

Workforce Information Core Products and Services Grant

PY 2005 ANNUAL REPORT

WISCONSIN



State of Wisconsin

**DEPARTMENT OF WORKFORCE DEVELOPMENT
DIVISION OF WORKFORCE SOLUTIONS
BUREAU OF WORKFORCE INFORMATION**

The Wisconsin Department of Workforce Development (DWD) received \$737,730 in PY05 (7/1/05 – 6/30/06) from the Department of Labor, Employment and Training Administration (DOL/ETA) to produce the six core information products and services outlined in the Training and Employment Guidance Letter No. 33 - 04. All deliverables that were identified in the PY05 plan were met. Wisconsin was able to stay within the allocated dollar amounts granted to us by ETA through a series of collaborations with other entities. The following narrative outlines the progress Wisconsin has made on these core products and services.

ACCOMPLISHMENTS

1. Continue to populate the ALMIS database with State data.

The America's Labor Market Information System (ALMIS) serves as the repository for all of DWD's workforce, labor market, economic, demographic and occupational information. In Wisconsin, the ALMIS database is currently using a combination of Version 2.1 and Version 2.3. The database has been populated with information, as determined by the ALMIS Database Consortium. All US/DOL coding taxonomies have been incorporated into the lookup and crosswalk files, including ONet and the North American Industrial Classification System (NAICS) codes. All core tables in the database have been updated as follows:

Federal Department of Labor Data:

- Updated monthly Current Employment Statistics (CES) data.
- Updated monthly Local Area Unemployment Statistics (LAUS) data.
- Updated national LAUS statistics with data obtained from the Crosswalk Center.
- Updated the Quarterly Census of Employment and Wages (QCEW) data.
- Loaded work stoppages information.
- Loaded long-term NAICS-based WI projections data.
- Loaded long-term Standard Occupational Classification (SOC)-based WI projections data.
- Loaded short-term NAICS-based WI projections data.
- Loaded short-term SOC based WI projections data.
- Loaded bi-annual Occupational Employment Statistics (OES) data.
- Updated annual Bureau of Economic Analysis (BEA) income data.
- Produced occupational employment and wage data for the state, Metropolitan Statistical Area (MSA), Balance of State (BOS), and counties using the North Carolina-developed Estimate Delivery System (EDS) system.
- Maintained link to the Bureau of Census *Local Employment Dynamics (LED)* website.
- Linked to the BLS Location Quotient Calculator.

State of Wisconsin Data:

- Updated schools and school program data from the WI Department of Public Instruction (DPI), WI Vocational School system, and from the University of Wisconsin (UW) system.
- Continued to populate licensing information from various departments.
- Linked to the most recent version of the Employer Database.
- Loaded population data from the Crosswalk Center.
- Updated employer names and addresses from the Standard Name and Address Program (SNAP), a Wisconsin-developed product that provides customers with the names and addresses of employers covered under Wisconsin's Unemployment Insurance (UI) law, either in an electronic format or hard copy listing/labels.

- Updated median home prices for counties from the Wisconsin Realty Association.
- Loaded building permits for Counties and Combined Metropolitan Statistical Areas (CMSAs) based on Census 2005 definitions.
- Maintained link to the *Location One Information System (LOIS)* website, which has current detailed information on Wisconsin buildings, sites and locations for businesses looking to expand and for economic development staff.
- Updated Strike and Lockout data.
- Created and updated Industry Comparison for the Top and Bottom 5 Industries utilizing data from QCEW (2004 – 2005).

2. Produce and disseminate industry and occupational employment projections.

Long-term Projections: Wisconsin has continued to produce quality long-term projections products for a wide variety of customers. Activities include the following:

- Created several customized reports based on 2002-2012 projections data for a wide variety of customers such as business leaders, elected officials, researchers, and educators.
- Distributed over 1,000 copies of the book *Wisconsin Projections 2002-2012: Employment in Industries and Occupations* to job seekers, job counselors, educators, and other customers.
- Developed 2004-2014 statewide industry and occupational projections and met the 2006 ETA deliverable.

