



State of Vermont
Department of Labor

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September 30, 2014
Holly O'Brien
Regional Administrator
U.S. Department of Labor
Employment and Training Administration
John F. Kennedy Federal Building, Room E-350
Boston, MA 02203

Dear Administrator O'Brien:

Enclosed you will find the Program Year 2013 Annual Report for the State of Vermont. This is in fulfillment of the annual reporting requirement detailed in TEGL 29-12.

The Economic & Labor Market Information (E&LMI) division within the Vermont Department of Labor is committed to the public dissemination of labor market information. ETA support makes this possible. Highlights from this past program year include the operational launch of a successful internship program (summer 2013) and the reauthorization of this pilot program in spring 2014. The interns worked directly towards E&LMI's primary goal of improving labor market outcomes.

We are proud of all that was accomplished in the past year. We look forward to expanding E&LMI product offerings, diversifying outreach efforts and continuing the successful partnerships E&LMI has with various workforce stakeholders.

Sincerely,

Peter E. Shumlin
Governor
State of Vermont

Anne M. Noonan
Commissioner
VT Dept. of Labor
SWA Administrator

Mathew J. Barewicz
E&LMI Chief
VT Dept. of Labor



**VERMONT
PY2013 WORKFORCE INFORMATION GRANT
ANNUAL PERFORMANCE REPORT**

Introduction

The Vermont Department of Labor's (VDOL) Economic & Labor Market Information (E&LMI) division completed all Program Year (PY) 2013 deliverables within the allotted time. This program year featured many one-time and on-going projects which did or will provide significant benefit to the Vermont labor market. The project with the biggest impact was the internship program initially started in the end of PY2012. In partnership with VDOL's Workforce Development (WD) division, E&LMI trained interns which were placed in America's Job Centers (AJC) across the state. The results of this first summer of work were summarized in a national webinar arranged by the Employment and Training Administration (ETA) which featured Vermont's E&LMI Chief and Assistance Chief. Launched initially as a pilot, the internship program was re-authorized and expanded at the end of PY2013.

Also during PY2013, E&LMI provided on-going technical expertise and continues to actively sit on committees relating to two of the most pressing labor force issues in Vermont. The first issue is health care reform. While this is a big topic and it impacts the economy in a myriad of ways, E&LMI has been tasked with assisting in understanding the changing demand for health care occupations as well as better understanding the supply of potential workers. The second pressing issue is the aging workforce: Vermont's population is second oldest in the country. In response, the Governor created a statewide initiative called the "Commission on Successful Aging". For both health care reform and challenges facing mature workers, the E&LMI division is part of ongoing committee work to research and inform decision makers about these big challenges.

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 VDOL AJC, Career Technical Education Center or high school, post-secondary education institute, local workforce investment board meeting or the Vermont Statehouse. While E&LMI has had significant success in the past with this bottom-up approach, E&LMI recognizes the need to update current data platforms and better incorporate technology to expand outreach efforts.

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 have been actively researching and updating regional information based on recent changes to federally defined Metropolitan Statistical Areas (MSAs) and the down-stream impacts on local Labor Market Areas (LMAs).

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

Base activities were completed within planned milestones. Spending totaled \$20,000.

B. Industry and Occupational Projections

The 2012-2022 long-run occupational projections at the statewide level were completed in PY2013. The sub-state 2010-2020 long-run occupational projections were completed in PY2012. 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 2013 - 2015. 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 \$75,000. 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, 2014. The publication can be obtained at: <http://www.vtlmi.info/profile2014.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. During PY2013, tables with greater granularity on agricultural production were added.

All activities completed within planned milestones and expenditure levels. Spending totaled \$35,000

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. During the past program year, several modifications have been made to improve the quality of the information provided and the experience of the user. Examples include: an expanded list of career exploration websites, a dedicated site to education related to green jobs, and expanded wage data provided based on suggestion from local AJC staff. This last example is another positive outcome from the close partnerships between WD field staff and E&LMI.

