Indiana Commission for Higher Education and the Indiana Department of Education to determine the best way to access and inform the emerging workforce.

The guides will also be used to promote understanding of this new skills paradigm among employers and incumbent workers. After publication and distribution of hardcopy editions, DWD will create an online version to provide easier access to information about the skill pathways, assessments, educational requirements and job opportunities.

The screenshot shows a web browser window titled "Indiana Workforce Development > Career Guides 2007 - Microsoft Internet...". The address bar displays "http://www.in.gov/dwd/careerguides/". The website header includes navigation links: "About DWD", "News", "Forms & Downloads", "Contact Us", "Site Map", "En Español", and "Home".

The main content area is titled "JUST RELEASED! Indiana Career Guides". Below this, it says "Welcome to Indiana's new Skill Pathways Career Guide. This Guide will provide information about job opportunities, employment prospects, and educational requirements. This Guide focuses on the skills that are important to obtaining a job in a high wage, high demand occupation." A sub-section titled "Four 'Skill Pathways'" follows, with a description: "The Indiana Department of Workforce Development is proud to present the four newly developed Skill Pathways. These Skill Pathways make the connection between education, skill development, increased wages and greater job opportunities. The pathways illustrate the 'transferability' of skills from one job or career to another, and help direct students and workers with developing the necessary skills for success in today's job market. Personal testimonials illustrate that skills developed in one occupation will lead workers to a future career. Categorizing occupations by the skills that are vital to job success will help make the case that skills are transferable to seemingly unrelated occupations and industries." A link "click to download the publication" is provided.

The left sidebar contains a "Job Seekers" section with links for "Job Matching (CS3)", "Tips for Job Search", "WorkOne Centers", "Unemployment Info", "Veteran Programs", and "Custom Services". Below this is an "Employers Partners" section with a search box and a "Search" button.

The browser's taskbar at the bottom shows the "start" button, several open applications (WL..., Oc..., Inb..., Ind...), and the system clock showing "2:47 PM".

Core Products and Services Deliverables

1. Continue to populate the Workforce Information (formerly ALMIS) Database with state and local data

Indiana Department of Workforce Development continued to populate the ALMIS data base with state and local data that cover the most recent five-year period, and with some datasets, beyond a five-year period. The ALMIS data is used as the source for Indiana's web site, Hoosiers by the Numbers.

The state data covers metropolitan statistical areas, economic growth regions, counties, and statewide. All core products have been populated as required. Additional tables besides the core tables have been integrated into Version 2.3, are populated on a regular basis, and included on the website. All data tables are maintained and updated on a monthly, quarterly, and annual basis.

2. Produce and Disseminate Industry and Occupational Employment Projections

During PY 2006-07, the Indiana Department of Workforce Development generated and delivered to ETA in June 2006 Short-Term Industry and Occupational Employment Projections for the 2006 (q3) to 2008 (q3) reference period. Additionally, Long-Term Industry and Occupational Employment projections were produced for Indiana's 11 Economic Growth Regions for the 2004-2014 reference period.

Short-term industry and occupational projections have been made timelier with the use of Current Employment Statistics estimates to estimate the Short-Term base period. This method resulted in being able to project 2 quarters further into the year when compared to using QCEW only to establish a base period.

Both short-term and long-term employment projections by industry and occupation are available though the agency's website and were provided to www.projectionscentral.com.

3. Publish an annual economic analysis report for the governor and the SWIB

Indiana's Annual Economic Analysis Report for PY 2006 was published to serve as an important source of economic information for the governor, the SWIB, LWIBS, colleges, economic development organizations, and other workforce development interest groups. This information is vital in aiding these entities in their workforce development policies and investment determinations. The determined upon content for this report included the following topic headings: employment and income, education, workforce transition, occupational skills and

shortages, and workforce and industry composition. Analysis of these topics involved national, statewide, regional, and county level comparisons.

The content of this report was developed from the collaboration of several different individuals and groups. The Department of Workforce Development provided a short survey to members of the State Workforce Innovation Council in order to receive feedback as to what economic information they perceived to be beneficial. Therefore, this SWIC survey provided important focal points for the report. The two Research and Analysis groups that had the most direct involvement in this report were those of Advanced Economic and Market Analysis and Workforce Transition Studies.

Members of these groups provided assistance in “brainstorming” on report content, compiling pertinent data, providing useful data which had already been assembled for previous reports, and editing the data for any possible errors. External data sources utilized included: U.S Bureau of Economic Analysis, Indiana Business Research Center, and the U.S. Bureau of Census.

