

**VERMONT
PY 2012 WORKFORCE INFORMATION GRANT
ANNUAL PERFORMANCE REPORT**

Introduction

Vermont completed all Program Year (PY) 2012 deliverables within the allotted time. In addition, the end of the PY included sowing the seeds of future accomplishments. Specifically, with support from the ETA, the Vermont Economic & Labor Market Information (E&LMI) division was able to create several E&LMI internship opportunities. Much of the planning and administrative work for this internship project was completed in PY2012 --- the fruit of this labor will be part of the PY13 activities. As part of a teaser of the excellent field work conducted by E&LMI interns a brief description of accomplishments will be included in this report but it is important to remember that intern activity was predominately part of PY2013 and will be reported out in full in next year's report.

The PY closely aligns with the E&LMI Director's date-of-hire anniversary. This report summarizing year three of the Director's efforts to expand public outreach – none of which could have been accomplished without the financial and technical support of the USDOL's Employment and Training Administration (ETA). As a priority, E&LMI continues to focus on its "customers": career counselors, educators, curriculum developers, analysts, business organizations, employers and elected officials. E&LMI has been able to capitalize on the scale of the Vermont economy by going to the source of the information request – whether that is a Vermont Department of Labor Career Resource Center, Career Technical Education Center, local workforce investment board meeting or the Vermont Statehouse. So while E&LMI was not able to move forward on all of its previously stated annual objectives (social media or building a new website), it was able to expand outreach using traditional networking and in-person appearances. The feedback for E&LMI talks continues to be overwhelmingly positive. The public continues to be astonished at the level of detail available for the Vermont and sub-state economies and they find it beneficial for planning purposes. While currently E&LMI is technically fully staffed, the division is finding the increased outreach to be time consuming and will be looking to add an additional position specifically for presentations, production of research materials and other specialized analyses related to ETA objectives. Approval for this hire is yet to be obtained.

I. Accomplishments

A. Populate Workforce Information Database

Version 2.5 of the Workforce Information Database (formerly ALMIS Database) was maintained throughout the year such that is current. **In addition to maintaining data for counties, labor market areas and towns, data items were also updated for local Workforce Investment Boards (WIBs).**

E&LMI staff also improved the readability and usability of the regional section by making headings and notes more specific as well as allowing more or less granularity in the regional data based on user defined parameters.

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

Base activities were completed within planned milestones. Spending totaled \$17,500.

B. Industry and Occupational Projections

The 2010-2020 long-run occupational projections at the sub-state level were completed in PY 2012. The statewide 2010-2020 long-run occupational projections were completed in PY 2011. Both were published on our website within the same program year of completion.

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

Short-run, statewide occupational projections were completed for 2012 - 2014. Electronic publication of these occupational projections was announced on our website and via our email contact list. See: <http://www.vtlmi.info/occupation.cfm> .

Base activities completed within planned milestones. Spending totaled \$62,500. As a group, E&LMI staff continue to look for additional ways to make occupational projections data more accessible and usable. It is our most requested data product.

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

The E&LMI unit compiled, published and distributed (electronically) an annual economic and demographic profile of the Vermont economy entitled: Vermont Economic and Demographic Profile, 2013. The publication can be obtained at: <http://www.vtlmi.info/profile2013.pdf> . This document will serve to meet the contract requirement for summary of the state economy.

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

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

D. Occupational and Career Information Products

This web application is updated and maintained by E&LMI staff. Staff maintenance allows for timely responses to the needs and preferences of E&LMI data users. One example from this PY: when VDOL regional staff saw the spelling difficulties of some job seekers with occupational terms such as “construction” and “electrician”, they came to E&LMI with a request to improve the website. As a result of this practical suggestion, E&LMI technical staff incorporated two search algorithms into the Occupational Information Center website to present possible alternatives to common misspellings. A simple but important improvement, this minimizes the impact of a barrier to employment and reduces frustration for the job seeker. This is one positive outcome from the close partnerships between Workforce Development field staff and E&LMI.