The conversion to Standard Occupational Classification (SOC) 2010 is nearly complete. All analytical and production work is complete. The remaining step is to load onto the website. Due to some changes in the back-office management of the website, this last piece is taken longer than anticipated. It is expected that this task will be fully complete early in Q4 2014. 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. Updated and current licensed occupation information can be found at <http://www.vtlmi.info/licocc.cfm>.

Based on the May 2013 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 \$20,000.

E. Provide Information and Support to WIBs

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, the E&LMI website has been updated to reflect changes to the QWI tool – now referred to as QWI Explorer.

'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 around 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 PY2013 to local associations with close ties to the sub-state WIBs.

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

F. Improve Electronic Workforce Information Delivery System

During PY2013, VDOL developed and released a revamped website. This update to the department wide website was a priority and took E&LMI attention away from the divisional website which is in need of an overhaul. Now with VDOL's website content correct and theme set, E&LMI can once again focus on a website upgrade which will match the department's theme. During this upcoming program year, a group will be pulled together to assess the needs and functionality of the new E&LMI website. PY2013 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 the aforementioned QWI Explorer, increased content for career exploration and improved data elements.

Base activities completed within planned milestones. Spending totaled \$12,500. 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 understanding and use of E&LMI data in the Vermont economy and to increase the likelihood that decision makers have access to applicable information. With the assistance of ETA staff, a new spreadsheet was designed and put in place to help more comprehensively and accurately track ETA funded E&LMI activities. At the end of this report, Attachment A highlights PY2013 outreach supported by ETA. It is important to note, these outreach activities do not include outreach conducted by interns which is summarized at the end of this section. Additional examples of E&LMI outreach efforts from PY2013 include but are not limited to:

- Work Groups and Technical Support
 - Healthcare Workforce Development – studying the pipeline of healthcare and healthcare related occupations as well as studying the impacts on healthcare occupations due to the change in the delivery system
 - Researching Mature Workers as part of the Commission on Successful Aging
 - Legislative Study Groups on the following topics:
 - Inventory of workforce development initiatives across the state
 - Earned Leave
 - Child Poverty
- Publications & In-Depth Analyses
 - Completion and publication of 2013 Fringe Benefit Survey; available online at <http://www.vtlmi.info/2013fringebenefitstudy.pdf>
 - Monthly Economic & Travel Indicators publication
 - Make Vermont Home - Special study for Commissioner of Labor on retaining youth in the state and tracking hard to fill positions and skills
 - Analyses on the impact of state funded (VTP & WETF) training programs on participants wages
 - Unemployment Insurance Trust Fund modeling and reporting
- Lastly, as a result of ETA funding, E&LMI was able to:
 - Host on four separate occasions young people interested in economics via a job shadowing program
 - 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 PY2013.

The PY2013 Internship program was considered by all involved to be a great success. The impact of these internships has been overwhelmingly positive for:

- E&LMI → expanded outreach capacity
- WD 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 meeting their professional goals

During the PY2013, the interns performed over 100 outreach activities which reached approximately 4,000 Vermonters --- most of whom were young people. In addition, interns produced new literature and materials (including a video which is prominently located on the E&LMI homepage <http://www.vtlmi.info/>) which informed young people about the labor market.

Base activities completed within planned milestones. Spending totaled \$135,000. 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 PY2013 and PY2012 is presented below:

Comparison Table: PY2013 vs. PY2012 E&LMI Publication Counts

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

Publication Series	Program Year 2013 07/01/13 - 06/30/14			Program Year 2012 07/01/12 - 06/30/13			Percent Change			Number Change		
	Visitors	Visits	Views	Visitors	Visits	Views	Visitors	Visits	Views	Visitors	Visits	Views
TOTAL - pubs and non-pubs	158,095	403,196	1,214,763	94,778	315,739	841,596	67%	28%	44%	63,317	87,457	373,167
census - eeo	0	0	0	211	698	811	-100%	-100%	-100%	-211	-698	-811
census - employment	324	589	626	372	880	971	-13%	-33%	-36%	-48	-291	-345
census-qwi	1,816	7,195	9,216	803	5,657	7,674	101%	27%	20%	813	1,538	1,542
ces	3,617	10,556	20,854	3,078	8,648	33,463	18%	22%	-38%	539	1,908	-12,609
construction prevailing wage	2,129	3,012	3,200	2,195	3,256	3,566	-3%	-7%	-10%	-66	-244	-366
county profiles	1,900	7,507	8,250	1,574	5,327	6,210	21%	41%	33%	326	2,180	2,040
cpi	722	1,173	1,190	569	1,314	1,332	27%	-11%	-11%	153	-141	-142
cps	159	278	293	330	656	733	-52%	-58%	-60%	-171	-378	-440
economic and travel indicators	1,456	12,661	15,496	1,452	8,286	12,979	0%	53%	19%	4	4,375	2,517
employer database	4,546	36,445	154,747	4,114	18,945	47,424	11%	92%	226%	432	17,500	107,323
fringe benefits	553	863	905	377	721	740	47%	20%	22%	176	142	165
gross flow	876	2,142	2,288	867	2,070	2,337	1%	3%	-2%	9	72	-49
income	1,230	2,004	2,130	909	1,696	1,804	35%	18%	18%	321	308	326
labor exchange	4,882	45,225	462,346	2,403	15,273	308,160	103%	196%	50%	2,479	29,952	154,186
laus	4,050	11,521	15,964	4,045	11,846	18,356	0%	-3%	-13%	5	-325	-2,392
licensed occupations	5,434	19,521	24,224	3,283	15,067	19,553	66%	30%	24%	2,151	4,454	4,671
newsletter	2,075	18,575	23,131	1,845	13,381	20,113	12%	39%	15%	230	5,194	3,018
occupational info center	116,428	273,101	449,579	50,856	177,907	326,916	129%	54%	38%	65,572	95,194	122,663
oes	2,996	4,654	5,465	2,796	4,619	5,487	7%	1%	0%	200	35	-22
press release	1,901	3,538	3,853	1,676	4,055	4,370	13%	-13%	-12%	225	-517	-517
projections	1,735	2,945	3,310	1,870	3,911	4,616	-7%	-25%	-28%	-135	-966	-1,306
qcew	5,548	17,682	23,923	4,424	15,011	22,573	25%	18%	6%	1,124	2,671	1,350
regions	8,854	28,463	34,529	7,279	23,093	33,176	22%	23%	4%	1,575	5,370	1,353
unemployment compensation	1,853	6,447	7,190	1,948	5,558	6,438	-5%	16%	12%	-95	889	752

1 - includes all means of online data distribution - static (html) 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 PY2013 versus PY2012 online activity. Internal domain traffic is excluded from this report.

Use of the web significantly increased in PY2013 (July 2013 – June 2014). All indicators had strong increases but, of particular note was the two-thirds increase in the number of unique Visitors (67%). The doubling of Visitors to the Occupational Info Center (129%) was the primary reason for the overall increases. Much of this can be attributed to increased partnering between the AJCs and E&LMI as well as expanded outreach efforts. Other pages with strong usage increases were LaborExchange (Vt Job Link data, 103%), Census-qwi (Quarterly Workforce Indicators, 101%), Licensed Occupations (66%), and Fringe Benefits (47%). Census-EEO had no activity since the Census 2000 tables have been replaced with direct links to Census on the Occupations page.

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.

PY2013 - Online User Responses:

The information was:	Overall Rating
Easy to find	5.0
Timely	5.0
Detailed Enough	5.0
Easy to Understand	5.0
Helpful	5.0
In a useful format	5.0
Overall, I am satisfied with the website	5.0

As detailed in the above table, E&LMI data was seen in a positive context at levels above last year's results for all categories. However, the number of survey completers who didn't put "NA" for a response was not ample enough to have a statistically significant sample. The amount of useable user feedback collected through the website remains low. As a new E&LMI website is developed, mechanisms to ask and collect user feedback will be more important to ensure the division is meeting online customer needs.

ATTACHMENT A: Level of Demand for Labor Market Information Products and Services, Program Year 2013 (July 2013-June 2014)

Customer Presentations and Training Activities

Instructions: Complete this page for presentations made and customer training activities conducted. Do not include training for LMI staff. Mark responses for Target Groups by entering a "yes." (NOTE: We are not requesting breakdowns of the number of audience members or training participants for each target group. If you do not have exact information readily available, please provide your best estimate.)