Short-Term Projections: Wisconsin continued to produce reliable statewide short-term employment projections. In addition, the state developed regional short-term projections to fulfill the needs of Wisconsin's WDAs. Short-term projections activities were as follows:

- Created 2004-2006 regional industry and occupational projections for the State's WDAs. Provided Excel and PDF versions of the projections on the DWD website.
- Constructed regional 2004-2006 ALMIS Database projections files.
- Designed a full-color brochure outlining the 2004-2006 statewide industry and occupational projections. Distributed 43,000 copies to a wide variety of customers including job seekers, career counselors, job centers, and secondary and post-secondary schools. Posted a PDF version on the DWD website.
- Developed reports highlighting the 2004-2006 statewide outlook in healthcare and information technology occupations. Provided Excel and PDF versions on the DWD website.
- Produced 2005-2007 statewide industry and occupational projections and met the 2006 ETA deliverable.

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

Numerous products containing occupational and career information have been developed and distributed throughout the state for public use. The following list identifies those products (electronic and hard copy) that were developed in PY05.

- Distributed 43,000 copies of the *Wisconsin Jobs 2006* brochure (based on 2004-2006 projections) to One-Stop Centers, technical schools, middle and high schools, and other locations throughout the states. This brochure displayed the top ten occupations by annual openings for each of the eight education and training levels and the top ten industries with the most growth. A PDF version was also posted on the DWD website.
- DWS staff have completed the final draft of the *Job Seekers' Guide to Staffing Agencies*. The document is being prepared for printing and will be released in PY06.
- Developed a series of downloadable files highlighting the findings of the 2004-2006 regional projections. For each WDA, these files included:
 - A detailed listing of all long- and short-term occupational projections.
 - A listing of long- and short-term industry projections at the super-sector level.
 - Largest occupations.
 - Fastest growing occupations.
 - Occupations with the most annual openings.
 - Occupations with the most new jobs.
 - Occupations losing jobs.
 - A breakdown of annual openings by eight different education and training pathways.
- Published the *County Workforce Profiles* and *Workforce Development Area Profiles* which highlighted potential careers throughout Wisconsin counties. The *County Workforce Profiles* was downloaded 28,486 times from the Office of Economic Advisors (OEA) website.
- Published a number of occupational and career information pieces, including *WDA Projections* and *Labor Shed Wages*. These publications detailed regional occupational projections and wages for the WDAs and provided wage information for areas other than MSAs.
- DWD's chief economist participates as a member of the Wisconsin Rural Education Advisory group (a body of educators from rural Wisconsin education systems) that meets about the special needs of rural education, including occupational growth and occupational and economic changes in rural Wisconsin, and provides assistance to the State Superintendent of the DPI.
- Worked with several individual technical colleges, as well as the Wisconsin Technical College System, to assist them in their choices of vocational/career education programs. This on-going effort utilizes industry and occupational projections, as well as the regional knowledge of local economist/labor market analysts.
- Developed an index of distressed counties to focus workforce and economic development activities to those distressed areas.

- Provided occupational information to assist the UI Division in determining claimants' attachment to labor market. Local labor market analysts provided expert LMI testimony at over 500 UI hearings. Although this activity is funded by the UI Division, a good part of the analysts' understanding of the market comes from activities funded through this grant.
- Distributed 15,000 copies of the booklet, *Wisconsin Employment, Find Your Dream Job in Wisconsin*, through the state's Tourist Information Centers. They are displayed along with other tourist information. Job Centers use the booklet, making it available as a handout in their Resource rooms.
- Printed and distributed 10,000 copies of a new publication to target the dislocated worker population. This publication entitled, *Layoff, A Guide to Assistance* has been very popular at Rapid Response events.
- Collaborated with the Center on Education and Work, University of Wisconsin - Madison, to support the Center's *Wisconsin Careers* and *Careers4WI* web sites. Both sites are accessed extensively by One-Stop customers and professionals throughout the state. DWD, the DPI and the Department of Corrections (DOC), elementary and secondary schools, technical colleges, and the UW system are members of the Policy Council that advises the Center on how to enhance these sites to meet customers' workforce information needs.

The *Careers4WI* site was designed to encourage users to take advantage of career and labor market information in their job search and career exploration efforts. LMI is provided in an easy-to-understand format, along with an extensive list of answers to frequently asked questions that users might have and links to other resources for One-Stop customers.

