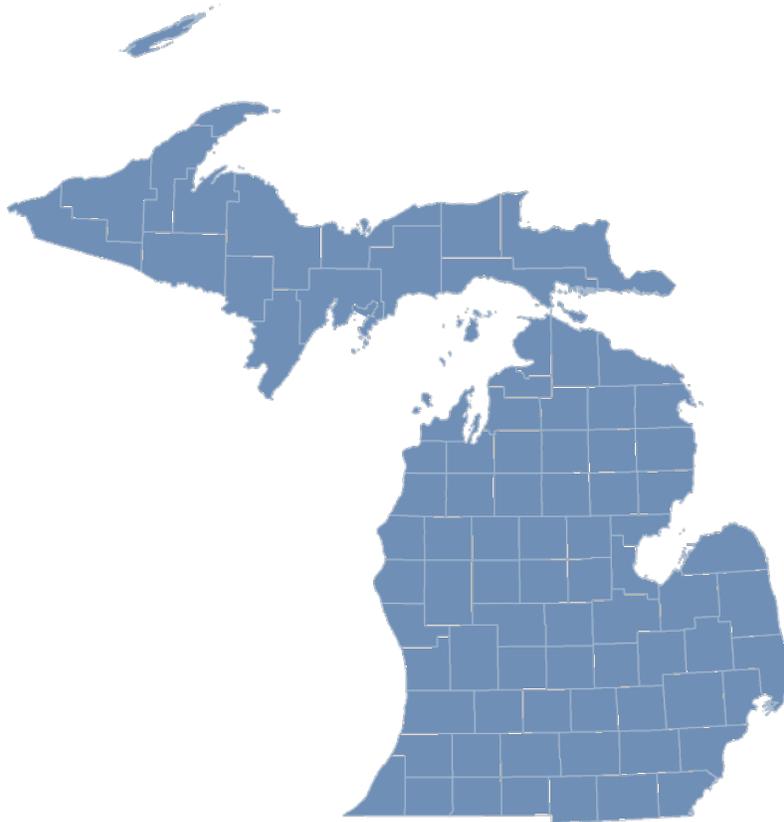


# State of Michigan: Workforce Information Grant Annual Report (PY 2013)



Prepared by:

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# **State of Michigan Workforce Information Grant Annual Performance Report PY 2013**

The Michigan Department of Technology, Management, & Budget (DTMB), Bureau of Labor Market Information & Strategic Initiatives (LMISI) is the official 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 2013 grant plan to the USDOL, Employment & Training Administration (ETA) that included each of the deliverables defined by the Workforce Information Grant (WIG). 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 and version 2.5) 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.

For the period July 2013-June 2014, monthly updates to the CES, LABFORCE and CPI data tables were made as the data was released. Quarterly updates to the INDUSTRY table and MLS tables were made along with the yearly updates to the WAGES table. During the month of October 2013, the EMPDB table was updated to the latest release version.

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**

The completion of industry and occupational projections was delayed due to the loss of the LMISI projections analyst to illness (October 2013-May 2013). This analyst left state service in late May 2013. A significant amount of the grant hours devoted to the projections over this period was spent in training other LMISI staff on the forecast methodology. Work was completed in May 2014 on the 2010-2020 projections for Michigan's 18 Economic Forecast Regions (EFRs).

Short-term statewide industry and occupational projections for Michigan will be completed by the fall of 2014. Work will also begin on 2022 long-term occupational and industry projections for Michigan. These projections will be developed using the methodology, software tools and guidelines developed by the respective Short and Long-Term Forecast Consortia and the MicroMatrix User's Group. When these projections are completed, the forecast files will be transmitted to the Projections Workgroup. Related Workforce Information Database tables will also be updated with these new forecasts, as will the LMISI website.

## **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 Workforce Information Boards (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.

- [Michigan Economic and Workforce Indicators and Insights - Winter 2014](#)

The Winter 2014 edition of the economic indicator report focused on several regular measures of jobs, employment, and unemployment. Additional indicators included in this report were alternative measures of labor underutilization, GDP by Industry, Real-Time Online Job Demand, Educational Attainment, Migration of Michigan's Young Knowledge Population, Youth Workforce Dynamics, Patents Issued in Michigan, Venture Capital, Scientific & Engineering Occupations, and Business Employment Dynamics.

