



Economic and Workforce Information Performance Report Program Year 2009

Purpose

The purpose of this report is to describe the core workforce information products and services that were provided to our customers in support of the State of Missouri's overall workforce development plans in Program Year (PY) 2009.

Plan Period

July 1, 2009 through June 30, 2010

Plan Narrative

SECTION I:	Performance Summary
SECTION II:	Review of Deliverables
SECTION III:	Customer Feedback

SECTION I

Performance Summary

The Missouri Economic Research and Information Center (MERIC) delivered a variety of targeted products and services to stakeholders in PY 2009. These outputs addressed a range of economic and workforce issues identified in the DOL-ETA Workforce Information Grant (WIG) Core Products and Services Plan. In that plan, MERIC completed 51 deliverables across 6 core product groups. Some highlights include:

Missouri Business Survey 2010

Report summarizes results of a custom survey to nearly 1,000 Missouri business owners, both large and small, to gather their opinions about a variety of economic, workforce, disaster recovery, and business development issues.

2008-2018 Career Grades Report

Report on state and regional top jobs breaks out occupations by Now, Next, and Later categories and provides a letter grade for better understanding of an occupation's outlook.

2010 Missouri Gateway Skills

Comprehensive report covers occupational trends in science, technology, engineering, and math-intensive jobs that are critical to an innovation-driven economy.

High-Growth Healthcare Occupations Report

Report profiles historically in-demand occupations within the Healthcare Cluster and highlights employment and training trends for each high growth career path.

2010-2011 Missouri Career Guide

A concise how-to guide to assist job seekers is selecting a rewarding career through self-assessment and knowledge of top jobs. Guide is a very popular print and web product.

Regional Missouri Outlook 2018

Briefs highlight regional in-demand occupations by Workforce Investment Area with related wage, employment, and Workkeys skills data.

Middle Skills Occupation Report 2011

A product that details information concerning the middle-skill jobs that are vital to driving Missouri's high growth industries and the state's two largest metropolitan regions.

SECTION II

Review of Deliverables

Core Product 1 - WID Database

1.1 Description

Continue to populate the Workforce Information Database (WID) with state and local data.

1.2 Principal Customers

The WID database provides data to jobseekers, workforce professionals, employers, economic developers, education and training professionals, the media, and researchers. Customer feedback indicated the need for query-driven data access through the MERIC web site, more timely data updates, scalable geographies, and more diverse data.

1.3 Support of State Economic and Workforce Development Plans

The Workforce Information Database will be the main data source for populating MERIC's web services. WID improves economic and workforce information delivery by allowing access by a wide array of customers. The Workforce Information Database supports a demand-driven information system by allowing customized data queries based on user needs.

1.4 Deliverables

1.4.1 Maintain and update license files.

- COMPLETED License.dbf, licauth.dbf, lichist.dbf

1.4.2 Update lookup and crosswalk tables

- COMPLETED NAICS, SOC, CIP crosswalks
- COMPLETED O*NET

1.4.3 Populate industry and occupation employment projections.

- COMPLETED Long-term Projections for Statewide and Short-term Projections for Statewide and Sub-state Regions

1.4.4 Populate core and non-core tables

- COMPLETED Add Quarterly Workforce Indicators (QWI) non-core table to WID
- COMPLETED As information becomes available

1.4.5 Populate Bureau of Labor Statistics data.

- COMPLETED Current Employment Statistics (CES)

- COMPLETED Local Area Unemployment Statistics (LAUS)
- COMPLETED Quarterly Census of Employment and Wages (QCEW)
- COMPLETED Occupational Employment Statistics (OES)

1.4.6 Deliverables Support Activities

- COMPLETED Server-side database maintenance and management
- COMPLETED Recovery and Back-up maintenance
- COMPLETED Establish and manage production database

1.4.7 Provide ad hoc WID database technical and policy support to main customer groups

- COMPLETED Provide as needed

Core Product 2 - Employment Projections

2.1 Description

Produce and disseminate industry and occupation employment projections.

2.2 Principal Customers

Employment projections are useful to job seekers, workforce developers, workforce boards, education and training providers, and economic developers. Customers use this data to make informed career choices and to direct programs towards specific occupations and industries.

2.3 Support of State Economic and Workforce Development Plans

This product group supports improved economic and workforce information products by providing the foundation for a whole series of career and industry analyses. Projections data supports identifying targeted occupations and industries. Leveraged opportunities will be sought to improve projections data through the collection of primary data on green economy developments.