The *WISCareers* website has: 1) a professional section, which includes lesson plans that reflect state and national standards and competencies, information about regional training opportunities and news articles on careers and education and 2) a customer section, which allows job seekers to search a database of over 110,000 Wisconsin employers by location and occupation, and provides information on career assessments, Youth and Adult Apprenticeship programs, licensing, transferable skills, financial aid resources, educational institutions and training programs.

- Developed career posters for high growth/high demand occupations in seven leading Wisconsin industries. Over 28,800 posters have been distributed to One-Stop Job Centers, middle schools, high schools and vocational schools throughout the state. The posters present information on the educational requirements, average annual wages and projected job growth for occupations in high growth/high demand industries in an easy-to-understand format (i.e., occupations are grouped according to the level of education required to gain entrance to these jobs). Two new posters that are under development include Hot Jobs and High Tech Occupations.
- Published the popular *Workforce Profiles* reports for 72 counties and 11 WDAs. Each report includes a section that presents occupational changes and other descriptive statistics for the relevant WDA.
- Conducted a statewide survey of the more than 72,000 registered nurses in Wisconsin. Demographic data on educational attainment, place of work, place of residence, age,

ethnicity, hours worked, retirement plans, number of jobs worked, etc. along with questions on why they went into nursing or left the nursing profession were asked of the respondents. Collaborated with the Department of Regulation and Licensing, the Department of Health and Family Services, the Wisconsin Nurse's Association and the Wisconsin Hospital Association to leverage the costs associated with this project.

- Renewed an access agreement with the Buros Institute on Mental Measurements to obtain electronic access to the Silver Platter website, which contains critical reviews of commercially available tests and measures. This website continues to be a useful tool for field staff. By having access to this information, One-Stop staff can make better informed decisions about which tests to use.

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

Both labor market information and other support are routinely provided to local Workforce Information Boards (WIBS) (in Wisconsin, the local Boards are known as WDBs) on request. The level of ongoing information and support has increased throughout the past year. The specific services that were provided included the following products and activities:

- Acted as information liaisons to the WDBs, conducting special research on a variety of topics such as: in-demand occupations, demographic studies, industry and occupational growth, wages and other demand-related issues.
- Provided information on demand industries by WDA, specific demand occupations, and various educational and training components and attainment of the local populace through the *Workforce Profiles* publication.
- Published a quarterly report, *Workforce Observations*, which provides information about the economic activities occurring in each WDA. The publication is distributed to many area businesses, as well as being available on OEA's website.
- Served on special employer and education/training committees within the WDAs covered by the local labor market analysts.
- Updated the publication, *Using Labor Market Information to Understand Your Local Economy – A Wisconsin Cookbook*. This product was the natural outcome of meetings with private employers, economic developers, and other workforce development professionals that coalesced into the Employment Statistics Guidance Team (ESGT). The ESGT is the body that was designated to comply with the Workforce Investment Act (WIA) requirement that states "...establish advisory groups to continuously improve their employment statistics systems." It was originally organized (prior to WIA) by the DWD and charged to improve the accessibility of labor market information for economic developers, employers and job seekers in Wisconsin.

5. Maintain and enhance state workforce information delivery systems.

DWD has two labor market information delivery systems to choose from, *WORKnet* and the OEA website. Both systems have distinct agendas. Each website, however, was designed

to support and enhance the other. Through the use of technology, the LMI customer can link across these systems to maximize their access to relevant labor market information.

WORKnet is a user-friendly interactive web application developed to further the goals of the Governor's "Grow Wisconsin" campaign. It provides economic, employment, demographic and career information to the business community, jobseekers, policy makers, workforce development partners and others. Through *WORKnet*, customers have 24/7 access to accurate and timely local-level information and resources that enable them to make informed decisions about jobs, wages, workforce and other related issues.

