

Office of Workforce Information and Performance (OWIP)
Annual Performance Report
PY 09

A. Accomplishments – Products and Services

1. Continue to populate ALMIS Database

Compliance with measurable outcomes

Updating of data files, consistent with the ALMIS core tables, has continued on a regular basis. As an extension of this process, State and local area LAUS and CES data, as well as WIA performance data, were also updated on a monthly basis in Department of Labor, Licensing & Regulation (DLLR) and State Stats – agency- wide and statewide performance monitoring systems. Select core table data files were also updated to accommodate the data needs in the Maryland Workforce Information System which is currently being redesigned in order to provide expanded customer service delivery.

Compliance with planned milestones

All milestones were met.

2. Produce/disseminate industry/occupational employment projections

Compliance with measurable outcomes

- 2016 Substate (WIA) occupational projections on website
- Long-term industry/occupation (2008-2018) for the state were completed and submitted as required.
- Short-term (2009-2011) industry/occupation projections were completed and submitted as required.
- Publication of OES wage data survey results and subsequent updating of data (using ECI) between cycles was completed.

Specialized Data Development

- Occupational supplements, highlighting 2016 projections data by WIA, were completed and put up on website.
- Provided Dept. of Business and Economic Development with statewide and WIA wage data for selected occupations –data needed for annual update of Brief Industrial Facts publications.
- Provided Dept. of Business and Economic Development with wage data extracts for all publishable occupations for both Prince George's and Montgomery counties to ensure ready data access when interacting with employers.
- For BLS Regional Office, combined several files and data from multiple sources to develop a file containing salary data for state agencies by local jurisdiction.
- Provided Delaware sister agency with statewide 2016 projections data for all occupations by industry.
- Provided university with supply/demand/wage data for selected healthcare and engineering occupations – data to be used for program planning.
- Provided local community college with demand and entry level wage data for occupations identified under their transportation/logistics program.
- Prepared speaking points for the Governor on computer occupations, using combination of OES employment/projections data, staffing patterns, wage data and QCEW data.

- Assisted several vocational rehab counselors with identifying occupations most appropriate for client placement/training based on client physical limitations. Provided both demand and wage data for identified occupations.
- Developed staffing patterns data for several 4 digit industries for Dept of Business and Economic Development – data to be used to enhance marketing by providing prospective employers with information on potential labor supply.

Compliance with planned milestones

All milestones were met.

3. Publish an annual economic analysis for the governor and the SWIB

Compliance with measurable outcomes

A statewide economic analysis, focusing on industrial, labor force and unemployment movements through mid 2009, was prepared and distributed to workforce/economic development partners during 1st quarter PY 09. The analysis was put up on OWIP's website as well.

Compliance with planned milestones

All milestones were met.

4. Post products, information and reports on the Internet

Compliance with measurable outcomes

The OWIP website is the vehicle through which both regularly produced data under the BLS programs and value-added information products are made available to LMI users. Updating of website selections continued on an ongoing basis during PY 09.

Web metrics were analyzed to determine data/product utility. This analysis helped to guide determinations on whether to continue/expand regularly produced products or to discontinue publication.

During PY 09, an Industrial Profile Series was introduced. Overviews, which combined current employment/wage/staffing patterns data, were prepared for the following sectors:

- Total Private Sector
- Manufacturing
- Construction
- Health/Social Assistance
- Finance
- Leisure/Hospitality
- Professional/Business Services
- Wholesale/Retail Trade

Compliance with planned milestones

Information delivery/system updating continued on an ongoing and timely basis.

5. Partner and consult on a continuing basis with WIB's and key talent development partners and stakeholders

Compliance with measurable outcomes

OWIP staff, through regular interaction and through presentations at quarterly WIA Director meetings, has been able to maintain a comfortable working relationship with both LWIB's and the State GWIB.

The GWIB became involved in a several initiatives -- Green Jobs, Skills2Compete -- over the past year; OWIP has been a key player in helping to identify and fulfill the data needs of these and other initiatives.

