

**State of Michigan  
Workforce Information Grant  
Annual Performance Report  
PY 2011**

The Michigan Department of Technology, Management, & Budget (DTMB), Bureau of Labor Market Information & Strategic Initiatives (LMISI) is the source of a wide array of information on Michigan's labor market; including information on jobs, unemployment, wages, industries, and occupations. The bureau produces a diverse range of products and services that assist the state's workforce boards, economic development activities, educational institutions, and many state and private organizations.

LMISI submitted a PY 2011 grant plan to the USDOL, Employment & Training Administration (ETA) that included each of the deliverables defined by the Workforce Information Grant. The following is a summary of activities and accomplishments for each grant deliverable.

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

The Workforce Information Database (WIDb) contains current and historic labor market and related information, such as population demographics, economic indicators, and labor market measures such as employment, unemployment, industry, wage, and occupational information. It contains monthly, quarterly, and annual data for national, state and local levels of geography. This standardized database is an integral part of the data engine powering DTMB's Labor Market Information website: [www.michigan.gov/lmi](http://www.michigan.gov/lmi).

Core data, administrative, lookup, and crosswalk database tables (version 2.4) continue to be maintained and are kept current with timely information using maintenance and data release schedules. An annual review of the database for accuracy of content, timeliness and data gaps was conducted to insure currency. Michigan is currently in a small consortium of states that uses the State of Montana as the host for the LMI site. Montana updates the Employer Database table for the LMI website with the latest release. Michigan's Workforce Informer based Labor Market Information website, to a large extent, is populated directly from the WIDb Database. The website allows users customized and flexible access to nearly all values residing in the Workforce Information Database.

## **2. Produce and disseminate industry and occupational employment projections**

Michigan completed its statewide short-term industry and occupational projections with a base period of second quarter 2011 and a forecast period of second quarter 2013. Statewide long-term industry and occupational forecasts from 2010 to 2020 were completed for Michigan. These were developed using the methodology, software tools and guidelines developed by the respective Short and Long-Term Forecast Consortiums and the MicroMatrix User's Group. The related ETA short-term forecast file was transmitted to the Projections Workgroup prior to the June 30, 2012 deadline. The related ETA long-term file was transmitted to the Projections Workgroup, and met the August 30, 2012 deadline. Related Workforce Information Database tables were also updated with these new forecasts.

The Michigan statewide long-term (2010 – 2020) forecast data and tables, as well as the statewide short-term (2011q2 – 2013q2) forecasts, were published and are accessible on our LMI website ([www.michigan.gov/lmi](http://www.michigan.gov/lmi)).

## **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**

Michigan produced and published the reports below for the use of the Governor's office, the state and local workforce boards, and senior leadership of the Department of Technology, Management, & Budget.

Workforce Information grant funds were used directly and in combination with leveraged funding from other sources to produce these products.

### **o Michigan Economic and Workforce Indicators – Summer 2012**

This economic indicator publication provides a biannual update on a variety of economic, employment, innovation, and workforce indicators. It is designed to deliver time-series analysis and comparative data with competitive states and regions. Indicators in this edition included employment and industry job measures, Long-Term Unemployment, Alternative Measures of Labor Underutilization, Difficult to Fill Occupations, STEM Degrees, Workforce Dynamics, Business Employment Dynamics, Motor Vehicle Employment and Production, In-Demand Occupations and Skills in Michigan's Auto Industry, Per Capita Personal Income Trends, Jobs in High-Tech Industries, and Michigan Export Related Manufacturing Jobs.

- **Michigan Economic and Workforce Indicators - Winter 2012**

The Winter 2012 edition of the economic indicator report focused on several regular measures of jobs, employment, and unemployment. Additional indicators included in this report were the Dynamics of Michigan Job Gains and Losses, Migration of the Young Knowledge Population, the Educational Attainment of the Adult Michigan Population, Gross Domestic Product by Industry, Michigan Trends in New Hires, Patents Issued in Michigan, Venture Capital, Trends in Online Advertised Job Vacancies, and Engineering & Scientific Occupations.