- Enhancements to the *WORKnet* website during PY05 include:

New linkages to the:

- ⇒ American Time Use Survey (2005) that collects data on the activities people perform during the day and how much time they spend doing them.
 - ⇒ BLS monthly news release on Real Earnings. This release reports earnings of both full-time and part-time workers holding production or non-supervisory jobs.
 - ⇒ BLS quarterly news release on Usual Weekly Earnings of Wage and Salary Workers (information produced by the U.S. Census Bureau). This release provides information about workers' earnings before taxes and other deductions.
 - ⇒ BLS quarterly report on Employer Costs for Employee Compensation. Compensation costs are reported by major occupation, industry, region, union and nonunion status, establishment size, and full or part time status.
 - ⇒ Wage information from the Wisconsin Technical College System that tracks median salaries of tech school graduates.
 - ⇒ Monthly Consumer Price Index that produces data on the changes in the prices paid by urban consumers for a representative basket of goods and services.
 - ⇒ Newest online DWD/LMI publication, entitled *Construction in Wisconsin: An Industry Perspective*, which provides an overview of the construction industry for the state and sub-state regions.
 - ⇒ Wisconsin requirements for teens to obtain work permits. This useful information is geared for teens, their employers and parents and schools.
 - ⇒ Department of Commerce site, which provides statistics, publications and economic analyses of Wisconsin businesses and industries.
 - ⇒ Job Center Directory, which provides customers with staff contact and location information for all the One-Stop Centers in the state.
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- A new query site that allows wage comparisons of salary levels by geographic locations around Wisconsin.
 - Data Boards that allow users to view technical notes on BLS program updates and changes in methodologies, taxonomies, geographic configurations, etc.
 - A real-time interactive charting tool that displays Hot Jobs by Industry, which allows customers to create customized employment changes by industry and geography.
 - A new site for Frequently Asked Questions. Responses were developed by LMI professionals on a wide array of commonly asked workforce development questions.

- An updated Maps section.
- A new online edition of the Transportation Career poster.

WORKnet has been demonstrated to many key audiences, including Governor Doyle's office, the DWD Secretary and other executive staff, program bureaus within DWD (Job Services, Workforce Programs, OEA), other state agencies (Department of Commerce, state Association of WDB Directors) and the press.

- Enhancements to the OEA website during PY05 include:
 - Addition of archived County Workforce Profiles, with an index describing the contents of each year's profiles.
 - Updated maps for revised Micropolitan Statistical Areas.
 - Updated LMI data on a monthly, quarterly, and annual basis.
 - Revised regions for non-metro wage data, including a newly created map with easy-to-read names for each region.
 - Enhanced page allowing customers to sign up for newly released data.
 - Re-organized and created new pages to facilitate customers' ease in finding certain employer information.

The delivery of labor market information on the *OEA* website was expanded in scope and products. This site also placed analysts/economists in direct contact with customers utilizing labor market information. It has proven to be extremely popular not only with workforce development customers, but also with economic developers at work in Wisconsin and neighboring states.

***WORKnet* and OEA Website Usage Statistics**

<i>WORKnet</i>	July 05 – June 06
Total Visits	270,293
Ave. Sessions per Day	728
Visitors who Visited > Once	Q1 – 1,486
	Q2 – 1,917
	Q3 – 2,769
	Q4 – 3,134
OEA	
Total Visits	127,356
Ave. Sessions per Day	410
Visitors who Visited > Once	Q1 – 839
	Q2 – 893
	Q3 – 1,193
	Q4 – 1,446

6. Support state workforce information training activities.

Wisconsin vigorously engaged in workforce information training activities and presentations in PY05. By leveraging funding from this grant in conjunction with other funding sources, the following training activities and services were provided to customers:

- Demonstrated *WORKnet* and showcased other labor market information products at the following events:
 - National Association for Welfare Research and Statistics Annual Conference (230 attendees)
 - Wisconsin Economic Development Association Conference (150 attendees)
 - Milwaukee Business Symposium (48 attendees)
 - CESA School-to-Work Workshop (33 participants)
 - Job Service Liaison Training (100 attendees)
 - Information Technology Tech Conference (125 attendees)
 - CWI Executive Committee Meeting (20 attendees)
 - Wisconsin DHFS American Indians Against Abuse Conference (350 attendees)
 - Workforce Investment Act (WIA) Roundtable, targeted at case managers of WIA adult, older youth and younger youth (31 participants)
 - Career Development Facilitator training (19 participants)
 - Job Center Managers meeting (30 attendees)
 - Bureau of Wisconsin Works Regional Supervisors meeting (51 attendees)
 - Monroe Area Business Employer Luncheon (15 attendees)
 - Platteville Area Business Employer Luncheon (8 attendees)
 - Wisconsin Careers Conference (1200 attendees)
 - Waunakee High School (75 students and teachers)
 - McFarland High School (55 students and teachers)
 - Governor's Conference (300 attendees)
 - Fox Cities Tri-County Business Advisory Committee (20 attendees)
 - School-to Work coordinators/Educators Meeting (16 attendees)
 - Wisconsin Indian Education Conference (200 attendees)
- Organized a Career Safari program for young people and their parents at DWD's, "Take Our Daughters and Sons to Work Day" event (125 attendees). Modified and presented the same program to a local Girl Scout Troop. (18 participants)
- Participated in Job Center Resource Room career development trainings for local employment and training staff. Local labor market analysts assisted trainers.
- Developed and presented a one-day session (as part of a 2-day training class) on How to Use Labor Market Information and Understand your Local Economy for Job Developers: "Effective Job Development Strategies for the Wisconsin Works program." (100 attendees over 5 sessions)
- Presented at six training sessions an updated and enhanced version of the "ABC's of Labor Market Information," which provided employment and training staff with pragmatic approaches on how to use various labor market information tools, including information available on the *WORKnet* website.

