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Scott Walker, Governor
Reginald J. Newson, Secretary

September 30, 2014

Jean M. Grochowski
Workforce Development Specialist
U.S. Department of Labor
Employment and Training Administration

Dear Ms. Grochowski:

Enclosed is the annual report of the Workforce Innovation Grant funded activities. The Wisconsin Department of Workforce Development continues to strive to improve the workforce information made available to Workforce Development Boards, job seekers, businesses and other customers.

Providing up-to-date labor market information is a vital service and a high priority to the state. During this last year we conducted a full review of how we provide this service and have begun implementing changes to update and improve this service to state and local partners, businesses and potential job seekers.

If you have questions or need further information, please contact Dennis Winters. Thank you.

Sincerely,

A handwritten signature in black ink that reads "Reggie Newson".

Reggie Newson
Secretary
Department of Workforce Development

A handwritten signature in black ink that reads "Mary E. Isbister".

Mary Isbister
Chair
Governor's Council on Workforce Investment



Annual Performance Report ETA Deliverables PY2013

Summary

During this past program year (July 1, 2013 - June 30, 2014), the Department of Workforce Development (DWD) developed several products to meet the needs of stakeholders and improve the underlying infrastructure of posting and providing labor market information (LMI), extend our outreach to both internal and external stakeholders, customers and other interested groups, and fulfilled our deliverables.

There are five deliverables identified by ETA. The Bureau of Workforce Information and Technical Support (WITS), formed by the merging of the Labor Market Information Section and the Office of Economic Advisors, is charged with the responsibility of meeting these deliverables:

1. Populate the Workforce Information Database (WIDb) with state and local data;
2. Produce and disseminate industry and occupational employment projections;
3. Conduct and publish relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the governor, state and local Workforce Investment Boards;
4. Post products, information, and reports on the internet; and
5. Partner and consult on a continuing basis with workforce investment boards and other key workforce and economic development partners and stakeholders.

Accomplishments

1. Continue to populate the ALMIS database.

During this last year, several modifications were incorporated into the Workforce Information Database (WIDb) and the timely delivery of updates and products was much improved. Specific improvements included:

- Colocating the Projections team with the WIDb Database Administrator
- Populated several additional items in the WIDb
- Converted a number of tables and data elements in the WIDb from version 2.4 to 2.5;
- Posted short-term projections to the WIDb;
- Integrated refinements to the Estimated Delivery System (EDS) to assist in the preparation of local employment and wage estimates
- Reengineered the employer database and the front-end of the application on the states labor market information website, WORKnet; and
- Updated the industry/occupational matrix and incorporated it into WORKnet.

2. Produce and disseminate industry and occupational employment projections.

Long-term Projections: Long-term projections were produced and disseminated. The updated tools and resources of the Projection Suites coupled with the EDS tool enabled an expansion of effective communications with representatives of the post-secondary institutions, the business community, state and local officials with regard to projections. The team has built upon previous successes enabling the following products to be updated and refined;

- Giving numerous customized presentations using projections to specialized audiences;
- Preparing interpretive materials to aid customers when looking for data that best meets their needs; and
- Making available data files to customers as needed to help them integrate the projections into their specific products.

Short-Term Projections: During the program year, Wisconsin produced statewide industry and occupational projections, making them available upon request. The Department continues to seek input from customers concerning short-term projections.

3. Provide occupational and career informational products for public use.

Numerous products and services containing occupational and career information have been developed and distributed throughout the state for public use. The following list identifies those products and services that were developed:

- The agency invested in Help Wanted Online to broaden the listing of job postings and to have access to the analytical tools available through the Conference Board. The Help Wanted postings have served as a preliminary indicator of changes in the monthly estimated employment by industry in addition to serving as a gauge of the types of jobs currently posted by employers across the state. Reports from Wanted Analytics were used as a basis for measuring job postings by workforce area which resented in the monthly report *JCW Metrics*
- Analysis of proposed changes to the Workforce Investment Act as it relates to Labor Market Information
- *LMI Field Guide for Veterans* was created to help returning veterans address the challenging aspects of translating military service into terms and examples that employers can recognize. The approach integrates a variety of tools and resources that assist veterans with job descriptions, local labor market conditions, wages and other information they can use to make the transition into civilian employment.
- Worked with DWD's Office of Veteran Services to prepare a report of the statewide unemployment rate for veterans for the Wisconsin Department of Veteran Affairs and included the level of precision for these estimates.
- Provided a handbook to guide the Rapid Response team on how to create a customized job fair to help dislocated and/or soon to be dislocated workers find alternative employment through staffing patterns and related skills
- The Rapid Response team was also provided a guidebook on how to use O*Net when dealing with dislocated workers to identify transferable skills and build better resumes.
- Helped create a website (<https://jobcenterofwisconsin.com/Agriculture/Default.aspx>) highlighting agricultural careers and related occupations using labor market information
- Findings of the 2012 Registered Nurse and 2013 Licensed Practical Nurse Surveys was published
- Provided analytical and technical support for the Wisconsin 2013 LPN Workforce Report
- Updated the industry/occupation matrix on WORKnet, enabling job seekers, community colleges, and others to identify potential avenues of work beyond the industries;
- Mechanisms were developed to be able to update posters previously distributed to One-Stop Centers, technical schools, middle and high schools, and other locations throughout the state electronically;
- Member of the Bureau served on the Advisory Board for University of Wisconsin Career Counseling Services and the Department of Educational Research for "Career Locker"

formerly known as "WisCareers" the state's career information delivery system. In part because of this collaboration and guidance, WisCareers was updated and is in the process of being rebranded. This product assists both students with career planning as well adults as they adapt to a changing job market. Job Center staff also use this tool when working with dislocated workers.

- Worked with the University of Wisconsin to prepare a research proposal to the National Science Foundation on how students and adults choose Scientific, Technical, Engineering and Mathematical (STEM) occupations
- Participated in several discussions with ETA Leadership and other state LMI experts on creating a methodology to measure developing skill shortages
- Served on the steering committee to assist the Department of Vocational Rehabilitation efforts in securing a five-year \$32.5 million grant to assist youth receiving SSI payments into the workforce
- Assisted in a national effort to address the High Tech Industrial and Occupational Cluster (spearheaded by the Idaho)
- A computer infrastructure was developed that will enhance the ability to provide similar lists and inputs for other products through WORKnet. This adaptation will help disseminate information more efficiently in the future.
- One of our popular series, *County Workforce Profiles*, was updated. This product consists of profiles for each county in the state (72) and continues to serve customer needs. These documents are available for downloads as a PDF;
- Members of the Bureau continue to discuss with others the possibility of creating a longitudinal type database of the population in the state.
- Wisconsin became a member state in WRIS2 data sharing consortium.
- Worked with the Department of Wisconsin Housing and Economic Development to help them in their efforts to revitalize an area in urban Milwaukee. Efforts included determining the existing occupations, wages, demographic characteristics, and industrial sectors in the area that could assist in policy and development strategies.
- Economic conditions and labor market demands were shared with the Council of Workforce Innovation (our state workforce information board). This information includes new socio-economic data, administrative changes, evolving needs within the business community, documented skills gaps, and potential growth. The information was used to help expand the use of the Fast Forward initiative, a state sponsored approach to leverage federal resources when creating a workforce with the needed skills to meet the needs of employers. The information was used by the Council and local workforce boards as a means to identify economic strengths, possible threats, opportunities and needs for skills.
- Able to reprogram the creation of hot jobs and other career information materials to enable future updates to be done more efficiently and accurately
- Requests for datasets were examined and protocols were modified in light of changing state and federal laws concerning confidentiality.
- Members of the Bureau were active in providing training on WORKnet, industry and occupational information, and other elements of labor market information to help both job seekers and businesses. Staff presented WORKnet to the state conference of career counselors for local one stop centers and the local Workforce Investment Boards (in Wisconsin, the local Boards are known as Workforce Development Boards –WDBs) as well as the Division of Vocational Rehabilitation. Staff attended meetings with community and technical college staffs, business groups, and others, to assist in the development of educational curricula and business tools. These meetings also provided overviews of the

current labor market. Staff was frequently called upon to present information to other attendees.

- Provided training to State Vocational Rehabilitation leadership and counseling staff. Training focused on the economic conditions of the state and the use of online tools such as O*Net and MyskillsMyfuture.org in assisting customers.
- The process used to gain data from employers was shared with youth counselors in an effort to help them recruit businesses into the youth apprenticeship program
- Staff from the LMI section designed a variety of information and marketing materials, and provided them at a number of venues:
 - Local job service offices for use in job fairs and resource rooms to help both job seekers and employers.
 - WDB offices to assist job seekers, students, faculty and others understand and effectively use labor market information.