- Michigan's LMISI was an integral part of the team that provided input towards the development of metrics for the Talent portion of the **Governor's Dashboard** project. LMISI eventually developed the methodology and the data for a number of the final metrics, including the Michigan unemployment rate, payroll job trends, payroll jobs by sector, the unemployment rate for veterans, the percentage of workers in the private sector, the new business survival rate, and the number of STEM graduates.
- The above metrics were updated on a monthly and annual basis by LMISI staff throughout PY 2011 and displayed on the Talent section of the Governor's MiDashboard website ([www.michigan.gov/midashboard](http://www.michigan.gov/midashboard))
- LMISI at the request of the Governor's office and DTMB also developed some potential Michigan leading economic indicators for possible future use on the Michigan Talent Dashboard.
- Work continued on data collection and validation for the Michigan Green Jobs survey. Occupational coding and verification was completed, and estimates were generated from the employer sample data.
- Michigan published an update to the publication **Michigan's Hot 50 Jobs** using 2018 forecast information. This publication presents information on Michigan occupations that will have long-term growth potential over the next ten years, significant levels of annual job openings, and above average hourly wages. Brochures and posters were provided to multiple customers throughout the state, including all workforce boards, all intermediate school districts, community colleges, and other government agencies.
- LMISI continued to conduct research using the detailed Conference Board's **Help Wanted Online** database for Michigan. Two new products were developed using this tool. First, a monthly statewide publication was developed. This publication tracks online job demand in Michigan and analyzes over-the-month and over-the-year changes in total vacancies as well as by occupational category. Second, a regional publication was developed

for each of the 25 Michigan workforce areas. These reports highlight various measures of online job demand, including total ads, detail by industry and occupation, detail by educational category, top regional employers by ad volume, and ad age.

- The electronic **LMI Dashboard** product was published monthly. This monthly spreadsheet, available on the LMI website, provides an interactive, at-a-glance summary of labor market and economic indicators in Michigan. Users can select specific geographic areas and display labor force and industry data and Consumer Price Index trends over time. Data and graphics are dynamically displayed. Additional datasets include online job vacancies, mass layoffs, auto production, the Michigan retail index, and more.
- Published a monthly workforce information newsletter, **Michigan's Labor Market News**. This publication presents data and narrative on Michigan and metro area employment and unemployment trends, as well as job changes by industry sector. It also includes short analytical articles on a variety of labor market topics.
- Two press releases were issued for each month of the program year. One release focused on the State of Michigan, providing analysis to the media and the public on the state employment, unemployment, and unemployment rate trends and significant movements in payroll jobs. The second monthly release presented similar information for Michigan's 17 regional labor markets. The releases focused on employment trends both over the month and over the past year. LMISI central office and regional staff provide expert analysis to supplement these press releases via numerous interviews with print and electronic media.
- LMISI generated **Michigan Teen Summer Job Outlook** forecasts for the summer of 2012. These were issued to the media via a department press release.
- LMISI produced three years of detailed employment and unemployment estimates for all cities and townships for Michigan and supplied to the Michigan State Housing Development Authority.
- Michigan conducted an annual review for the U.S. Department of Agriculture related to their Rural Development Community Facility Economic Impact Initiative Grant program. Michigan certified counties meeting the USDA criteria of a Not Employed rate greater than 19.5 percent.

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

The Michigan LMI website is based on the Workforce Informer platform. Key features of the website are the ability to perform queries of the Workforce Information Database via the Data Explorer feature, produce customized profiles or comparisons of Michigan regions or detailed occupations, obtain employer contact information for a job search, or review information on training providers and training programs.

The site is loaded with current economic indicators on Michigan and the state's metro areas, counties, and cities. The site also contains many of DTMB's workforce information publications. Customers are able to access and customize information in a dynamic and interactive environment. Links to additional resources for career and economic information are included.

LMISI added content to the labor market information website on a monthly basis in PY 2011. Analytical charts on the home page were rotated and updated on a monthly basis. The "What's New" section of the home page was frequently updated to inform users of new workforce information articles, publications and data releases.

Michigan devoted significant staff time on a monthly basis towards ensuring the quality and accuracy of information on the LMI website.