- Trained employment counselors on the use of workforce information at a series of workshops.
- Provided training on the *WisCareers* and *Careers4WI* web sites at 3 One-Stop Centers. These web sites provide skills training and career assessment tools for students and educators.
- Provided Accessible Workstation training to Job Center staff in PY05. This training provided staff with the knowledge and skills to teach people with disabilities how to access workstations so that they can link to the core services of the Job Centers, including workforce information.
- Provided training in utilizing and understanding labor market information at several train-the-trainer sessions for field workers from Job Centers and WDBs. The focus of the training was on our newest LMI related products, including an electronic version of customized local labor market data called *County Snapshots*, career posters, and presentations of two new publications entitled *Construction, An Industry Perspective* and the *Wisconsin Health Care Workforce Annual Report*.
- Provided information on the availability and use of electronic economic data. This is a critical component of the state's labor market information program – providing customers with access to staff who are experts in the use and availability of economic data. This approach has proven especially helpful for small employers and media developers, who often don't have the economic where-with-all to have a research person on staff, but who still have a need for data to help answer demand questions.
- Provided numerous unique presentations to a diverse customer base, including the community business leaders, local government officials, educators, etc.

CUSTOMER SATISFACTION ASSESSMENT

Numerous customer satisfaction assessments have been sent to users of labor market information during PY05. Some methods and results include:

- A survey was mailed to 1,200 customers about the *Wisconsin Jobs 2005* brochure. The survey asked: a) if the information in the brochure was helpful to them and/or the customers they served; b) what additional information they hoped to see; c) what information they thought was unnecessary; d) if providing additional information on the web in Microsoft Excel and Adobe Acrobat formats met their needs; and e) if they had any additional comments.

Twenty-nine percent of the respondents worked in an educational setting, 29 percent were job or career counselors, and the remaining 42 percent were a mix of employers, job seekers, researchers, and other government agency staff. Ninety-seven percent of the respondents reported that the information was helpful; no one said it was not useful and nearly three-fourths indicated that having the new information on the web helpful. The most common response in the additional comments field was the request for regional data.

- A survey of the 2002-2012 projections publication was mailed to 1,200 customers who had received projections products during PY05. The survey asked customers the same questions that were asked in the above bullet point. The vast majority of respondents said that the information in the publication was helpful and met their needs.

In response to specific suggestions for improving the publication, the 2004-2014 report will include the following enhancements:

- More information and narrative about the top 10 occupations with the most openings in each education and training category;
 - Additional regional data, such as the overall outlook for each WDA;
 - Links to other regional-level data found elsewhere on DWD's website;
 - Identification of potential employers using *WORKnet*.
 - If feasible, using currently available software, a comprehensive index of the publication's contents.
- DWD held numerous focus group sessions to identify the information needs of customers and to assess customer satisfaction with our products. Attendees at the sessions included business leaders, staff from educational institutions, job seekers, economic developers, researchers, and One-Stop Center staff. These individuals provided extensive input about their general LMI needs and, in targeted focus group sessions, identified the specific needs of their individual customer categories. Some of those identified needs include: skills based information, more sub-state customized data, and more user- friendly simplified web applications.