The report included an emphasis on clear, appropriate graphic presentations of data. The Indiana Business Research Center provided several ArcMaps for the report based on some of the compiled data. Once all of the information was gathered and completed, DWD’s Marketing department formatted the report into a consistent and professional package.

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

Indiana Department of Workforce Development continues to maintain the Labor Market Information website, Hoosiers by the Numbers, located at <http://www.hoosierdata.in.gov>. This site is designed around the needs of our four major customer groups: economic developers, job seekers, educators, and employers. Datasets and publications are updated on a regular basis per release schedule.

Customer feedback has indicated that clients preferred electronic or Internet availability of LMI products. All of our publications and data are made available in a wide variety of formats. Users are now able to download data into their format of choice.

The projected outcome for this aspect of the annual plan is to continue to maintain and enhance Hoosiers by the Numbers. Each year, system upgrades and enhancements are required. It is vital to the SWIS that an electronic means of disseminating data continues to be available.

A number of enhancements and new products have become available on the Hoosiers by the Numbers website. The ability to create a customized region has been added to the demographics and labor force topics. Podcasting,

e-notifications, and an RSS feed have been added to better deliver information to customers. An economic briefing room has also been added to the website.

One significant new product has been the web-based County Highlights publication, located at www.hoosierdata.in.gov/highlights. This publication can now be updated throughout the year. These Highlights are available in an easy-to-use web format with a wide variety of downloadable options. County Highlights provide snapshots of critical population and workforce statistics for each of Indiana's 92 counties.

Currently, plans are in the works to add several enhancements to the Hoosiers by the Numbers website. Such enhancements include adding regional customization to all topics where feasible, GIS analysis of datasets, side-by-side comparison views with select counties and time periods, and integrating data from surrounding states.

IDWD has been tracking the number of hits that Hoosiers by the Numbers have received. From May 2007 to August 2007, this website has averaged 76,353 total page views per month (including the Career Guides and Hoosier Hot 50 Jobs page views from the DWD agency website). With the advent of the County Highlights publication, in addition to some significant publication updates to the website, Hoosiers by the Numbers received 94,186 total page views in August 2007 alone.

Other noteworthy facts in regards to the Hoosier by the Numbers tracking information:

- The topics on the website with the most page views include: Simple Business Lookup, Occupational Employment Statistics (OES) wage data, and Local Area Unemployment Statistics (LAUS), with the web-based County Highlights publication gaining ground.
- Publication downloads with the most page views include: the older version of County Highlights, links to IN Context articles written by IDWD staff, Indiana Employment Review, OES wage spreadsheets, and the Occupations and Starting Wages Report.
- Major referring sites include: the IDWD agency website, Learn More Indiana, STATS Indiana, and the Indy Star website.
- Although a majority of the website page views comes from the United States, Hoosiers by the Numbers receives hits from as far away as India, Ireland, Canada, and the United Kingdom.

Hoosiers by the Numbers was launched in May 2006. This activity is ongoing.

5. Partner and consult on a continuing basis with workforce investment boards.

A variety of activities was and is conducted to support Indiana's Regional Workforce Investment Boards and regional economic development efforts.

Regional Analyst Development and Partnership Building

The Regional Analysts continue to strengthen their relations with the new regional boards, regional operators, and service providers by ensuring they receive core LMI report updates and training in conjunction with the development of new products and services. They attend regional WIB meetings and provide customized products and services as needed. Analysts also utilize their skills to assist the Regional Coordinator.

The Regional Market Analysts continue to acquaint a broad spectrum of users with the wealth of information available on DWD's web site, Hoosiers by the Numbers. Local Economic Developers, Chambers, and educators were targeted for training between July 1, 2006 and December 31, 2006. Customized training sessions have been held since then by request.

Economic Modeling Specialists, Inc. Strategic Advantage tool licenses were purchased by DWD for each of the regions and R&A. Regional Labor Market Analysts will be attending the training sessions provided by EMIS to the regional operators and DWD staff to enhance communications between the vendor and local users.

Regional Analysts contacted Job Corps representatives in their areas to establish a dialogue on what labor market information might be of interest to them. A tour of the Atterbury JobCorps Center was provided by Director Jim Hemmelgarn on May 24, 2007. We were shown the entire facility, which mainly focuses on union trade occupations. During the tour, analysts presented the new Career Guides and reports and how they would be useful. After the tour, the analysts were invited to attend the Community Relations Council/Center Industry Council joint meeting. They were introduced to Samuel Cotton, the director of the Indianapolis Job Corp center, IndyPendence. Analysts toured IndyPendence on July 18th, 2007. The basis of these meetings with Job Corp was to establish DWD as a resource for Job Corp staff and their students in making informed career decisions.