In addition, LMI staff manned booths at state and various regional meetings, distributing and assisting customers on a walk-by basis.

- Staff took on a several projects during the year. A partial list of projects undertaken for clients in PY 2011-12 follows:

For Whom	What
Department of Veteran’s Affairs	Labor market information concerning veterans
Wisconsin Job Service Employees	Using MyskillsMyfuture for dislocated workers
Variety of Economic Developers	Available labor force, wages by occupation, affirmative action, and related information
Members of the Press	Methodology used when creating monthly estimates by industry, unemployment rate, and covered employment
Various Workforce Development Area staff and/or boards of directors	Industry Cluster and Shift-Share Analysis and economic trends
Employers and Industrial trade organizations	Wages by occupation in selected industry
Workforce Investment Boards	Age composition of workforce
HWPP, General Public, and Policy Makers	Health care worker Supply and Demand Forecasting Models
Statewide Users	Economic Indicators
Statewide Users	Affirmative Action Data Update
Statewide Users	Analysis of Local Employment Dynamics (LED) data
Statewide Users	County Profiles
Wisconsin Nurses Association	Characteristics of licensed nurses in the state

4. Ensure that workforce information and support required by state and local workforce investment boards are provided.

Both labor market information and other value-added support are routinely provided to local WDBs. Upon request additional information and services are available. The level of ongoing information and support has increased throughout the past year. The individual WDBs had to include labor market information in their workforce plans and they were encouraged to work with the OEA staff when developing their plans. This collaboration increased the interaction between staff and boards as well as informing the boards of additional

information that they may not have been aware of in the past. In addition to including labor market information, several specific services were provided:

- Prepared the Year in Review Economic Analysis
- Met with business service representatives from the WDBs to review existing sources of information and prepared prototypes to provide up-to-date information to aid businesses.
 - Upon review of the products and informational needs, developed a resource to create products that is more cost effective and timely;
- The LMI Director met with state board of Workforce Development Areas to better understand their issues and needs, and to help maintain and build a strong relationship between DWD and WDBs across the state;
- Acted as information liaisons, analysts, consultants, and advisors to the WDBs, conducting special research on a variety of topics such as: industry-focused partnerships for regional economic development activities, in-demand occupations, demographic studies, industry and occupational growth, wages and other demand-related issues;
- Provided information by Workforce Development Area (WDA) about specific in-demand occupations, for various educational and workforce training partners, such as the WDBs, the technical college system, and K-12;
- Served on special employer and education/training committees within the WDBs covered by the local labor market analysts;
- Assisted WDBs in gathering data for workforce training grants for ARRA and other funding sources;
- Conveyed general economic information to WDAs so they may plan for customer flow and required services and know duration of customer demands;
- Staffed CWI and responded to analytical questions about the state's economy and workforce – past, present, and future;
- Acted as feedback messenger from WDAs to DWD on items affecting workforce-training programs, and assisted in keeping department program managers informed about specific employment events across the state. Also acted as field staff for the department on conveying workforce, economic development, business activity, and program feedback;
- Conducted monthly briefings with representatives from the Secretary's office who then shared the information with members of the Governor's Cabinet;
- Reviewed and provided technical assistance on BLS terms and concepts, economic indicators and other relevant information to members of the Secretary's office and others upon request;
- The LMI Section reported economic activity to the Federal Reserve Bank system and assisted regional economists in better understanding local economic factors and the issues facing employers and job seekers;
- Participated in a statewide monthly economic roundtable where changes in the sectors of the state, national, and global economy are discussed. Other participants include members of the Department of Revenue, Department of Corrections, Department of Agriculture, Trade and Consumer Protection, Department of Financial Institutions, Department of Natural Resources, Wisconsin Housing and Economic Development Authority, Department of Transportation, Office of the Commissioner of Insurance, Department of Administration, the Governor's Office and the University of Wisconsin-Madison;
- Conducted a satisfaction survey for WIA funded activities

5. Maintain and enhance state workforce information delivery systems.

As part of our normal activities, the Bureau determines WIA fund allocations to support local workforce training activities, delivered by our local partners. The funding formulas for the WIA allocation are included in the approved state plan, which take precedence over the formulas released by ETA in the Federal Register.