In addition, the conversion to Standard Occupational Classification (SOC) 2010 has begun and will be in process for the next two years. During the current PY (PY2013), E&LMI will update the O*Net information in a comprehensive manner which will further facilitate the SOC 2010 update. In the interim, the Occupational Information Center on the E&LMI web site is maintained to provide skill information from O*Net. The system includes information on knowledge, skills and abilities for occupations. This complements our existing information on wages, licensing, employment projections as well as occupational training requirements and a link to the educational institutions offering the required training. Each occupation included links back to our Occupational Information Center where the user can get complete information on requirements, demand and wages.

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

Based on the May 2012 OES data, we completed the occupational wage estimates statewide and three sub state areas using the North Carolina EDS software and added the information to our Occupational Information Center on the web.

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

All activities completed within planned milestones and expenditure levels. Spending totaled \$17,500.

E. Provide Information and Support to WIBs

The E&LMI unit produced monthly and quarterly data updates on employment and unemployment by WIB. As will be discussed in greater detail in Section II: Customer Satisfaction of this report, system updates within the Workforce Development division to the Vermont Job Link (VJL) system disrupted E&LMI’s ability to perform regular updates to the Labor Exchange Database which is housed on

the E&LMI website. Quality assurance testing on the data is near complete which will once again allow for this database to be regularly updated. The goal of the information is to provide a current indicator of the occupational supply/demand relationship for each WIB.

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

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

The WIBs 'Regions' page contains an expanded use of Census LED QWI program data that is updated on a quarterly basis. In addition, access to the QWI tool is available from all sections of our website. Information updated for 2011 data.

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

Aside from online information, **E&LMI is dedicated to providing in-person expertise and support to the statewide WIB** as well as the sub-state WIBs across the state. As part of this commitment, E&LMI has a seat on the Executive Committee of the largest sub-state WIB in the State of Vermont – the Lake Champlain Workforce Collaborative which has a catchment area of the Burlington-South Burlington labor market area. In addition, E&LMI presentations were made during PY12 to the sub-state WIBs in the Rutland and Springfield labor market areas.

Base activities completed within planned milestones. Spending totaled \$15,000.

F. Improve Electronic Workforce Information Delivery System

E&LMI was forced to delay some initiatives which were targeted for PY12 completion – most notably a website re-design. The E&LMI website re-design is still slated for post the Vermont Department of Labor's website re-design however the timing of the departmental re-design has been delayed thereby pushing back divisional objectives. E&LMI is committed to revamping the division's website to be consistent with the department's website once launched. At that time, data and graphing tools will be evaluated for effectiveness and appropriateness for inclusion in the E&LMI website. Program Year 2012 resources are being carried over and dedicated to this re-design effort. New methods for presenting the data are in discussion and will be part of the website overhaul.

In the interim, the online system has remained up to date and functioning in its current iteration. The content is reviewed and updated for external changes as necessary. During this program year, the most significant improvements included updated Affirmative Action Data, EEO data and updating the Guide to State and Local Workforce Data.

Base activities completed within planned milestones. Spending totaled \$10,000. Additional online/electronic opportunities were identified which were not able to be addressed within the program year due to changes in departmental priorities and limited staff resources.

G. Training & Consulting Initiatives

The E&LMI Director and staff continue an aggressive outreach agenda resulting in many speaking engagements, requests for participation on work groups as technical support and numerous custom data requests. E&LMI outreach is designed to increase the knowledge and use of E&LMI data in the Vermont economy and to increase the likelihood that decision makers have access to appropriate information. With the assistance of ETA staff, a new spreadsheet has been designed and put in place to help more comprehensively and accurately track ETA funded E&LMI activities. This spreadsheet will highlight PY13 outreach. Examples of E&LMI outreach efforts from PY12 include but are not limited to:

- Work Groups and Technical Support
 - Healthcare reform
 - Work group #1: Healthcare Workforce Development – studying the pipeline of healthcare and healthcare related occupations
 - Work group #2: Healthcare Workforce – studying the impacts on healthcare occupations due to the change in the delivery system
 - Legislative Study Groups on the following topics:
 - Equal Pay
 - Paid Sick Leave
- Presentations
 - Academic Institutions
 - The University of Vermont, Johnson State College, Community College of Vermont – Montpelier location, Community High School of Vermont, Statewide Career Technical Education Centers Cooperative Board, Northfield High School, Windham County Career Technical Education Center, Vermont Adult Technical Education Association, Randolph High School, Barre High School
 - Groups
 - Vermont’s Workforce Development Council, The University of Vermont Continuing Education Board of Directors, Vermont Department of Labor senior staff, Workforce Development