2.4 Deliverables

2.4.1 Produce industry and occupation employment projections per ETA guidance.

- COMPLETED Long-term 2008-2018 Industry Projections (Statewide)
- COMPLETED Short-term 2009-2011 Industry Projections (Statewide and 2 Sub-state Regions)
- COMPLETED Long-term 2008-2018 Occupational Projections (Statewide)
- COMPLETED Short-term 2009-2011 Occupational Projections (Statewide and 2 Sub-state Regions)

2.4.2 Produce Workforce Studies.

- COMPLETED Middle-Skills Occupation Report
- COMPLETED Agricultural Wage Survey
- COMPLETED 2010-2011 Career Guide

- COMPLETED Healthcare Occupations Report
- COMPLETED Career Grades 2008-2018 Report
- COMPLETED Education and Training Outlook 2009-2011
- COMPLETED Top Growing/Most Openings Career Briefs 2009-2011

2.4.3 Leveraged Product Releases

- COMPLETED Competency Model for Energy and Life Science Target Industry Clusters
- COMPLETED Green Job Survey Report of Industry and Occupational Projections

2.4.4 Provide ad hoc technical and policy support to main customer groups.

- COMPLETED Provide as needed:
Missouri Gateway Skills Report on Science, Technology, Engineering, and Math-Intensive Occupations

Core Product 3 - Economic Analysis Report

3.1 Description

Produce and disseminate an annual economic report of the state.

3.2 Principal Customers

MERIC's release of the annual economic report is targeted to The Office of the Governor, Missouri General Assembly, state and local workforce boards, the Missouri Department of Economic Development, and various policy makers. Customers will utilize this product to support policy-level decisions at the state and regional levels.

3.3 Support of State Economic and Workforce Development Plans

Delivery of a consolidated report on Missouri's economy will equip targeted customer groups with a common source of key economic indicators and information about Missouri's economic performance and expectations in support of policy direction and decisions. It will include pertinent data and analyses of local and regional economies. Content will be based upon calendar year activity and trends.

3.4 Deliverables

3.4.1 Produce and disseminate *Annual State Economic Report*

- COMPLETED Release Report

3.4.2 Produce and disseminate *Economic Indicators*

- COMPLETED Release Monthly, Quarterly, and Yearly Economic Indicators

Core Product 4 - Web Accessible Information

4.1 Description

Provide workforce information deliverables on the internet and make deliverables alternatively available through other electronic media and means of distribution.

4.2 Principal Customers

Mass availability of information via the internet and targeted distribution by other electronic media formats permits accessibility to the general public which includes all of MERIC’s core customer groups.

4.3 Support for Economic and Workforce Development Plans

4.3.1 The Missouri Economic Research and Information Center (MERIC) operates, in cooperation with the Missouri Government’s Information Technology Services Division, a website located at <http://www.missourieconomy.org>.

The MERIC website received more than 300,000 total visits this past program year and is prominently inter-linked with other related public sites.

4.3.2 MERIC actively participates in the development and distribution of *Missouri Focus* E-news, the Department of Economic Development’s (DED) flagship communications piece delivered weekly to over 2,600 subscribers. MERIC contributes weekly content on economic conditions and workforce information.

4.3.3 MERIC continues to partner with the DED public relations office for distribution of economic conditions releases on a regularly scheduled basis to state media outlets.

4.3.4 MERIC partners with the Missouri Office of Social and Economic Data Analysis on various collaborative dynamic web applications and research products.

4.4 Deliverables

- MERIC will develop “e-friendly” products and assure availability on the website and through other electronic distribution channels as necessary to reach targeted customer groups and the general public.
- MERIC will develop further enhancements to the MERIC website.
- MERIC will provide and post to the web site in a .pdf version suitable for report printing routine workforce information reports especially useful to target customer groups.

4.4.1 Examples of Product Releases

- COMPLETED Two (2) Weekly Focus Economic and Workforce Newsletter Articles
- COMPLETED Missouri Economy Today Webcast on Economic and Workforce Issues

Core Product 5 - Workforce Investment Board Partnership and Consultation

5.1 Description

Partner and consult on a continuing basis with State Workforce Investment Board (SWIB) and Local Workforce Investment Boards (LWIB) in order to provide needed information support for workforce investment strategic planning, response to rapidly changing economic conditions, and state or local initiatives.

5.2 Principal Customers

Workforce Investment Boards

5.3 Support of State Economic and Workforce Development Plans

“Smart” delivery of products and services will allow MERIC to assure that core products are being understood and utilized to their full potential and that specific needs of this customer group are being met with respect to their regions. MERIC will take advantage of electronic media to announce and deliver additional products to WIBs. Webinar training to enhance workforce/economic knowledge will be offered again as a cost-effective method of learning.

In addition to partnering with the workforce boards, MERIC collaborates and consults with several related organizations to leverage increased outputs:

- 5.3.1 MERIC collaborates with the Missouri P-20 Council to develop products that inform the public and educators about job training needs. The mission of the Council, led by the Department of Elementary and Secondary Education (DESE), Department of Higher Education (DHE), and the Department of Economic Development (DED), is to align educational efforts to better prepare students for the workforce of tomorrow.
- 5.3.2 MERIC is a key partner in Missouri Connections, a workgroup providing career planning information to students and job-seekers. This public outreach project includes the DED, DESE, DHE, Missouri Center for Career Education, and the Missouri Chamber of Commerce.
- 5.3.3 MERIC will also use Recovery Act opportunities to collaborate with community colleges, universities, and the Department of Natural Resources to collect and produce primary data and research on the green economy and training.