- LMISI worked with the Michigan Department of Treasury in the continued publication of [Michigan Key Labor Market and Economic Metrics](#).

Updated monthly, this reference provides current and historical data on several metrics related to the labor market, including labor force, employment, unemployment, and jobs by detailed industry sector. The report also presents trends on additional metrics related to the broader economy, including Michigan motor vehicle production, U.S. retail sales, Michigan building permits, and per capita real GDP.

- Michigan's LMISI continues to assist the Governor's office in the production and tracking of metrics for the Talent portion of the [Governor's Dashboard](#). These metrics include 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 or annual basis by LMISI staff throughout PY 2013 and displayed on the Talent section of the Governor's MiDashboard website ([www.michigan.gov/midashboard](http://www.michigan.gov/midashboard))
- LMISI supported the Governor's new Regional Prosperity Initiative with 10 publications, one for each Prosperity Region, titled [Regional Prosperity Initiative Labor Market Information Supplements](#). These publications contained information and analysis on the topics of population and demographics, labor force, employment, and unemployment, commuting patterns, industry employment and job trends, occupational employment and wages, and occupational demand, both real-time and forecasted. The Estimates Delivery System (EDS) was used to provide customized data for each of the 10 Regions.
- LMISI continued to conduct research using the detailed Conference Board's **Help Wanted Online** database for Michigan. First, LMISI published monthly the [Michigan Online Job Demand Analysis](#) publication. This report tracks Michigan online job demand trends and analyzes over-the-month and over-the-year changes in total vacancies as well as by occupational category. Additionally, on a quarterly basis, LMISI produced the [Regional Online Job Demand Profiles](#) for each of the 25 Michigan workforce areas. These reports highlight various measures of regional online job demand, including total ads, detail by industry and occupation, detail by educational category, top regional employers by ad volume, and ad age.
- LMISI developed a new monthly product during PY 2013, [Real-Time Labor Demand Snapshots](#). This product supported the Governor's Regional Prosperity Initiative by providing information on total online ads, ads by occupation, advertising employers, and location of advertised jobs for each of the 10 Prosperity Regions.
- LMISI published the report [Youth and Young Adults and the Michigan Labor Market](#). This study explored many facets of youth in Michigan, including industry and occupational employment, and economic indicators

such as unemployment, employment-to-population ratio, and labor force participation rate. This report utilized numerous data sources as well as a focus group of Michigan high school students.

- LMISI published the report [Michigan Veterans: A Workforce Study](#) in September 2013. This study looked at the state of veterans in the labor market of Michigan, which included analysis of employment, unemployment, population and demographics, labor force participation rates, and an extensive appendix featuring research on civilian and military occupations.
- 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 produced four years of detailed employment and unemployment estimates for all cities and townships for Michigan and supplied to the Michigan State Housing Development Authority.
- LMISI is in the process of providing occupational supplements which update detailed cluster publications with workforce information on the Agriculture, Energy, Health Care, Information Technology, and Manufacturing industry clusters. These supplements will deliver updated information about each cluster to stakeholders statewide, specifically about the occupations within each cluster. 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.

#### **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 2013. 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, 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.

Additionally, LMISI staff continued the process in PY 2013 of testing a complete redesign of the current labor market information website. Michigan is part of a four-state consortium leading this effort. The new LMInformer system will allow us to customize our website to meet the needs of our customers. Customization and interactive tools will be the hallmark of the new system. Customers will have access to interactive graphing, maps, and reports, as well as enhanced search capabilities.

The LMInformer system will:

- Continue to utilize the Workforce Information Database, and connect with a new content management system
- Develop an easy method of uploading data into the Workforce Information Database
- Provide an improved variety of information reports
- Create an interface to connect other databases to the content management system (such as the O\*Net database)
- Develop special components (such as query reports)

During PY 2013, LMISI staff worked with consortium staff and developers to complete several tasks in the development of this new website system:

- Testing (internal: back end, uploading, basic web functionality, etc.)
- Developed website template
- Populated databases for website testing phase
- Created regional maps
- Worked with a new contractor to complete subpage development

Many products were posted to the existing LMI site during PY 2013 (click text for a link to the report or data). Examples include:

- [Michigan Veterans: A Workforce Study](#)
- [Michigan Economic and Workforce Indicators – Winter 2014](#)
- [Michigan’s Labor Market News](#)
- [Key Michigan Labor Market and Economic Metrics](#)
- [Youth and Young Adults and the Michigan Labor Market](#)
- [Michigan Online Job Demand Analysis](#)
- [Regional Online Job Demand Profiles](#)
- [Prosperity Region Online Job Demand Profiles](#)
- [Local Employment Dynamics updates](#)
- [Business Employment Dynamics updates](#)
- [Business Employment Dynamics Quarterly Analysis](#)
- [Occupational Forecasts 2010-2020 by Michigan Region](#)
- [WARN Notice monthly updates 2013-2014](#)
- [Michigan Industry Highlights monthly analyses](#)
- [LAUS and CES monthly data updates](#)
- [DTMB Michigan and Regional Labor Force Trend Press Releases](#)
- [QCEW quarterly data updates](#)
- [Mass Layoff Analysis](#)

## **5. Consult on a continuing basis with workforce investment boards and other 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 continues to assist the Governor’s office in the production and tracking of metrics for the Talent portion of the [Governor’s Dashboard](#). These metrics include 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 or annual basis by LMISI staff throughout PY 2013 and displayed on the Talent section of the Governor’s MiDashboard website ([www.michigan.gov/midashboard](http://www.michigan.gov/midashboard))
  - LMISI worked with the Michigan Department of Treasury in the continued publication of [Michigan Key Labor Market and Economic Metrics](#). Updated monthly, this reference provides current and historical data on several metrics related to the labor market, including labor force, employment, unemployment, and jobs by detailed industry sector. The

report also presents trends on additional metrics related to the broader economy, including Michigan motor vehicle production, U.S. retail sales, Michigan building permits, and per capita real GDP.

- Michigan LMI produced a significant volume of information for the Governor's 2014 Economic Summit. This included information on Michigan industry job gains since 2010, analysis of industries with high concentrations of aging workers, information on knowledge and skills needed for future in-demand occupations, a summary of the domestic migration of Michigan's young knowledge population, a comprehensive look at STEM degrees and educational program completers, analysis of skilled trades occupations, information about educational attainment and occupational outlook/wages, and some research on potential mismatches between the current supply of workers and online job openings.
- LMISI provided the Michigan Governor's office with a significant amount of background information and analysis for use in the Governor's State of the State address.
- Bureau director met with Governor Snyder to discuss manufacturing job and unemployment rate movements since the end of the recession and during the economic recovery.
- The bureau director attended weekly meetings with the State Budget Director to discuss labor market information needs, and to support the State Budget Office.
- The bureau director attended monthly meetings with the state Treasurer's Office to discuss labor market information trends and develop joint products and publications increasing value to customers and citizens.
- Bureau director participated in an ongoing roundtable discussion group on jobs and the economy with senior staff from the Governor's Office and leaders from the Treasurer's Office, Michigan Economic Development Corporation (MEDC), and Department of Licensing and Regulatory Affairs (LARA).
- The bureau director traveled to the ETA Regional Office in Chicago to meet with Gerardo Lara and Jean Grochowski to discuss the Bureau of Labor Market Information and Strategic Initiatives, its deliverables under the Workforce Information Grant, and its new model for customer service excellence.
- LMISI provided DTMB leadership and the Governor's office with a summary of labor force statistics, trends, and rankings on a monthly basis.
- Produced the [Michigan Economic and Workforce Indicators and Insights](#) 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 quarterly Governor's Talent Investment Board meetings which offer insight into Michigan's labor market issues.
  - The bureau director attended Michigan Works! Directors' Council sessions to obtain guidance and support for developing labor market information projects. 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 a number of new labor market information products.
  - The bureau director attended monthly meetings with the Workforce Development Agency director to discuss labor market information needs, the status of LMI/WDA projects, as well as to address future product initiatives that will assist the overall state and regional workforce system.
  - LMISI is in the process of providing occupational supplements which update detailed cluster publications with workforce information on the Agriculture, Energy, Health Care, Information Technology, and Manufacturing industry clusters. These supplements will deliver updated information about each cluster to stakeholders statewide, specifically about the occupations within each cluster. 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.
  - LMISI produced a significant amount of statistical data for the Workforce Development Agency on labor force statistics, final and first payments of unemployment insurance, unemployed persons by Areas of Substantial Unemployment, and declining industries for each of 25 Michigan Works! regions.
  - Ongoing collaboration continued with the Dislocated Worker section in the Workforce Development Agency on labor shed maps for reports identifying characteristics of dislocated workers. Progress was also made

in creating aggregate reports and LMISI had a presence at the 2014 DW/TAA Roundtable in St. Louis, Missouri.