Career Development Tools

DWD launched an analysis of high-wage, high-demand occupations in an effort to define occupational clusters in terms of their underlying skills. This analysis led to the identification of four skills pathways, or broad occupational groupings, based on differentiating or distinguishing skills: People, Things, Systems and Information.

The guide stresses that skills developed in one occupation are often easily transferable to another, and that development of higher levels of appropriate skills, paired with appropriate training, can create career ladders regardless of one's starting point. The *Indiana Career Guide 2007* rollout was launched in March 2007.

On March 13th, Regional Market Analysts attended a training event as on the *Indiana Career Guides*. Commissioner Andrew Penca, R&A Director Hope Clark, Economic Analyst Allison Leeuw and each of the Regional Market Analysts provided Career Guide presentations for all Economic Growth Regions in the state beginning March 22, 2007 and continuing through early summer. All WorkOne and WIA staff, regional operators, service providers, and educators were invited to attend the session nearest to them. Sessions were offered at 11 locations with approximately 250 in attendance. Sessions lasted one to two hours depending on audience participation. For more information on the Career Guides, please see Accomplishments Objective 9.

Regional/Customized Publications and Reports

Regional Market Analysts produce a quarterly report of *Frequently Listed Jobs*. These reports highlight job openings and associated wages from each of the Indiana economic growth regions. These job listings represent actual demand for occupations as requested by area employers using DWD's CS3 job matching tool.

Historically, these reports have been dominated by entry-level positions with high turnover—occupations that employers regularly need to fill in large quantities. DWD's vision is to focus attention on occupations that will pay higher wages and help Hoosiers achieve a better quality of life. To meet employer demand and fill these occupations, we need to encourage education, raise Indiana workers up one level and continue to increase their skills.

New job listing reports will continue to include the entry-level positions frequently posted with the job-matching system for each area, but will now include examples of occupations that can take a worker "Up One Level" in wages with a small amount of additional education, training, skill development or work experience.

To assist workers facing layoff situations, custom reports have been developed to highlight possible career ladders for the dislocated workers. The declining occupations are matched to occupations that are in demand regionally. These occupational mappings are being provided to workers at Rapid Response events and job fairs organized by DWD and employers involved in pending layoffs.

Rapid Response events are designed to provide early intervention and job services for dislocated workers through collaboration between the State, WorkOne centers, and local workforce boards. Customized career pathway possibilities may also be developed for occupations where there is a need for a qualified applicant pool and

will be distributed through collaboration through WorkOne Centers, local workforce boards, regional operators, and service providers.

Indiana Economic Growth Region 5
Frequent Job Openings for the following counties:
 Boone, Johnson, Hamilton, Hancock, Hendricks, Madison, Marion, Morgan, and Shelby Counties
 2nd Quarter 2007