Many products were posted to the site during PY 2011. Examples include:

- Michigan Economic and Workforce Indicators – Summer 2012
- Michigan Economic and Workforce Indicators – Winter 2012
- Michigan's Hot 50 Jobs
- Michigan Online Job Demand Analysis
- Regional Online Job Demand Profiles
- LMI Dashboard
- Michigan 2020 Employment Forecasts
- Regional Workforce Planning Information spreadsheets
- Articles on Economic and Workforce Topics:
  - Unemployment Insurance Recipients and the Official Unemployment Rate: Why the Numbers are Different
  - Michigan's Aging Workforce: Identifying Industries with High Concentration of Older Workers
  - Identifying Difficult to Fill Jobs Using the Conference Board's Help Wanted Online Database
  - State Rankings: Two Years Post-Recession
- Local Employment Dynamics updates
- Business Employment Dynamics updates
- Business Employment Dynamics Quarterly Analysis
- Occupational Wages 2010

- WARN Notice monthly updates 2011-2012
- Michigan Industry Highlights monthly analyses
- LAUS and CES monthly data updates
- GIS maps of Michigan labor force and unemployment trends
- DTMB Michigan and Regional Labor Force Trend Press Releases
- QCEW quarterly data updates
- Mass Layoff Analysis
- Michigan's Labor Market News
- Michigan's Talent Bank Job Seeker Summaries

There were an estimated 339,000 total visits to our website [www.michigan.gov/lmi](http://www.michigan.gov/lmi) in PY 2011. Due to changes in software used for measuring system usage, it is difficult to compare this estimate of website visits with prior years.

## **5. Partner and consult on a continuing basis with workforce investment boards and key workforce and economic development partners and stakeholders**

Michigan uses a variety of means of consultation/communication with the state workforce board and local workforce board directors.

- LMISI provided technical assistance for the Governor's office and senior state executive staff. Examples include:
  - Michigan's LMISI was an integral part of the team that provided input towards the development of metrics for the Talent portion of the **Governor's Dashboard** project. LMISI eventually developed the methodology and the data for a number of the final metrics, including the Michigan unemployment rate, payroll job trends, payroll jobs by sector, the unemployment rate for veterans, the percentage of workers in the private sector, the new business survival rate, and the number of STEM graduates.
  - The above metrics were updated on a monthly and annual basis by LMISI staff throughout PY 2011 and displayed on the Talent section of the Governor's MiDashboard website ([www.michigan.gov/midashboard](http://www.michigan.gov/midashboard))
  - LMISI at the request of the Governor's office and DTMB also developed some potential Michigan leading economic indicators for possible future use on the Michigan Talent Dashboard.
  - Provided DTMB leadership and the Governor's office with a summary of labor force statistics, trends, and rankings on a monthly basis

- Produced two editions of the **Michigan Economic and Workforce Indicators** publication for use by the Governor's office and senior state leadership
- Responded on a frequent basis to urgent requests for data and information from the Governor's office and senior state management
- LMISI also consulted with the state and local workforce boards to better understand their needs and provide technical assistance and support on workforce information and services.
  - The bureau director attended the quarterly Governor's Talent Investment Executive Committee meetings throughout the year offering insight into Michigan's labor market issues. The information was used to guide the committee in developing their strategic plan and objectives.
  - The bureau director attended numerous Michigan Works! Association (MWA) steering team sessions to obtain guidance and support for developing projects such as the bureau's *Talent Bank Penetration Reports* and the *Quarterly Regional Online Job Demand Profiles*. These informational products were eventually presented to all the MWA directors at their monthly committee meeting. These sessions also provided networking and consultation opportunities, obtaining input from local WIB directors on their information needs.
- LMISI continued to implement a key collaboration and partnership with the Michigan Workforce Development Agency (WDA). The Workforce Information grant funds leveraged with WDA funds were used to produce some new products for use in the Michigan Industry Cluster Approach project.
  - LMISI staff designed and produced an in-depth analysis of the health care cluster for the Workforce Agency. This was a draft example of how cluster analysis can be used in evaluating different industry sectors on a variety of workforce indicators. The health care cluster was defined and then analyzed based on 14 cluster metrics.
  - LMISI staff produced a comparative analysis of economic and workforce indicators on several Michigan industry clusters, including Information Technology & Media, Manufacturing, High-Technology, Agriculture, Energy, and Tourism. Each cluster was analyzed based on 13 workforce and economic metrics. These measures were then combined to provide a comparison of economic performance of each cluster based on dimensions such as Current Employment Performance, Future Expectations, Employment Concentration, Wage Impact, and Human Capital & Skills.

