

**Annual Performance Report
Minnesota Workforce Information Grant
PY 2011**

Executive Summary and Signature Page

The following report summarizes grant goals, accomplishments, partnerships, customer consultations, and recommendations for improvements or changes to the deliverables under the Department of Labor, Employment and Training Administration's (ETA) Workforce Information grant. Minnesota's grant for PY 2011 was \$609,146.

Grant goal and strategies: Support increased employment and sustainable economic growth and recovery by supporting state and local workforce system transformational efforts.

- Provide sound foundational data, information and resources to workforce system staff and job seekers.
- Provide actionable information and sound research to state and local policy makers to support the development of data-driven policy and program design.

Accomplishments: All grant deliverables were met within time frame anticipated. Following is a summary of deliverables:

- Populate the Workforce Information Database
- Produce short-term and long-term 2010-2020 employment projections
- Provide customer service through the website (719,000 visits), Helpline (close to 1,500 requests), presentations (over 300 presentations to 10,000 customers), and customer contact lists (4,150 subscribers)
- Maintain and enhance LMI website
- Produce Job Vacancy Survey statistics twice annually
- Produce and publish regional occupational data
- Collaborate with MnSCU on MnSCU program planning, Iseek.org, and the Workforce Assessment project.
- Produce LMI publications *Minnesota Employment Review* (monthly) and *Minnesota Economic Trends* (quarterly). For the second year in a row, *Trends* won Minnesota Association of Government Communicators' top award for a periodical in 2011.

Aggregate expenditures for the activities listed above exceeded the Workforce Information Grant by approximately \$333,000, including Regional Analysts salaries. LMI was able to obtain contracts of approximately \$333,000 from various sources for last program year toward these activities.

Customer Consultations

LMI used a variety of methods for customer consultation including feedback surveys at presentations and conferences and the Workforce Services customer survey. According to the Workforce Services survey, 100 percent of employer respondents were either very satisfied or satisfied that the labor market information they found was presented in a clear and understandable manner and 98 percent were either very satisfied or satisfied that the information met their needs. The job seeker information is more difficult to interpret because many are responding about the job bank or Workforce Center services rather than labor market information.

Recommendations for Improvements or Changes to the Deliverables

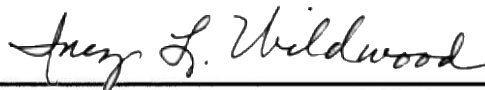
We have identified two recommendations for ETA including providing support for an Employee Benefits Survey.



State Workforce Agency Administrator

Date

9/25/12



State Workforce Investment Board Chair

Date

9/25/12

Department of Employment and Economic Development

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Workforce Information Grant PY 2011

Annual Performance Report

Minnesota Labor Market Information Office

Grant goal and strategies: Support increased employment and sustainable economic growth and recovery by supporting state and local workforce system transformational efforts.

- Provide sound foundational data, information and resources to workforce system staff and job seekers.
- Provide actionable information and sound research to state and local policy makers to support the development of data-driven policy and program design.

A. Accomplishment

Deliverable	Project	Projected Time Line	Status for PY2011	Web address
1	Continue to populate the WID version 2.4.1 with state and local data	Ongoing	Complete	www.positivelyminnesota.com/Data/Publications/Data/index.aspx

This deliverable is integral to the goal of disseminating LMI information because we run the data tools on our website off the WID. All of the data tools pull directly from the WID and by updating the requisite tables in the WID we keep our website up-to-date. We also use the WID to pull data for research, reports, special requests and presentations. Lastly we give other organizations, including State Colleges and Universities and Metro Council, direct access to our data through the WID. The WID is at the core of the work that we do.

2	*Continue to develop and post quarterly short-term forecasts.	Quarterly	Complete	www.positivelyminnesota.com/apps/lmi/projections/
	*Develop 2010-2020 statewide long-term employment projections.	Available on website March, 2012	Complete	www.positivelyminnesota.com/apps/lmi/projections/

We produced 2010-2020 statewide long-term employment projections and 2-year forecasts as the national production schedule dictates. We also produced and disseminated quarterly 1-year forecasts as we have been doing each year for the past 5 years.

Long-term projections are one of our most popular data products and are incorporated into a number of career information products including *MN Careers*, a career guide that goes out in hard copy to all 11th graders through Minnesota, as well as www.ISEEK.org, which is Minnesota's career information website. It is also included in Occupations in Demand and our OES detailed occupation pages

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which link from the OES as well as JobSTAT tools.