Local CS3* Median Wage	Occupation Title	Up One Level-Possible Career Path	2006 Regional Median Wage	Education/Training
\$16,640	Telemarketers, Door-To-Door Sales Workers	Customer Service Representatives	\$28,008	MTOTJ
\$20,800	Stock Clerks : Stockroom/Warehouse	Shipping, Receiving, and Traffic Clerks	\$25,601	STOJT
\$20,800	Production Laborers	Plumbers, Pipefitters, and Steamfitters	\$49,338	LTOJT
\$20,800	Production Helpers	Industrial Truck and Tractor Operators	\$27,086	STOJT
\$20,384	Hand Packers & Packagers	Truck Drivers, Light or Delivery Services	\$26,400	STOJT
\$20,800	Assemblers (Factory Work)	Machinists	\$41,133	LTOJT
\$12,480	Waiters & Waitresses	Supervisors of Food Preparation and Serving Workers	\$26,656	WE
\$10,920	Cashiers, General	Pharmacy Aides	\$17,943	STOJT
\$26,598	Other Material Recording,Scheduling, Distribute Workers	Purchasing Agents, Ex.Wholesale, Retail, & Farm Prods.	\$47,643	B
\$18,720	Customer Service Reps -Utilities	Insurance Appraisers, Auto Damage	\$47,771	LTOJT
\$11,700	Salespersons : Retail	Receptionists and Information Clerks	\$23,789	LTOJT
\$18,720	Cooks : Restaurant	Supervisors of Food Preparation & Serving Workers	\$26,656	STOJT
\$15,600	Janitors & Cleaners	Septic Tank Servicers and Sewer Pipe Cleaners	\$33,913	WE
\$29,120	Machinery Maintenance Servicers	Machinists	\$41,133	MTOJT
\$20,800	Forklift/Industrial Truck Operators	Recreational Vehicle Service Technicians	\$27,679	LTOJT
\$20,384	Shipping & Receiving Clerks	Dispatchers, Except Police, Fire, and Ambulance	\$32,489	LTOJT
\$31,200	Truck Drivers, Heavy	Operating Engineers & Other Construction Equip. Ops.	\$48,393	MTOJT
\$14,955	Counter Attendants - Food Service	Supervisors of Food Preparation & Serving Workers	\$26,656	WE
\$18,720	Receptionists/Information Clerks	Pharmacy Technicians	\$25,567	MTOTJ
\$14,560	Kitchen Helpers	Cashiers	\$16,891	STOJT
\$18,720	General Office Clerks	Appraisers and Assessors of Real Estate	\$34,861	PC
\$21,320	Guards & Watch Guards	Bus Drivers, School	\$31,923	MTOJT
\$16,640	Cooks : Short Order	Supervisors of Food Preparation & Serving Workers	\$26,656	WE

* Indiana's Job Matching System
 Source: Indiana Workforce Development



In addition to the quarterly Up-One-Level Frequently Listed Jobs report, Regional Market Analysts are responsible for producing monthly labor market newsletters for each region in the state and quarterly Occupations and Starting Wages reports for each region.

County Highlights reports have been moved to web publications over the past year. This change has made it possible to add new features and more current updates to the data series. The data can be updated throughout the year, not just on an annual basis. The Highlights are available in easy-to-use web format but are also printable and e-mailable and provide a snapshot of critical population and workforce statistics for each of Indiana's 92 counties. For more information on County Highlights, please see *Accomplishments, Objective 6* above.

6. Conduct special studies and economic analyses.

DWD has conducted a number of studies at the request of the Commissioner and/or the Indiana Economic Development Corporation over the program year to assist in employer attraction efforts. Data packets assembled for such requests typically

include summaries of industry employment and wages for selected counties or regions, estimates of occupational employment and wages and availability and geographic dispersion of experienced applicants from the agency's job-matching system (frequently as thematic or density maps). Request scopes frequently include other economic data, including "cost of business" comparison factors such as unemployment tax and workmen's compensation rates, cost of living indices, etc. as well as available educational pipeline/supply data for selected occupations.

With the development of Indiana's skill-based career clusters, data packets may now also include information for occupations with significant skill overlaps to target occupations that could serve as an additional supply of workers. Information provided by these reports has been instrumental in "wooing" various employers to establish or expand their Indiana operations, including Honda, Wellpoint and Cummins.

Indiana's Research & Analysis team members undertook a major study of Indiana's readiness to provide skilled workers for a looming expansion of the biofuels industry within Indiana. Results and conclusions were presented to Indiana's senior senator by the agency's commissioner early in 2007, and a condensed version was published as an INContext article. <http://www.incontext.indiana.edu/2007/march/1.html>

Customer Satisfaction Surveys

In PY06, we completed our expansion of our customer satisfaction consultations. We established a link on the home page of our website, Hoosiers by the Numbers, to our on-line Customer Satisfaction Survey for customers to report feedback on the website. For our email materials distribution, we created a new on-line Customer Service Survey and a standard email tag line for email distributions. The tag line provides the website for the new on-line Customer Service Survey and requests customer feedback. Another customer consultation item developed was a business-card-sized piece with our Tellus Customer Service website. We distribute this with our printed materials. Examples follow.

Customer Service Survey:

Tell us how we are doing ...

IDWD is working hard to ensure Indiana employers have a competitive and flexible workforce. We do this by providing Hoosiers with opportunities and support to grow their knowledge and skills for sustainable employment in this global economy.

To help fulfill this mission, IDWD provides extensive data and metrics on the available labor force, occupational projections, demographics, industry trends, salary information, and unemployment statistics. We are now making more and more of this information available on the web and in easy-to-use and download formats. The website will undergo continuous enhancements, include GIS mapping during the summer of 2006.

We appreciate your feedback.