Additionally, an OWIP staffperson was recently drafted to participate in a Researcher Roundtable, the purpose of which is to meet/coordinate with other state/local data users/producers.

Special Requests for Information to Support LWIB's and GWIB

- Produced a specialized occupational wage data file for the Mayor's Office of Employment Development (WIA).
- Provided LMI data (both localized and national)/technical assistance to staff person from Mayor's Office of Employment Development. Staffer was working collaboratively with staff person from Baltimore County to prepare a report on high demand industry sectors and occupations in Baltimore City/County. Following report completion, critiqued report and met with City staff person to provide input/offer suggestions.
- Provided GWIB Director with industrial trend data and occupational demand data by education for selected geographic areas – data to be used to develop speaking points for presentation to GWIB Board members.
- Provided GWIB with historical employment and wage data for industries within the IT and Aerospace sectors.
- At the request of GWIB, participated in multiple meetings and discussions on green jobs – provided data to facilitate discussions. As an offshoot of these meetings, data for identified green industries is provided on a quarterly basis to GWIB and also, to members of a Governor's Task Force.
- At request of Frederick County WIA/Economic Development, prepared unemployment/industry employment ranking tables by local jurisdiction.
- At the request of a local WIA Director, provided a LWIB member with both current and historical data for Maryland and for the U.S. on employment in the architectural services industry. Data to be used for a project being done by an association of professional architects to which LWIB member belongs.
- Developed comparative analysis (8 local jurisdictions) of construction industry data at request of local WIB.

Requests for Data for Target Group/Grant Development

- Provided Anne Arundel County WIA with unemployment claims and duration estimates and industrial job loss for multiple areas to support grant application.
- Provided GWIB with healthcare projections and wage data to support grant application being submitted.
- Developed estimates of part-time employment for Lower Shore Area to support grant application being submitted by TriCounty Council.
- Provided data to and participated as a committee member on a Maryland Film Production workgroup (under Dept of Business Development umbrella).

- Provided assistance to MD Corrections in validating information (needed for audit by U.S. Justice Dept.) relative to their Prison Enhancement Program.
- Provided Maryland Dept. of Health & Mental Hygiene with occupational projections/wage data for healthcare occupations for Maryland and select WIA's – comparable national data also provided. Data to be used in grant application.
- Developed regional employment estimates and identified growth/decline industries – data to be used as justification in grant application.

Requests for Data for Performance Measurement Analysis

- Developed funding allocation measures for Dislocated Worker Program.
- Developed ASU's for WIA funding allocation – prepared packets for WIA Directors including tables, maps and analysis.
- Continued to serve as the clearinghouse for the Regional Wage Record Exchange Project – receive request files from participating states, process data and create match files.
- Continued to create UI Wage Record data files for WIA performance evaluation.

Training Activities/Requests

In order to provide quality service and technical assistance, OWIP staff need to continuously hone their skills and stay abreast of changes in data development capabilities. For this reason, OWIP staff persons are encouraged to take advantage of available training opportunities. Some of the staff training activities pursued during PY 09 included:

- Webinar on BLS Projections Process (2 participants)
- Webinar on Green Jobs (2 participants)
- LED Conference (2 attendees)
- LMI Overview Training (3 attendees) – cross training of BLS Staff
- OES Projections Training (1 attendee)
- SOC Training (2 attendees)
- GIS Conference/Training (1 attendee)
- OWIP's LAUS Analyst and LAUS Back-up Analyst attended National MLS Conference
- LAUS Analyst chosen as a Region III representative on LAUS/MLS Policy Committee
- National QCEW Conference (3 attendees)
- CES Regional Meeting/Conference (3 attendees)
- Maryland Raising the Bar Conference (2 attendees)

Following are examples of in-service training activities provided to workforce development shareholders and other users.

