

**State of Michigan**  
**Workforce Information Core Products & Services Grant**  
**Annual Progress Report**  
**PY 2007**

The Michigan Department of Labor & Economic Growth, Bureau of Labor Market Information & Strategic Initiatives (LMISI) is the source of a wide array of information on Michigan's labor market; including information on jobs, unemployment, wages, industries, and occupations. The bureau produces a diverse range of products and services that assist the state's workforce boards, economic development activities, educational institutions and many state and private organizations.

LMISI submitted a PY 2007 grant plan to the USDOL, Employment & Training Administration (ETA) that included each of the priority core products and services defined by the Workforce Information Core Products grant. The following is a summary of activities and accomplishments for these core products and services.

**1. Continue to populate the Workforce Information Database with state and local data**

The Workforce Information Database (WID) contains current and historic labor market and related information, such as population demographics, economic indicators, and labor market measures such as employment, unemployment, industry, wage, and occupational information. It contains monthly, quarterly, and annual data for national, state and local levels of geography. This standardized database is an integral part of the data engine powering DLEG's Labor Market Information website: [www.michigan.gov/lmi](http://www.michigan.gov/lmi).

Core data, administrative, lookup, and crosswalk database tables (version 2.3) continue to be maintained and kept current with timely information using maintenance and data release schedules. An annual review of the database for accuracy of content, timeliness and data gaps was also conducted to insure currency. Michigan's Workforce Informer based Labor Market Information website, to a large extent, is populated directly from the WID Database. The website allows users customized and flexible access to nearly all values residing in the Workforce Information Database.

Statewide occupational licensing data for January 2007 was collected and loaded into related WID tables. Links to the licensing authorities' websites were also updated. All related licensed occupation WID tables were updated and submitted to the National Crosswalk Service Center. However, a technical problem prevented the posting of updated data tables to the America's Career Information

website in Program Year 2007. It is hoped that *ACInet* will reflect updated Michigan licensing information by August 2008.

## **2. Produce and disseminate industry and occupational employment projections**

Michigan completed its statewide short-term industry and occupational projections with a base period of second quarter 2007 and a target of second quarter 2009. Statewide long-term industry and occupational forecasts from 2006 to 2016 were also completed. These were developed using the methodology, software tools and guidelines developed by the respective Short and Long-Term Forecast Consortiums and the MicroMatrix User's Group. The related ETA short-term and long-term forecast files were transmitted to the Projections Workgroup prior to the June 30, 2008 deadline. Related Workforce Information Database tables were also updated with these new forecasts.

The statewide long-term (2006 - 2016) forecast tables and reports, as well as, the statewide short-term (2007.q2 - 2009.q2) forecasts were published on the LMI website in July 2008. A statewide analysis of the long-term projections was also posted on the website in July.

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

Michigan produced and published the reports below for the use of the Governor's office, the Council of Labor & Economic Growth (CLEG), and senior leadership of the Department of Labor & Economic Growth. Workforce Information grant funds were used directly and in combination with leveraged funding from other sources to produce these products.

### **○ Michigan's Economic and Workforce Indicators – Summer 2008**

This economic indicator publication provides a biannual update on a variety of economic, employment, innovation, and workforce indicators. It is designed to deliver time-series analysis and comparative data with competitive regions. Indicators in this edition included employment and industry job measures, Business Employment Dynamics, Jobs in High-Tech Industries, Michigan Exports, Migration of Young Knowledge Population, Per Capita Income, College Graduations/Tech Degrees, Motor Vehicle Production, and Motor Vehicle Employment.

### **○ Assessing the Global Competitiveness of Michigan's Workforce**

LMISI produced this analysis of the global competitiveness of Michigan's workforce for the Global Competitiveness committee of CLEG, the state workforce board. This committee has been charged with developing clear metrics about the comparative position of Michigan workers in a global context. LMISI staff produced a report comparing Michigan to other

states, and the U.S. to global leaders (where data are available) on a series of measures in three categories: human capital, the knowledge economy, and education and skills. Examples of measures in the study include technological transfer, participation of four year olds in education, young knowledge workers, and the percentage of the workforce in at-risk/low skill occupations. LMISI worked closely with the state workforce board committee since the summer of 2007, and the final report is expected to be released in September 2008.

#### **4. Post products, information, and reports on the Internet.**

Michigan completed and launched its new LMI website based on the Workforce Informer platform in June 2006. The features include the ability to perform queries of the Workforce Information Database via the Data Explorer feature, searches of the website's data and article topics and user help functions. Customers are also able to access and customize information in a dynamic and interactive environment. Links to resources for career and economic information continue to be added.

Many products were posted to the site during PY 2007. A few examples include:

- Business Employment Dynamics
- Local Employment Dynamics
- Annual Planning Information Reports 2008
- Occupational Wages 2006
- Michigan Economic and Workforce Indicators
- WARN Notices 2007-2008
- Michigan Industry Highlights Analysis
- Mass Layoff Analysis
- Michigan's Labor Market News
- Michigan's Talent Bank Job Seeker Summaries

There were nearly 330,000 total visits to our website [www.michigan.gov/lmi](http://www.michigan.gov/lmi) in PY 2007. Comparisons of website activity between PY 2006 and PY 2007 are problematic, due to software issues in identifying unique visitors. However, the number of total website visits was nearly twice the amount reported in PY 2006.