- LMISI produced detailed cluster publications with workforce information on the Agriculture, Energy, Health Care, Information Technology, and Manufacturing industry clusters. These publications were developed in close consultation with each of the Workforce Development Agency cluster initiative directors. Each cluster was defined on an industry and occupational basis, and information was delivered on recent employment trends, key cluster occupations, education program completers, workforce demographics, real-time job demand, and employment outlook.
- Michigan LMI staff wrote the draft of the **Economic and Workforce Information Analysis** section of the Michigan Workforce Investment Act/Wagner Peyser 5-year plan. This analysis covered a wide range of topics, such as job trends in key Michigan base industries, forecast trends in the short and long-term for jobs by industry and occupation, the demand for skilled workers, the skill needs for jobs critical to the Michigan economy, and the key demographic characteristics and migration trends of the state labor pool.
- LMISI produced a significant amount of statistical data for the Workforce Development Agency on labor force statistics, final and first payments of unemployment insurance, and declining industries for each of 25 Michigan Works! regions.
- Ongoing collaboration continued with the Rapid Response section in the Workforce Development Agency on labor shed maps for reports identifying characteristics of dislocated workers.
- Michigan LMI supplied the Workforce Development Agency with monthly calculations of labor force, employment, unemployment, and unemployment rates for all 25 Michigan Works! regions.
- Michigan LMI staff also provided customized workforce information in response to multiple requests from WDA staff
- LMISI regional economic analysts consult closely with local Michigan Works! workforce agency directors on their workforce information needs. These economic analysts are physically located in Michigan Works! service centers so they are an integral part of the local strategy for service delivery. Examples of these consultation services to local workforce boards by LMISI regional staff include:
  - Regional staff prepared and distributed monthly regional employment updates to local workforce boards. These releases were provided electronically to workforce board directors, board members, and partner agencies, and at times were distributed at board meetings with regional

staff available to respond to questions. One local board posts this monthly regional update prominently on their website home page.

- Regional and central labor market analyst staff provided ongoing consulting assistance to Workforce Development Boards and other key customer groups. Examples of these include:
  - Workforce board directors and staff
  - Chambers of commerce
  - Employer associations
  - Economic development agencies
  - Community colleges
  - Local school districts
  - Planning commissions
  - Regional Skills Alliances
  - Business services representatives
  - Workforce board partner agencies
  - Veteran's representatives
  - Job seekers
  - State research universities
  - Labor organizations
  
- LMISI regional and central office staff provided technical assistance, analysis, and consulting services to local workforce boards and other key partners in business, education, and economic development. Examples include:
  - Presentations or training sessions were delivered to local workforce and economic development audiences, including Calhoun ISD, Capital Area, Great Lakes Bay, and South Central Michigan Works!, Livingston County, the East Central Healthcare Regional Skills Alliance, Leadership West Michigan, Grand Valley State University, the Job Corps, Michigan Workforce Development agency staff, and more.
  - LMISI regional staff assisted several Michigan Works! directors with labor market information needed for board presentations, board meetings, or provided consulting assistance on appropriate research or survey methodologies.
  - LMISI regional staff provided workforce information support to employer-led, sector-specific **Regional Skills Alliances (RSAs)**. This support included evaluating trends in detailed sub-industries or comparing local economic indicators with neighboring regions.

Regional staff provided ongoing technical assistance for some of these alliances.