3	Produced annual economic analysis	June 2012 issue of <i>Minnesota Economic Trends</i>	Complete	www.positivelyminnesota.com/Data_Publications/Economic_Trends_Magazine/June_2011_Edition/index.aspx
	<i>Minnesota Employment Review</i> including LAUS, CES, business incorporations, residential building permits, purchasing managers' index, and help wanted advertising and other data of interest as appropriate 11 feature articles 11 regional spotlights	Monthly	Complete	www.positivelyminnesota.com/Review
	Respond to media, legislative, governor's office and commissioner requests	Ongoing	Complete	
	Produce detailed Business Employment Dynamics (BED) data series 2000-2011. BED measures gross job gains and losses at Minnesota companies and provides information on the dynamics inherent in the state's labor market.	Ongoing	Complete	www.positivelyminnesota.com/Data_Publications/Data/All_Data_Tools/Business_Employment_Dynamics_(BED).aspx
	Produce 4 issues of <i>Minnesota Economic Trends</i>	Quarterly	Complete	www.positivelyminnesota.com/Trends

We publish two periodicals, our monthly *Minnesota Employment Review* and our quarterly *Minnesota Economic Trends*. *Review* is an opportunity to compile our monthly data and provide monthly and annual analysis for customers. This is also where we publish our Minnesota and U.S. Leading Index and 10 economic indicator data series including business incorporations, residential housing permits, and the purchasing managers' index among others. We also include a Regional Spotlight in every other issue on a topic of regional interest. Topics range from regional economic and workforce initiatives, to population and labor force, to career information. We also run a monthly feature article on a topic of interest. The July 2011 issue was abbreviated due to the statewide Government Shutdown during the first 3 weeks of July 2011. Features this past program year included:

- [Size Distribution of Minnesota Cities, 2010](#)
- [Gauging the Education and Training Demands of Minnesota Jobs](#) (which resulted in a very well attended presentation to the Twin Cities Research Group).
- [Minnesota's Emerging Green Economy](#)
- [Teen Summer Employment Outlook 2012](#)
- [Minnesota Job Outlook, 3Q2011 to 3Q2012](#)
- [Wage Inequality in Minnesota](#)
- [Using Business Employment Dynamics \(BED\) Data](#)

We are thrilled to report that *Minnesota Economic Trends* won this year's Minnesota Association of Government Communicators' top award (third page) for a periodical in 2011 for the second year in a row. Our June 2012 *Trends* issue, our annual state of the state's economy issue, has an article on the state of Minnesota's economic recovery as well as feature articles on each of Minnesota's six regions. The other three issues have a wide range of articles including:

- [March 2012](#): This issue includes an article on reemployment outcomes of the long-term unemployed - those who claimed extended unemployment insurance benefits beginning in 2008 and one on wage inequality over the past 15 years in Minnesota. Another article describes a success story that may inspire other employers to explore the possibility of hiring people with disabilities.
- [December 2011](#): This issue features an article on the commuting patterns of Minnesota's western-most residents. The cover story takes a look at careers in the real estate industry and how professionals in that sector use technology to do their jobs. Other stories cover employment in state and local government in Minnesota and the results of a two-year study on green jobs in the state.
- [September 2011](#): This issue features a story on Minnesota's long-term unemployed. Other stories look at inflation in Minnesota, the results of the green jobs survey, and challenges former criminal offenders face in finding work.

Our econometrician compiles [Business Employment Dynamics \(BED\)](#) which measures gross job gains and losses at Minnesota establishments and tracks changes in employment at the establishment level, including establishment openings, closings, expansions, and contractions. These data are derived from the Quarterly Census of Employment and Wages (QCEW) program, linked across quarters to give a longitudinal history for each establishment that allows for tracking employment changes over time at each establishment. BED statistics are available on a quarterly and annual basis by detailed industry at the state, regional, county, and city levels. These statistics provide very detailed information on the dynamics inherent in the Minnesota labor market.

LMI handles media, governor's office, commissioner and legislative requests. These requests range from short interviews or requests for data to longer-term research projects including reasons for declining labor force participation, number of green jobs, and prospects

for youth summer employment.

4	Maintain and enhance LMI website	Ongoing	Complete to date with 719,000 visits during program year.	www.positivelyminnesota.com/Data_Publications/Data/index.aspx
	Email and mailing lists	Ongoing	Complete to date with over 4,150 subscribers	www.positivelyminnesota.com/Data_Publications/Data/Talk to Our Experts/index.aspx

We continue to maintain our website with the most current data and analysis. All publishable data are available for viewing, querying and downloading, and all published analysis as well as many presentations, are available on the website. We have also added RSS feeds so that our customers are notified of all of the most recent data updates. The agency-wide website was redesigned less than three years ago and we have received quite a bit of feedback from customers on this redesign. We attempted a redesign based on this feedback but our administration would not allow any structural changes to the established website. Instead we updated and overhauled our data tools.