#### **5. Partner and consult on a continuing basis with workforce investment boards and key talent development partners and stakeholders**

Michigan uses a variety of means of consultation/communication with the state workforce board and local workforce board directors.

- The LMISI director attends all quarterly meetings of the Council of Labor & Economic Growth (CLEG) state workforce board
- LMISI consults with the CLEG Accelerating Re-employment/Workforce Systems committee to get feedback on LMI products and services. LMISI met with this committee in November 2007 and presented examples of numerous workforce information products/services and received feedback on their usefulness and how access to these products can be enhanced. A similar session was held with the full CLEG board in December 2007.
- LMISI produced an analysis of the global competitiveness of Michigan's workforce, to provide essential information to the CLEG's global competitiveness committee. This committee has been charged with developing clear metrics about the comparative position of Michigan workers in a global context. LMISI staff produced a report comparing Michigan to other states, and the US to global leaders (where data are available) on a series of measures in three categories: human capital, the knowledge economy, and education and skills.
- LMISI regional economic analysts consult closely with local Michigan Works! workforce agency directors on their workforce information needs. These economic analysts are physically located in Michigan Works! service centers so they are an integral part of the local strategy for service delivery. Examples of these consultation services to local workforce boards by LMISI regional staff include:
  - Regional staff prepared and distributed monthly regional employment updates to local workforce boards. These releases were provided electronically to workforce board directors, board members, and partner agencies. They were also at times distributed at board meetings with regional staff available to respond to questions.
  - Regional and central labor market analyst staff provided ongoing consulting assistance to Workforce Development Boards.
  - LMISI has collaborated for over a decade with the Capital Area Michigan Works! workforce board in the presentation of annual conferences on key local workforce information issues. This year, our regional analyst contributed a substantial amount of research and analysis on the Capital Area Finance and Insurance sector. The result was a printed report, **Dollars & Sense: Investing in the Insurance and Financial Services Workforce**. This report outlined the employment growth trends, earnings potential, key occupations, and forecast employment needs of the industry. It also addressed key local workforce issues facing the sector. The analyst also assisted in the presentation of the report at a regional conference.
  - Regional staff generated information products, sector studies, or measures of labor supply for local workforce boards. Examples include:

- Extensive use of LED data in demonstrating labor supply characteristics for a potential employer in Ottawa County
    - Reports and sector profiles on the film production industry, union density by industry, and the telemarketing sector
    - Continued a contribution to the Saginaw-Midland-Bay MWA Career Ladders project with work on advanced manufacturing and health care occupations
  - Regional staff provided workforce information to local boards for use in activities such as internal planning and external grant applications. Examples include:
    - Local MWAs were required to identify high-demand occupations for approving training through the state's No Worker Left Behind initiative. Regional staff assisted in the development of a set of alternative methodologies to identify such occupations and provided each local board with detailed spreadsheets on regional short-term and long-term demand jobs.
    - Several MWA directors received information on occupational forecasts and employment trends by educational requirement
    - Capital Area Michigan Works! received assistance with information on STEM occupations, job losses by industry, and unemployment trends for use in a grant application Statement of Need.
- LMISI also produced information products targeted specifically for local workforce board strategic planning needs or for the use of local board staff or service center clients. Examples of these products include:
  - **Michigan's LMI Quick Reference Guide** – This publication was revised and updated. It is designed for use by front-line MWA service center staff working directly with clients. It provides a brief outline of key LMI data sets and why they are useful, with step-by-step instructions on downloading them from the web. The revision introduced new LMI products and publications and expanded the section on useful workforce information websites.
  - **Michigan's Career Outlook 2014 brochures** – Data was developed from the regional 2014 occupational forecasts to update the content of this career information for Michigan and 18 regions in the state. These brochures provide information on high-growth rate occupations, occupations that supply large numbers of annual job openings, and high-growth occupations requiring different levels of education and training. These brochures will be supplied to all local workforce board resource rooms in the fall of 2008.

- Produced **Annual Planning Information** reports for each of 25 local Michigan Works! agencies. These customized documents provide information and analysis on key local economic, demographic, and labor market indicators. They are utilized by workforce boards to develop annual plans, grants, service center program plans, environmental scans, local demand occupation lists, and in strategic planning. Information was supplied to boards in print and electronic format, and made available to other users via the labor market information website.
- Twice annually, multiple copies of the **Analyst Resource Center Employer Database** were supplied to service centers of Michigan Works! agencies that have signed license agreements. These databases supply valuable employer contact information for the use of jobseekers in the local service centers.
- The **Michigan Talent Bank Penetration Reports** were provided quarterly to all 25 Workforce Development Boards. This product provides boards with information on the share of businesses in their region utilizing the Michigan Talent Bank labor exchange system. It serves as an indicator of the WIB's degree of penetration in the employer market and provides comparisons with other local boards.