Commissioner: Andrew Percia
Deputy Commissioner & CTO: Martin Morrow
Hope Clark, Director of Research



In summary, nearly 230 responses were received since the survey site was launched in 2006. Of this number, 33 percent were employers, 20 percent marked other, 17 percent were economic developers, and 16 percent service providers. The remaining questions were answered as follows:

- If you received a publication, was the information timely and accurate:
 - Yes = 67 percent
 - No = 1 percent
 - NA = 32 percent
- Did we offer information or services to meet your needs?
 - Yes = 95 percent
 - No = 5 percent
- Was the information or service helpful and informative?
 - Yes = 96 percent
 - No = 4 percent
- Did we fulfill your data or service request in a timely manner or as promised?
 - Yes = 94 percent
 - No = 6 percent

1. Product Code (from survey card or e-mail):*

Please select the survey code from your Customer response card

2. Location of Service Code (from survey card or e-mail):*

3. To help us refine and improve our services, it is important to know what type of work you do:*

Economic developer

Educator

Employer (business)

Information seeker

Job seeker

Media representative

Service provider

Other, please specify

4. If you received a publication, was the information timely and accurate?

Yes No Not Applicable

5. Did we offer information or services to meet your needs?

Yes No

6. Was the information or service helpful and informative?

Yes No

7. Did we fulfill your data or service request in a timely manner or as promised?

Yes No

Thank you! Exceptional customer service is our attitude, not just our process. We welcome your suggestions and comments and provide an option for those as well as providing your e-mail address or phone number if you would like us to contact you with further information or answers to any further questions.

8. Comments?

9. E-mail address (optional):



Item 3. Business-Card-Sized piece with our Tellus Customer Service Survey website on it.



**EXCEPTIONAL CUSTOMER SERVICE IS OUR ATTITUDE,
NOT JUST OUR PROCESS!**

Please let us know how we're doing by completing our customer service satisfaction survey at: <http://www.hoosierdata.in.gov/Tellus>

Product Code _____ Location of Service Code _____

Item 4. State Workforce Innovation Council Survey

Research and Analysis consulted with the SWIS through a memorandum and survey to obtain input on the needs of the stakeholders.

**STATE WORKFORCE INNOVATION COUNCIL
Annual Economic Analysis Report Survey**

Your input on the 2006 Annual Economic Analysis Report is appreciated. Thank you in advance for completing this survey. Please send responses to Hope Clark, Director of Research & Analysis at hclark@dwd.in.gov.

1. Which of the following data analysis(es) would you like to see included in the annual economic analysis report?
 - Skills currently in demand
 - Skill gap analysis
 - Industry demand and cluster analysis
 - Occupational demand and cluster analysis
 - Industry and Occupational Wages
 - Job vacancy analysis
 - Location quotient analysis
 - Worker demographics
 - Educational attainment levels
 - Other (please specify)_____

2. What specific labor market information or tools have you found most helpful for strategic planning purposes? What other labor market information might be of interest to you?

Recommendations for Improvements or Changes in LMI Core Products

Involve Regional Analysts in independent research and submission of articles to INContext

Regional Analysts have been increasingly involved in developing independent research projects, around topics of regional interest, often generating articles for the agency's joint publication with the Indiana Business Research Center, INContext.

Expand involvement of Regional Analysts in review of occupational projection estimates

Regional Analysts have provided valuable feedback to the projections team on the reasonableness of employment projections for their regions and leverage their employer contacts, familiarity with local economic development organizations, the flow of job order through the local offices, etc. During the PY07 program year, staff will receive additional training on evaluation and review of various projection models to allow them an expanded role in the selection of appropriate modeled estimates for their respective areas.

Explore new labor market information/packaging tools on an on-going basis

While Indiana has participated in training sessions for the WITS tool provided to WIRED regions by the Department of Labor, our experience has found the "express" version furnished free to the WIRED regions and the state to have significant limitations. We have continued to explore other one-stop economic development type tools and have been quite pleased with the product offered by Economic Modeling Specialist, Inc. as Strategic Advantage (SA).

The SA tool includes a basic economic forecasting/modeling tool, as well as a very helpful tool linking related occupations based on skills overlap. Similar to the WITS tool, SA allows for the rapid generation of high quality presentations with assorted relevant labor market information for customizable regions.

Indiana will continue to research and evaluate such tools for use by the agency, including our regional analysts, who typically receive significant numbers of requests for such data in conjunction with site selection and other economic development efforts.