5.4 Deliverables

5.4.1 Workforce Investment Board Liaisons

- COMPLETED Continue Point of Service (POS) support for WIBs by regional staff liaisons
- COMPLETED Product release briefings for effective distribution of MERIC products

5.4.2 Technical and Policy Support to SWIBs, LWIBs, Partners and Customer Interest Groups

- COMPLETED Deliver WIB support as needed through regional staff liaisons
- IN PROGRESS Develop “LMI for Workforce Developers” training sessions for local career center management and present throughout fiscal year as core products are updated. Training sessions were provided on an ad hoc basis however, full development and implementation of LMI for Workforce Developers will occur in 2010 as part of an E-Learning Grant.
- COMPLETED Develop “LMI for Jobseekers” training sessions for career center customers via Adobe Connect recorded and live presentations to be available for download off the MERIC website. Training sessions were provided on an ad hoc basis.
- COMPLETED Staff toll-free helpdesk line for communicating workforce and economic information.
- COMPLETED Maintain and answer “MERIC Data” e-mail inquiries from the MERIC web site.
- COMPLETED Develop training sessions for workforce partners using webinars

5.4.3 MERIC Customer Satisfaction Survey

- COMPLETED Customer e-mail survey to assess satisfaction with e-mail and phone line service
- COMPLETED Web-based survey to receive broader customer input

5.4.4 Provide ad hoc technical and policy support to main customer groups

- COMPLETED Provide as requested

Core Product 6 - Special Studies and Economic Analysis

6.1 Description

Conduct special studies and economic analyses to provide information support for state, regional, and community development initiatives and targeted industry or workforce studies. Ad hoc studies allow for flexible analytical responses to new initiatives and economic shocks such as a major layoff.

6.2 Principal Customers

Principal customers targeted for this core product group include local workforce investment boards, workforce and economic developers, regional planning organizations, current and prospective businesses, educational and training providers, and other state-level policy makers.

6.3 Support of State Economic and Workforce Development Plans

This product group supports improved economic information delivery by coupling value-added research with customer focused presentation. Usefulness and usability is optimized by consultation with the specific customer throughout planning, development, and delivery. Studies are leveraged when possible to meet the goals of various stakeholders.

6.4 Deliverable Examples Include:

6.4.1 Produce Regional Industry Cluster Analysis Reports

- COMPLETED Industry cluster and diversity analysis by 12 economic regions

6.4.2 Produce International Exports by Missouri Metro Report

- COMPLETED Metropolitan detailed export reports highlight key economic drivers for a region

6.4.3 Produce Rapid Response Labor Survey Reports to Support Re-Employment Efforts

- COMPLETED Labor survey analysis and reporting as requested based on DWD local survey tool.
- IN PROGRESS Labor supply opportunity briefs using DWD job seeker dataset and local survey tool. Since implementation of local DWD survey tool for rapid response, a lack of mass layoffs in early 2010 has delayed the ability to collect such data on a large scale. MERIC staff continues to utilize DWD job seeker data for the development of labor supply data for employer prospects and other marketing material.

6.4.4 Produce WIA Regional Reports

- COMPLETED Local Employment Dynamics (LED) reports
- COMPLETED 2009 business formation report

6.4.5 Provide ad hoc special studies

- COMPLETED Provide as requested
Additional Products Include:
Missouri Business Survey 2010
Women in Missouri's Workforce 2011

SECTION III

Customer Feedback

MERIC researchers, using a project tracking system, documented 977 Research and Information Products and 520 Customer Inquiries and Technical Assistance Outputs in PY 2009. Products were developed by incorporating customer feedback from past activities and from requests for new information.

MERIC assigns a WIA liaison to each region so that customers can quickly reach a research professional with questions and comments concerning LMI data. MERIC also has a telephone and e-mail hotline so that inquiries can be directed to subject-matter experts for a response.

In PY2009 MERIC used SurveyMonkey, a low-cost web survey tool, as an additional method of receiving customer feedback. Although survey numbers are small at this time, 86% of respondents rated MERIC's customer service as either Excellent or Good.

Two on-going areas of interest for Missouri's workforce system are the improvement of LMI web displays and the training of staff in LMI data uses. While web tools and educational opportunities do exist, the ease-of-use and applicability need to be continually reviewed for improvement.

The web display of data is an appropriate method of responding to user needs for LMI information, particularly as the mass printing of such material remains resource prohibitive. But the LMI tools need to keep up with display technology, such as charting and mapping, and be designed for quick comprehension of key data elements.

MERIC is working with the Missouri Department of Workforce Development (DWD) this upcoming year to develop improved LMI web tools by leveraging ARRA federal funds. These funds will employ Information Technology specialists to work directly with LMI professionals for the enhanced design of several web applications.

DWD and MERIC were also awarded an ARRA stimulus grant in July 2010 to field test and enhance LMI e-Learning modules developed by ETA. This grant is focused on the training of front-line Career Center staff and DWD planners in LMI information. The e-Learning grant will result in improved educational tools that are better tailored to the needs of workforce system staff.

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