## 6. Conduct special studies and economic analyses

- LMISI completed a second edition revision of the economic indicator project, **Michigan's Economic and Workforce Indicators – Summer 2008**. This publication supplies senior department leadership and the Governor's office with a biannual update on a variety of economic, employment, innovation, and workforce indicators. It is designed to deliver time-series analysis and comparative data with competitive regions. Indicators in this edition included employment and industry job measures, Business Employment Dynamics, Jobs in High-Tech Industries, Michigan Exports, Migration of Young Knowledge Population, Per Capita Income, College Graduations/Tech Degrees, Motor Vehicle Production, and Motor Vehicle Employment.
- LMISI provided information support on a continual basis to the Governor's office and DLEG executive staff.
  - LMISI prepared county or regional profiles on multiple occasions for the Governor's office. These profiles were frequently used as briefing material for regional forums throughout the state.
  - A document was prepared for the Governor's office on Michigan growth industries and recent trends in nonfarm jobs minus the auto sector.
  - An analysis of auto industry job trends was also produced for the Governor's office

- LMISI produced an analysis for the DLEG executive office which correlated educational attainment rates by state with a variety of other economic indicators
- Information and analysis was compiled for the department director for a presentation on the *Future of Michigan's Workforce*.
- LMISI published on a monthly basis the **Michigan Labor Market News**. This print and web-based report provides information on the state's labor market and industry trends, as well as trends in the state's metro areas and regions. It also provides short articles on a variety of economic and labor market topics.
- Two press releases were issued for each month of the program year. One release focused on the State of Michigan, providing analysis to the media and the public on the state employment, unemployment, and unemployment rate trends and significant movements in payroll jobs. The releases focused on employment trends both over the month and over the past year. The second monthly release presented similar information for Michigan's 17 regional labor markets. LMISI central office and regional staff provide expert analysis to supplement these press releases via numerous interviews with print and electronic media.
- LMISI generated **Michigan Teen Summer Job Outlook** forecasts for the summer of 2008. These were issued to the media via a department press release.
- Bureau staff responded to 11,500 requests for workforce information during PY 2007. Some of these requests involved basic dissemination of labor market indicators such as employment and unemployment, wage, industry employment, occupational outlook, state and local career trends, and occupational skills information. Many others required much more in-depth data production and analysis, or consulting with customers on the application and use of workforce information.
- LMISI staff developed customized presentation modules targeted at customer groups such as Workforce Board members, workforce board staff, employers, educators, and economic developers. Other sessions were designed to deliver career and occupational information to clients of Michigan Works! service centers and high school or community college students. About 600 persons attended these presentation sessions during PY 2007. Examples of these presentation topics include:
  - Hot Jobs Through 2014
  - Local Employment Dynamics
  - LMI Website Training for Business Service Staff
  - Workforce Information Resources & LMI Website Training
  - Workforce Board Presentations on Regional Labor Market Trends
  - Career Planning & Assessment
  - Effects of Congressional Budget Action on Regional CES Data

- LMISI Information and Resources
  - Dollars & Sense: The Capital Area Insurance & Financial Services Workforce
  - East Central Health Care: 3 Years of Regional Collaboration
  - Industry and Labor Force Trends
  - Occupational Outlook in the Saginaw Metro Region
  - LMI and the Jobs of the Future
  - Regional Employment Trends & Occupational Outlook
- Produced a comprehensive analysis of labor market trends for Michigan women for the *Michigan Women's Commission*. The document highlighted unemployment trends, jobs by occupation and industry, degrees awarded and program completers, and information on hours of work, earnings, and poverty status for women in the state.
  - LMISI produced an analysis of employment and unemployment status, occupational distribution, and earnings for Hispanics in Michigan for the *Michigan Commission on Spanish-Speaking Affairs*.
  - Produced quarterly customized **Michigan Talent Bank Job Seeker Summaries**, which provide demographic detail on the applicant pool for all 25 Michigan Works! agencies. Workforce boards were provided with customized data for their region on the number of Talent Bank applicants by occupation, the occupational distribution, as well as information on the educational attainment of applicants. State data was also supplied for comparison. In addition, information was supplied on the occupational distribution of Michigan Talent Bank job orders. These profiles were also provided to the public on the DLEG labor market information website.
  - LMISI produced quantitative data on competitive-advantage industries in Michigan.
  - A meeting was attended with the *Michigan Long-Term Care Advisory Group*. Information was presented to the group on information sources and services, with emphasis on methodology and availability of demand forecasts and wage data for direct care occupations.
  - LMISI staff prepared written responses as received regarding ETA Rural Loan Applications. These involved analyzing the potential impact of a loan applicant's products/services on competitive businesses in Michigan.
  - Completed a profile of the WIRED Mid-Michigan region for use in a DLEG Statement of Need health care grant application.
  - Provided ETA staff in Washington with background and analysis on the City of Benton Harbor.