Career Resource Management Team, Career Resource Centers Veterans Staff, Rutland Area Workforce Investment Board, Legislative Committees, Vermont Student Assistance Corporation Adult and High School Counselors Meeting, Workforce Development At-Risk Youth Case Managers, Lamoille County Chamber of Commerce, Regional Workforce Development Staff in Brattleboro and Springfield Career Resource Centers, Employment & Training Business Roundtable, Vermont Community Development Association spring meeting, Pilot Program (leadership program for high school students), Leadership Champlain, and the Vermont Leadership Institute

- Partnerships & Affiliations (may include periodic presentation responsibilities)
 - The Lake Champlain Regional Chamber of Commerce Workforce Investment Board Executive Committee (board member), Office of the Creative Economy, Projections Management Partnership (board member), Navicate (formerly known as Linking Learning to Life), Agency of Transportation Smart Growth Study, Vermont Department of Education, Agency of Commerce and Community Development
- Publications & In-Depth Analyses
 - In partnership with Johnson State College, E&LMI worked with a class to develop a survey based research project on the employment outcomes of Johnson State College alumni
 - Analytical preparation of 2013 Fringe Benefit Survey; results to be tabulated in PY13 (link to 2011 results: <http://www.vtlmi.info/fringebene.pdf>).
 - Monthly Economic & Travel Indicators publication
 - Make Vermont Home - Special study for Commissioner of Labor on retaining youth in the state
 - Analyses on the impact of state funded (VTP & WETF) training programs on participants wages
 - Unemployment Insurance Trust Fund modeling and reporting
 - Comprehensive study into employers with negative Unemployment Insurance accounts - at the request of the Commissioner of Labor
- Lastly, as a result of ETA funding, E&LMI was able to:
 - Prepare numerous smaller custom data analyses at the request of our data user population on an ‘as needed basis’
 - Handle countless media inquiries - both print and televised
 - Be available to elected and appointed officials with custom information and explanations to assist them in their decision making process
 - And in general promote the use of E&LMI data to anyone and everyone who could benefit

E&LMI also participated in the LED conference in Washington D.C., which was sponsored by the United States Census Bureau in program year 2012.

Base activities completed within planned milestones. Spending totaled \$67,500. Additional outreach opportunities were identified which were not able to be handled due to limited staff capacity.

II. Customer Satisfaction

Customer satisfaction is tracked by maintaining statistics on the usage of printed and electronic products. The data for PY 2012 and PY 2011 is presented below:

Comparison Table: PY2012 vs. PY2011 E&LMI Publication Counts

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

Publication Series	Program Year 2012 07/01/12 - 06/30/13			Program Year 2011 07/01/11 - 06/30/12			Percent Change			Number Change		
	Visitors	Visits	Views	Visitors	Visits	Views	Visitors	Visits	Views	Visitors	Visits	Views
TOTAL - pubs and non-pubs	94,778	315,739	841,596	69,546	390,826	1,587,762	36%	-19%	-47%	25,232	-75,087	-746,166
census - eeo	211	698	811	181	1,566	1,804	17%	-55%	-55%	30	-868	-993
census - employment	372	880	971	365	1,171	1,317	2%	-25%	-26%	7	-291	-346
census-gwi	803	5,657	7,674	857	5,122	7,706	-6%	10%	0%	-54	535	-32
ces	3,078	8,648	33,463	3,500	9,275	33,542	-12%	-7%	0%	-422	-627	-79
construction prevailing wage	2,195	3,256	3,566	1,256	2,279	2,485	75%	43%	44%	939	977	1,081
county profiles	1,574	5,327	6,210	1,486	6,519	7,893	6%	-18%	-21%	88	-1,192	-1,683
cpi	569	1,314	1,332	756	1,518	1,549	-25%	-13%	-14%	-187	-204	-217
cps	330	656	733	322	704	817	2%	-7%	-10%	8	-48	-84
economic and travel indicators	1,452	8,286	12,979	1,088	7,142	11,130	33%	16%	17%	364	1,144	1,849
employer database	4,114	18,945	47,424	4,069	14,054	36,989	1%	35%	28%	45	4,891	10,435
fringe benefits	377	721	740	1,102	1,548	1,618	-66%	-53%	-54%	-725	-827	-878
gross flow	867	2,070	2,337	621	2,575	2,913	40%	-20%	-20%	246	-505	-576
income	909	1,696	1,804	869	1,617	1,777	5%	5%	2%	40	79	27
labor exchange	2,403	15,273	308,160	3,508	65,860	943,020	-31%	-77%	-67%	-1,105	-50,587	-634,860
laus	4,045	11,846	18,356	4,494	13,759	20,145	-10%	-14%	-9%	-449	-1,913	-1,789
licensed occupations	3,283	15,067	19,553	2,975	19,099	23,850	10%	-21%	-18%	308	-4,032	-4,297
newsletter	1,845	13,381	20,113	1,384	19,608	29,445	33%	-32%	-32%	461	-6,227	-9,332
occupational info center	50,856	177,907	326,916	38,764	226,843	449,150	31%	-22%	-27%	12,092	-48,936	-122,234
oes	2,796	4,619	5,487	2,853	4,691	5,442	-2%	-2%	1%	-57	-72	45
press release	1,676	4,055	4,370	2,377	8,417	9,021	-29%	-52%	-52%	-701	-4,362	-4,651
projections	1,870	3,911	4,616	2,140	5,287	6,408	-13%	-26%	-28%	-270	-1,376	-1,792
qcew	4,424	15,011	22,573	4,250	18,047	27,855	4%	-17%	-19%	174	-3,036	-5,282
regions	7,279	23,093	33,176	5,778	21,407	29,961	26%	8%	11%	1,501	1,686	3,215
unemployment compensation	1,948	5,558	6,438	1,752	5,202	5,977	11%	7%	8%	196	356	461

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

For the past several years, E&LMI publications have been exclusively distributed in electronic form. This makes the tracking of usage by data product easier and more comprehensive. The above table details a comparison of PY2012 versus PY2011 online activity. Internal domain traffic is excluded from this report.

The PY2012 shows a significant increase in the number of visitors (+36%) which could be in part due to the expanded outreach conducted by E&LMI. The other topline statistics (Visits down 19% and Views down -47%) appear to be predominately influenced by one sub-category: "Labor Exchange". It is important to note the "Labor Exchange" portion of the E&LMI website is based on data generated by the Vermont Job Link system or VJL. The VJL system has been going through major renovations in Vermont over the past year and consequently, new data has not been generated for this part of the E&LMI website. The current expectation is the new VJL

system is able to generate sufficient data to repopulate the Labor Exchange with current data. Once completed and promoted, visits and views of this information should rebound.

As identified in previous annual reports, E&LMI improved the layout and mechanism used to collect real-time user feedback. Below is a table detailing the overall assessment of E&LMI by its data users. The data was collected on a five-point scale where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

PY2012 - Online User Responses:	
The information was:	Overall Rating
Easy to find	4.5
Timely	4.5
Detailed Enough	4.5
Easy to Understand	4.5
Helpful	4.5
In a useful format	4.5
Overall, I am satisfied with the website	4.5

As detailed in the above table, E&LMI data was seen in a positive context at levels above last year’s results for most categories. However, the initial “pop” experienced in increased user feedback post the previous years’ modifications has abated and the collection of user feedback through the website is currently low. While E&LMI receives much in the way of positive verbal praise, a decision will have to be made if it is necessary to research methods to increase online feedback to ensure the division is meeting online customer needs.

ATTACHMENT A: Brief Introduction to PY13 Internship Work-Product

As a result of extensive back-end planning conducted in PY12, several internships were created across the state which began in PY13. The impact of these internships has been overwhelmingly positive for:

- E&LMI → expanded outreach capacity
- Workforce Development field staff → to increased E&LMI knowledge in the local offices
- The local community → expanded local services
- The interns themselves → unique professional experience allowing them to work towards their professional goals

Several flyers, posters, and presentations were generated which will be shared at part of the PY13 annual report. In addition, the interns are actively tracking outreach efforts to quantify the magnitude of their efforts. For example, in the first two months of PY13, E&LMI has a partial count of over 100 youths served through this program!