- LMISI created the Regional Prosperity Initiative Data Dashboard for the Workforce Development Agency to provide accurate and easily accessible data on the newly formed Prosperity Regions. The data provided in an intuitive dashboard format includes the unemployment rate, the labor force, and private sector jobs count.
- LMISI provided consultation services to the Workforce Development Agency to assist in the distribution of funds in adult education legislation, which included providing county-level Census data regarding education and English proficiency.
- 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! 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 and central office 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, while others include it in a package sent to their partners every month.
  - 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
    - State research universities
    - Community colleges
    - Local school districts
    - Planning commissions
    - Business services representatives
    - Workforce board partner agencies

- Veteran's representatives
  - Job seekers
  - 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:
- LMISI regional staff assisted several Michigan Works! directors with labor market information needed for board presentations, board meetings, or provided consulting assistance on key regional industries and occupations, lists of key regional employers, assistance with workforce initiatives and media contacts, and appropriate research or survey methodologies.
  - 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.
  - LMISI staff assisted local boards and state staff with economic and workforce data for use in grant applications.
  - LMISI worked to provide information for the Michigan Economic Development Corporation (MEDC) on several occasions, including assistance in their efforts to attract a major manufacturer to Michigan as well as a project called Roadmap to the Top 10.
  - LMISI provided location- and NAICS-based employer data to help the Migrant, Immigrant & Seasonal Worker Services section of Workforce Development Agency in their efforts to comply with ETA requirements.
  - Economic development organizations were provided information for comprehensive summaries of the local economy and workforce, including data on job growth, the demographics of the workforce, commuting patterns, competitive wage information, and the construction of a regional economic index. Business attraction efforts were also supported by providing local labor supply information using data on job seekers and information on academic program completers.

- LMISI regional staff served on the Region II Planning Commission Economic Development Steering Committee as well as the Calhoun ISD Labor Market Information Committee.
  - During PY 2013, the Bureau recorded nearly 8,000 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.
  - Michigan LMISI staff used **the Estimates Delivery System (EDS)** to provide customized **Occupational Employment Statistic (OES)** employment and wage information for the state's 25 workforce boards and 10 prosperity regions.
- 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 universities, community colleges, and 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:
  - On a quarterly basis, LMISI produced the [Regional Online Job Demand Profiles](#) for each of the 25 Michigan workforce areas. These reports highlight various measures of regional online job demand, including total ads, detail by industry and occupation, detail by educational category, top regional employers by ad volume, and ad age.
  - Regional staff assisted workforce and economic development partners with measures of potential future local labor supply using IPEDS data.
  - LMISI assisted partner agencies with the preparation of grant applications through the analysis of economic conditions, employment trends, and economic needs assessments.
  - 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.
- LMISI staff developed customized presentation modules targeted at customer groups such as Workforce Board members, workforce board staff, employers,

educators, and economic developers. Examples of these presentation topics include:

- High Growth Regional Industries
- Labor Market Information Products and Services
- Industry and Occupational Wage Trends in Regional Economies
- Workforce Trends & Information Sources for Southeast Michigan
- Using Real Time Online Job Demand to Supplement Existing Labor Market Information
- Skills Projections & Potential Gaps
- Key Factors Driving Current & Future Job Demand in Michigan
- LMI training of community college grant officers
- LMI Website Training for Workforce Board Staff and Partners
- Workforce Board Presentations on Regional Labor Market Trends
  - An Annotated Economic and Labor Market Update for the Great Lakes Bay Region
  - Labor Market Information to Support Regional Economic Development
  - General LMI Training, Definitions, and Methodology to Central Area Michigan Works! Business Services Team
  - State of the Labor Market for the South Central Michigan Works! WIB
  - State of the Labor Market for the Calhoun ISD Michigan Works! WIB