Enhancements to the webpages during PY13 include:

- Expanding the number of data elements available to the public through WORKnet;
- Developing a means to share data within the Bureau to expedite research and the development of products;
- Upgrading tools available from WORKnet so that data is more accurate and up-to-date, and meets the needs of customers;
- Updated maps for the state, Micropolitan and Metropolitan Statistical Areas and others as needed;
- Using InfoGroup's employer database to make data available concerning businesses in Wisconsin, including size of the firm, location of facility and contact information as well as a means to map the location to aid job seekers and those seeking business contacts;
- Revised our processes of posting information on WORKnet, the front end of the WIDb, to take advantage of newer technology, increasing the speed of updating information;
- Continued the process of mapping the information on WORKnet to see if there is a more efficient means to publish the data to our customers;
- Introduction of a development workspace to prepare products to meet the needs of our customers;
- Integration of occupation and wage information so that consistent information is made available to users;
- Updating the posting of occupation wages to incorporate changes in the SOC structure;
- Updated LMI data on a monthly, quarterly, and annual basis in a more user-friendly format;
- Conducted the initial research to develop a means of determining degree of similarity between different occupations. Assisted in the publication of the findings and the creation of webpage (www.skillexplorer.wisconsin.gov)
- Updated population and demographic data;
- Updates of changes in UI consistency, changes in employment patterns by gender, age, race, and geography; and
- Integrated NAICS 2012 into those database elements that use industrial classification.
- Developed and shared with national stakeholders and local workforce boards a methodology to determine if there is evidence of skill shortages using LED data.

Visitors to Labor Market Information webpages from July 2013 – June 2014

	WORKnet
Total Visits	326,252
Total Page views	9,603,819
Average Visits Per Day	894
Bounce Rate	55.5%
Average Visit Length	00:11:50

Support state workforce information training activities.

The process of realigning of the WDAs required the impacted boards to review their economic assumptions supporting documentation, and other available data was reviewed. This information was shared with both state and local users of workforce information so they understood the impact of changing existing boundaries. The Bureau presented monthly estimates of employment by industry and the unemployment rate, highlighting the changing economy, measures of the unemployed, and the short-term trends in employment in the state and its larger communities. This briefing was to both public officials and other labor market analysts. Leveraging the information from these briefings, the agency highlighted the various methodologies used to create the monthly measures and heightened the awareness of other data series that could help both job seekers and businesses. The information from these presentations was used to generate additional products both within the agency and by other entities.

- An example of the products produced include a monthly reference of state and national labor market information, economic points of interest, and other departmental data posted online. The publication, which started as internal DWD data conveyance, has now seen greater distribution through other state agencies;

Bureau staff engaged in workforce training activities and presentations, with over 83 unique presentations to a diverse customer base totaling over 4,900 participants, including the WDAs, technical colleges, human resource managers, job seekers, business groups, government entities, community business leaders, local elected officials, educators, etc.

In a similar fashion there were several presentations and staff were called upon to help facilitate discussions on how to assist our partners who need labor market information when planning or evaluating programs to help ensure the state has a trained and qualified workforce. Examples of such presentations included:

- The challenges of using Career Pathways when addressing individual needs;
- Speaking on STEM jobs that do not require a four-year degree;
- Discussing future skills needed for new entrants into the workforce and how Youth Apprenticeship addresses those required skills;
- Showcasing the educational attainment for different occupations and the required work experiences as reported by BLS;
- Discussing how labor market information could be used to assist the Wisconsin Economic Development Corporation when recruiting businesses or assisting established firms expand their workforce; and
- Updated the "30th Street Corridor report," assisting the Transform Milwaukee project.
- Reviewed datasets containing characteristics of participants in ETA funded training activities to see if the data could be used to assist Transform Milwaukee

Additional presentations and/or training were provided statewide to local Job Service of Wisconsin staff, WDB staff and members of the business community on how to create a commute shed so that employers and job seekers can more effectively locate existing labor and/or areas of recruitment. Staff provided numerous training opportunities to teachers and staff of community and technical colleges on how to interpret and apply available data so they can meet the needs of their customers.