5	Regional Analysts	On-going	Complete to-date	www.positivelyminnesota.com/Data_Publications/Data/Talk to Our Experts/Regional Labor Market Analysts.aspx www.positivelyminnesota.com/apps/lmi/oid/
	Update Occupations in Demand (OID) statistics	May 2012	Complete to date, updated annually	
	Conduct Job Vacancy Survey, produce statistics and highlights	Published August 2011 and February 2012	Complete to date, updated biannually	www.positivelyminnesota.com/JVS
	Collaboration with MnSCU - iSeek and CareerOneStop on career information	Ongoing	Complete to date	www.iseek.org www.rmncareers.org www.careeronestop.org
	Collaboration with MnSCU Program Planning Office, Office of the Chancellor	Ongoing	Complete to date	
	Use EDS to produce and publish OES regional statistics	Quarterly	Complete to date	www.positivelyminnesota.com/oes

and update wages quarterly

Industry and occupational profiles and other tools for BSSers and industry specialists	Ongoing as needed	Complete to date	Presentations and brochures are not available on the internet
Complete GIS special projects	On-going	Complete to date	Various, upon request
Produce monthly economic analysis (for distribution) and highlights (for website)	Monthly	Complete	www.positivelyminnesota.com/Newsroom/Press_Releases/index.aspx
Give presentations and trainings as requested	Over 300 per year to over 10,000 people	Complete to date	
LMI Helpline and DEED.LMI – resource for a wide array of data and info from within LMI and DEED and from outside of agency and state	Close to 1,500 caller and emails per year	Complete to date	We respond to all requests within 24 hours.

Our SWAs, SWIBs and LWIBs rely on the production of regional labor market information for strategic planning. Using the EDS system, we produced regional OES, regional projections, and regional job vacancy survey statistics. These data sets are used in economic and workforce development planning. They are also used in career information including our state career planning website, www.iseek.org, and our state career magazine called *MNCareers*. Besides data, we also provide technical and analytical support for both *MNCareers* and www.iseek.org

Due to a retirement in the Office of Program Planning at MnSCU, we are now working directly with the remaining staff to support their efforts toward a responsive, non-duplicative, demand driven set of course offerings across all campuses. The request that we become directly involved stemmed from a Legislative Audit of MnSCU that found a lack of LMI use in program planning and approval as well as unnecessary duplication of courses and program across campuses.

Our Green Team published the final report for the WIG-Green Jobs grant in October 2011.

The Job Vacancy Survey is a major undertaking during second and fourth quarters of every year. Our sample of 10,000 units allows us

to produce statistics for 20 industries, about 750 occupations, 13 substate regions and 4 size classes. We publish data on the website as well as a summary of findings.

We developed our Occupations in Demand web tool, which uses JVS data as well as UI Stats and OES, specifically at the request of the Dislocated Worker Program and the Youth Services unit. In developing this web tool we consulted with Dislocated Worker councilors as well as high school councilors. The data are also being using on the iSeek regional web pages which came out of DEED's Youth Services unit.

We have a strong working relationship with our DEED business services specialists and provide them with training as well as brochures and information to use when they speak with businesses and industry groups. We have also developed a strong working relationship with the staff of the GWDC (SWIB) as well as FastTRAC for which we developed FastTRAC-OID. We hope to continue to build those partnerships.

The Regional Analysts are once again fully funded (although shrunk by one – we are eliminating the Twin Cities position and using existing staff to handle that region) and hiring to replace two positions is in progress.

The work of our (part-time) GIS analyst continues to be in demand across the agency.

Last but not least we provide customer friendly service over the phone (as well as by email). We have helpline office hours five days a week and consistently score very high marks for promptly responding to customer requests and providing useful information and data on the phone and by email. We provide information and links to many different data series including the CPS, ECL, labor force and population demographics, per capita income, GDP, GSP, links to results of surveys done by other organizations including the Manufactures Association, data from our agencies site selection tool, and many other sources of data. Basically we try to be knowledgeable about any data set in which our customers show an interest. We pair this effort with our policy of providing presentations upon request for a wide range of audiences including education, workforce, business and economic development partners.

B. Customer Consultations

The following methods were used for customer consultations

1. DEED Employer and Workforce Services surveys of employer and job seeker customers
2. Feedback at presentations and trainings and through email.