"Customer presentations" include activities that are primarily for the purpose of presenting information to an audience, and may include question and answer sessions.

"Customer training" includes activities that are primarily for the purpose of developing the capacity of the participants to access and use information, and is conducted in a structured format such as a workshop.

State:

Name of Customer Presentation or Training Activity	Target Groups (select "yes" for all the applicable target groups)										Level of activity	
	Initials	Job Seekers, Job Counselors	Businesses, Service Representatives	Researchers, Economists, Economic Developers	State and local Workforce Board Members and staff	Other WIA Administrators, Planners, Policy Makers	Students, Teachers, School counselors	Other target group (please identify)	Number of presentations or training sessions	Number of audience members or training participants		
Newport CRC Staff Training	MJB	Yes	No	No	No	No	Yes		1	7		
Training Newport Intern	MJB	No	No	No	No	No	Yes		1	1		
Workgroup Member of Workforce Development Initiative	MJB	No	No	Yes	Yes	No	No		8	96		
Rapid Response - Burlington	M/K/N	Yes	Yes	No	No	No	No		3	250		
Prevailing Wage Summer Study Committee	MJB	No	Yes	No	No	No	No		6	60		
Board member - Lake Champlain Workforce Board	MJB	No	Yes	Yes	Yes	No	Yes		4	60		
Springfield CRC Staff Training	MJB	Yes	No	No	No	No	No		1	9		
Training Springfield Intern	MJB	No	No	No	No	No	Yes		1	1		
Workgroup Member - Equity in STEM CTE	MJB	No	Yes	Yes	Yes	Yes	Yes		1	30		
Workgroup Member - Healthcare Workforce Study	MJB	No	Yes	No	Yes	Yes	Yes		1	30		
Rapid Response - Generally Dynamics Burlington	KMS	Yes	No	No	No	No	No		1	18		
Green Mountain Payroll Association Annual Meeting	KMS	No	Yes	No	No	No	No		1	5		
Training Rutland Intern	KMS	No	No	Yes	No	No	No		1	1		
McClure Foundation	M/K/N	No	Yes	No	No	No	No	Philanthropists	1	21		
Job Shadower	KS	Yes	No	No	No	No	Yes		3	1		
BFA - St Albans	KS	Yes	No	No	No	No	Yes		1	250		
Training Fall Burlington intern	KMS	No	No	Yes	No	No	Yes		1	1		
Presentation at Springfield Technical Center	NA	No	No	No	No	No	Yes		1	100		
Champlain College Job Fair	KS	Yes	Yes	No	No	No	Yes		1	400		
Burlington College Networking Reception	KS	Yes	Yes	No	No	No	Yes		1	12		
CCV statistics classroom presentation	M/N	No	No	No	No	No	Yes		1	15		
VT Associates (Bare)	MJB	Yes	No	No	No	No	No	55+ labor force	1	19		
Health Care Workforce Work Group	MJB	No	Yes	No	No	No	No		1	27		
VT Associates (Burlington)	KS	Yes	No	No	No	No	No	55+	1	12		
UVM Research Methods course (CDAE 255)	KS	Yes	No	No	No	No	Yes	UVM Juniors and Seniors	1	48		
VT SHRM	MJB	No	Yes	No	No	No	No	HR Professionals	1	90		
CCV Winooski - LMI data and career awareness	MJB	Yes	No	No	No	No	Yes		1	13		
U-32 High School	MJB	No	No	No	No	No	Yes		1	15		
Winooski High School	NA	No	No	No	No	No	Yes	Winooski HS Juniors and Srs	1	60		
Green Mountain High School	KS	Yes	No	No	Yes	No	Yes	educators	1	20		
Springfield High School	KS	Yes	No	No	Yes	No	Yes	educators	1	30		
VABIR	KS	Yes	No	No	Yes	No	No		1	25		
Vermont Leadership Institute	KS	No	Yes	Yes	No	Yes	No		1	25		
Norwich University Career Day	NA	No	No	No	No	No	Yes	Central VT HS Sophs, Jrs and Srs	6	100		