- LMI data overview and utility training provided at request of Anne Arundel WIA to WIA, Welfare to Work, One Stop and Economic Development staff.
- LMI presentations given to career counselors at the MD Naval Academy.
- Webinar given on performance measures.
- LMI presentation focusing on data availability/utility and MWE utility given to Adult & Continuing Education and Correctional Education staff. (2 sessions)
- Hosted a NAICS training course, focusing on industry coding.
- LMI presentation given to Susquehanna WIA Youth Committee.

An LMI webinar, designed as an introductory course, was developed during PY 09. The webinar will be offered to users in PY10.

Requests Utilizing Mapping Capabilities

- Produced several maps for grant proposals
 - Unemployment rates by select regions
 - Unemployment rates by county
 - Concentrations of select industries by economic development regions
- Map delineating WIA's and map delineating One Stop offices by county prepared for internal use within DLLR's Division of Workforce Development.
- Map of WIA unemployment rates (point-in-time) and over-the-month employment changes (current) for distribution at WIA Director's quarterly meeting.
- Map showing % change in residential building construction by economic development regions.
- Maps showing unemployment rates by county and unemployment rates for select cities – maps produced on an ongoing basis for inclusion in Monthly Labor Review.

Compliance with planned milestones

Activities under this deliverable were, for the most part, unplanned. Products/activities undertaken based on special requests.

6. Conduct special studies and economic analyses

Compliance with measurable outcomes

OWIP facilitated the special studies of users through data sharing and technical assistance. Examples of requests and assistance provided are as follows:

- Developed employment and wage data for select zip codes to consultant working on a traffic pattern project for Maryland Department of Transportation.
- Provided Maryland Office of Tourism with employment and wage data for selected NAICS codes broken down into size class – data to be used in market analysis.
- Partnered with the Department of Business and Economic Development in preparing monthly analysis of economic indicators.
- Provided local Economic Development office with multiple data items, accessing both internal and external data sources, for use in developing their strategic plan.
- Provided Maryland Comptroller's Office with lists of top 150 employers – lists stratified by employment and by wages.
- Continued collaboration with University of Baltimore and Smart Growth initiative, providing selected data from the QCEW sharable file on a quarterly basis. Also, continued sharing of QCEW data with Dept. of Business and Economic Development and Maryland's Planning Office.
- Provided DLLR UI Division and DLLR attorneys with data from both internal and external sources needed to help support legislative proposals.
- Provided data to Maryland Association of Nonprofits on employment and wages within selected NAICS codes by FIPS code and by region.
- Provided GeoSolutions, the contractor working on the Maryland Workforce Exchange enhancement project, with data files needed to populate LMI portion of the system.
- Provided historical extracts of QCEW data to National Economic Research Associates, a consultant working on a study to evaluate the Maryland Minority Business Enterprise Program.
- Developed data extracts from the Promis database highlighting unemployment claims data by industry.

- Continued to provide University of Maryland National Center for Smart Growth with quarterly QCEW extracts.
- Incorporated company e-mail addresses into QCEW data files to provide data to ICF, a contractor performing work under a grant proposal for Maryland, DC and Virginia.
- Entered into 2 data sharing agreements (QCEW) with Montgomery County Planning Dept. and Montgomery County Economic Development.

Compliance with planned milestones

Activities under this deliverable were, for the most part, unplanned. Products/activities undertaken based on special requests.

B. Customer Consultations

OWIP continues to solicit customer feedback in an attempt to strive for continuous improvement.

- A customer satisfaction survey is maintained on OWIP's website. Customers are asked to critique website selections, to suggest improvements and also to identify data/information shortfalls.
- Training efforts have also been used as a medium to solicit input.
- OWIP follows web metrics on a continuing basis to examine the types of information most frequently used in order to develop ideas for new publications.
- OWIP's relationship with GWIB has also been a valuable resource for monitoring customer needs.

C. Recommendations for Improvements or Changes to the Deliverables

- The production of short-term projections has, in general, proven to be a relatively low demand product. For this reason, we feel as if the need for future production should be evaluated by ETA.