LMI Customer Satisfaction

Each year we look closely at the customer satisfaction results from DEED's Customer Satisfaction Survey. In PY2011, the survey identified 56 employer respondents who had used LMI. Satisfaction results are in the table below. We feel that the poorer results on the question "How easy was it to find the labor market information you needed?" is directly related to the design of the DEED website and our presence on that site. Unfortunately we've been denied any opportunity to change our portion of the website due to DEED leadership's preference for uniformity.

Employers were also asked what kind of LMI they received and how they planned to use the information. See table below.

What kinds of labor market information did you receive?	Employers
Wages, Salary, Earnings, Pay	51%
Unemployment Rate Information	21%
Other	9%
Employment Projections/Future Outlook	7%
Job Vacancy Statistics/Market Conditions	6%
For what purpose did you plan to use this information?	Employers
Wage & Salary Decisions	33%
Research/Report Preparation	21%
Business Planning	20%
Worker Availability	13%
Other	13%

Employers, April 2011 – March 2012		
Question	Response	Size
Did you get this (LMI) information by telephone or email, through the internet, through a publication, or by another method?	9% Phone 14% E-mail 54% Internet 13% Publication 10% Other 0% Don't Know	56
How satisfied are you with the time it took to respond to your telephone call or email?	85% Very Satis. 15% Satisfied 0% Dissatisfied 0% Very Dissat.	13
How easy was it to find the labor market information you needed?	38% Very Easy 43% Somewhat Easy 15% Somewhat Difficult 4% Very Difficult	47
How satisfied are you that the information was presented in a clear and understandable manner?	52% Very Satis. 48% Satisfied 0% Dissatisfied 0% Very Dissat.	48
How well did the information meet your needs?	44% Very Well 54% Well 2% Not Very Well 0% Not at all	48

Job seeker customers were also surveyed. Overall responses were positive. However, it was evident from comments that over half were actually responding based on their experience with Minnesota's job bank or the Workforce Resource Rooms, not LMI. Based on comments it was also evident that most job seekers who are using LMI use it either through www.iseek.or, MNCareers or are using Occupational Employment Statistics or Employment Projections.

How satisfied are you that the services helped you with career planning?	Job Seekers
Very satisfied	19%
Satisfied	44%
Dissatisfied	8%
Very dissatisfied	4%
Does not apply to Respondent's situation	22%
N Size	381

C. Partnerships

We have continued to partner with our State Colleges and Universities (MNSCU) system for several purposes:

- To assist with the production of career information for students and incumbent workers. Products include www.iseek.org, MNCareers, trainings and presentations and information booths at job fairs.
- To assist in educational program planning. We have a contract with the Office of Program Planning to assist in new program review as well as training of administrators and planners in the use of labor market information.
- To assist with the Workforce Assessment project that MNSCU is currently engaged in. We have partnered with MNSCU in their ongoing meetings with employers around the state and across industries to assess workforce preparedness. We provide support and data for the reports and analysis that are presented to employers and assistance presenting information at the meetings. We also review final reports prior to publication. This is an ongoing project led by the Chancellor. The third partner on this project is the Minnesota Chamber of Commerce.

We also partner with many different divisions of DEED. For example we partner with the Workforce Services Division on a range of projects including Occupations in Demand and career information for Dislocated Workers. We provide GIS analysis, maps and geocoding for many divisions of the agency. We partnered with Rehabilitation Services to provide career information and articles on special populations.

We also provide data and analysis for a range of organizations including the Minnesota Council of Nonprofits for their annual Minnesota Nonprofit Economy Report, City of Minneapolis Planning Office, Minnesota Dept. of Revenue and the Metropolitan Council. Last but not least we have been partnering with the Minnesota Department of Human Services to rethink MFIP (Minnesota's TANF program) program rules and service delivery in light of a changing labor market.

D. Recommendations

We have two recommendations:

- Some of our customers have identified an update to the Employee Benefits Survey as a serious need in Minnesota. The last survey we ran was three years ago and customers feel that the data are getting stale. This survey is a major undertaking and we currently simply do not have the staffing resources to do the job adequately while continuing to do the other work that customers have come to expect. We are currently seeking other support. We urge ETA to support states in their efforts to run an employee benefit survey three years after the ETA supported Employee Benefits Consortium successfully developed and tested the methodology for this complex survey.
- Provide support for Job Vacancy Surveys. We have run our job vacancy survey since 2000. This is an invaluable product for a wide range of customers. It would be even more valuable if comparable data were available in the other 49 states. To make this happen, at the very least ETA would have to provide start-up funding as well as technical support for states who don't have the survey, database, and statistical support that MN has. Moreover, Minnesota has used the JVS as a basis for our Green Jobs Survey and is now using it as a basis for a skills gap survey. JVS provides a very useful and flexible tool that is easily built off for timely analysis.