In PY05, the Bureau of Workforce Information began a search to identify vendors that would address the information needs that have come out of the focus groups. For example, we have entered into a partnership with Strategic Advantage, to review their product Economic Modeling Specialists Inc. (EMSI). This web - based tool provides industry, occupation, and demographic projection data at the county level. If the review of this product leads to a positive outcome, we will be able to release more sub-state information than is currently available. A preliminary scan of skills based information products is also underway.

- A new online customer satisfaction survey tool for the *WORKnet* website was developed and implemented. Customers were asked to rate their satisfaction with the information provided on the site according to the following categories: easy to find, timely, detailed enough, helpful, in a useful format and overall satisfaction. Based on an overall composite satisfaction score derived from these individual categories, the site was rated as follows: excellent - 11%, very good - 23%, good - 30%, fair - 15%, poor - 9% and N/A -11%.

Customers were asked to identify all the ways they used the information on the site. Their responses (from most to least common) were: finding a job, career planning, research, assisting others to find employment, training, economic research/development, finding a business or its location, setting or negotiating wages, customized reports or analyses, hiring workers, state or local budgeting/policy making, product markets, and starting/expanding a business.

Survey respondents included the following customer groups: employees, job seekers, employers, students, career counselors/caseworkers, research/planner/economic developer, parents, government representative/elected officials, business representative, WDBs, school counselors, and rehabilitation workshop participants.

Some respondents commented that they wished to contact us by regular mail. To address this issue, the WORKnet “Contact Us” page has been redesigned to provide customers with a physical address, and staff contact names have been added for different topic areas. This enhancement is currently going through the DWD approval process (PY06). Other comments received included:

- I really liked the Career Exploration area. Your list of links under Resources was very good.
- I am trying to find updated information about non traditional jobs for both men and women. I am also looking for information about jobs most often filled by women (and their starting wage) and jobs most often filled by men and their starting wage.
- Not always clear where info is located (i.e.: Wage vs. Statistics)
- Needs information on individual cities, no combining.
- Need a larger field of jobs and a bit more description of jobs.
- I did not know of the site until someone mentioned it. Need to advertise it more.
- Great site! Without a doubt, the best government site in Wisconsin. ...No, I do not know the web designer.
- I found this site through the Madison Area Technical College's website; I've tried many, many sites looking for information about retail sales and management salaries, and I'm thrilled to have found useful information on your site. Thanks!
- A brief description of the job titles would be more helpful.
- There is so much information that it is difficult to find what you need.
- I find your website very informative and I use the data frequently. I was looking for job specific titles in a wage comparison and could not find all the positions. However, what I did find was useful.

Because only 136 customers responded to the survey, we plan to place the survey in a more visible location on the website to increase the number of respondents. In addition, we have an extensive *WORKnet* enhancement listing that will allow us in PY06 to tackle the challenges identified by our customers. Included on the list are:

- Release of additional occupational videos in English and Spanish.
 - Promotion and release of nontraditional jobs occupational videos.
 - Systematic review of *WORKnet* for clarity and accessibility.
 - Geo-coding cities for purpose of releasing new products with city level information.
 - Development of on-line marketing strategies.
 - Skills information
 - Enhanced youth site directed towards young people and their needs.
- At the Job Development Symposium, local job development professionals attended training sessions about tools and strategies to impact performance outcomes at One-Stop Centers. Presentations on how to use of labor market information and the *WORKnet* website effectively were incorporated into these sessions. Based on a five point scale (where five = excellent, and 1= poor), the Symposium was rated 4.4 overall. The specific training sessions that were held (*Beyond Traditional Job Development, Art of Creating Opportunity, Meeting Outcomes with Activity-Based Placement and Retention*) were all rated between 4.4 and 4.6; the materials used for the training were rated 4.5.

Symposium attendees included staff from the following programs: Job Service (12), Wisconsin Works (4), English as a Second Language (19), the Department of Health and Family Services (4), Vocational Rehabilitation (8), county government (13), WDBs (4), Veterans(4), the DOC (1) and other non-profit agencies (30).

The evaluation comments received identified an interest in more job development symposia and training sessions. We are committed to providing as much training as possible, given resource constraints at both the national and state level. In PY06, we intend to focus on identifying collaborations with customers that will enable us to leverage resources and continue to offer these requested services.