- LMISI had a representative on the 2040 Forecast Technical Advisory Committee, convened by the Southeast Michigan Council of Governments. This group provided technical guidance regarding a set of five-year forecasts from 2010-2040 of population, households, and employment by sector for the counties and communities of Southeast Michigan.
  - Regional staff produced information on labor supply and industry trends for local economic development groups and workforce boards that were used for business attraction and retention efforts. This information often focused on industry-specific information on job trends and wages, workforce and labor supply indicators, and employment forecasts and wages for key occupations.
  - Regional staff served on a steering committee for a regional economic development agency working on the implementation of a federal grant.
  - During PY 2011, the bureau's Labor Market Analysis Section recorded over 11,000 labor market information contacts. This included responding to specific labor market information requests or providing informational documents via email and other media. Some of these requests involved basic dissemination of labor market indicators such as employment and unemployment, wage, industry employment, occupational outlook, state and local career trends, and occupational skills information. Many others required much more in-depth data production and analysis, or consulting with customers on the application and use of workforce information.
- LMISI also produced information products targeted specifically for local workforce board strategic planning needs or for the use of local board staff or service center clients. Products and services were also supplied to local economic development groups. Information grant funds were used directly and in combination with leveraged funding from other sources to produce these products. Examples of these products include:
    - **Regional Planning Information** products were customized for each of 25 local Michigan Works! agencies, and updates were delivered to the workforce boards in January 2012. These customized spreadsheets provide information and analysis on key local economic, demographic and labor market indicators. These are utilized by workforce boards to develop annual plans, grant applications, service center program plans,

environmental scans, local demand occupation lists, and in strategic planning.

- Regional staff utilized the Local Employment Dynamics On-the-Map tool to provide profiles of the regional labor supply to economic developers and workforce professionals. These analyses illustrate commuting flows of residents and workers and the demographics, income levels, and industry distribution of workers in customized geographic areas.
- LMISI staff assisted local boards and state staff with economic and workforce data for use in grant applications.
- Regional LMI staff produced analysis and information for individual workforce development agencies in their preparation of economic and workforce trends sections needed for the 5-year WIA plans.
- Customized labor supply and demand analyses were generated on a request basis for specific local boards. These generally focused on specific industry sectors in the workforce area. The information was used by local boards to respond to potential new employer attraction opportunities or in employer retention efforts. The documents provided information on employment trends, labor supply characteristics such as educational attainment and program completer information, employment forecasts, and Local Employment Dynamics information on commuting flows and worker demographics.
- Occupational trend and forecast data was supplied by regional LMISI staff to community colleges and local school districts for curriculum planning.
- Michigan published an update to the publication **Michigan's Hot 50 Jobs** using 2018 forecast information. This publication presents information on Michigan occupations that will have long-term growth potential over the next ten years, significant levels of annual job openings, and above average hourly wages. Brochures and posters were provided to multiple customers throughout the state, including all workforce boards, all intermediate school districts, community colleges, and other government agencies.
- Twice annually, multiple copies of the **Analyst Resource Center Employer Database** were supplied to service centers of Michigan Works! agencies that have signed license agreements. These databases supply valuable employer contact information for the use of jobseekers in the local service centers.
- The **Michigan Talent Bank Job Seeker Summaries** were produced quarterly for all 25 Workforce Development Boards and loaded on the

DTMB labor market information website. This product provides boards with information on the occupational and educational distribution of Talent Bank job applicants in each Michigan Works! region. This provides local boards a tool to shed light on the characteristics of a share of the regional labor pool. An occupational distribution of job orders in the Michigan Talent Bank by workforce board region was also provided.

- LMISI staff developed customized presentation modules targeted at customer groups such as Workforce Board members, workforce board staff, employers, educators, and economic developers. Other sessions were designed to deliver career and occupational information to clients of Michigan Works! service centers and high school or community college students. Examples of these presentation topics include:
  - High Growth Regional Industries
  - Regional Health Care Sector – Current and Forecast Job Trends
  - Labor Market Information Products and Services
  - The West Michigan Economy
  - Employment in the Public Sector
  - Labor Market Information and the Trade Adjustment Act
  - LMI for Workforce Developers
  - Regional Economic Analysis – Southwest Michigan
  - Lansing Metro Area Labor Market Trends
  - Michigan Career Outlook and the Benefits of Education
  - LMI Website Training for Workforce Board Staff and Partners
  - State and County Unemployment Rates – How Are These Produced?
  - Workforce Board Presentations on Regional Labor Market Trends