

MISSOURI ECONOMIC RESEARCH AND INFORMATION CENTER

Economic and Workforce Information Performance Report

Program Year 2007



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) 2007.

Plan Period

July 1, 2007 through June 30, 2008

Plan Narrative

SECTION I: Performance Summary
SECTION II: Review of Deliverables

SECTION I

Performance Summary

The Missouri Economic Research and Information Center (MERIC) delivered a variety of targeted products and services to stakeholders in PY 2007. 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 48 deliverables across 6 core product groups. Some highlights include:

KC WIRED Industry Profile

This Kansas City bi-state industry profile includes detailed information about employment, demographics, and commuting patterns in this dynamic regional economy.

WIA Cross-State Commuting Reports

Reports illustrate cross-state commuting patterns for Workforce Investment Areas (WIA) in Missouri.

Regional Job Vacancy Survey and Web Application

The survey and web application supplies a measure of employer demand for workers along with analysis of wage, benefits, education and experience requirements, and skill gaps.

Real-Time LMI Reports

Monthly Missouri reports summarize job openings by occupation, education, and major employers.

Workforce 2025 Statewide and Regional Reports

Report profiles the workforce of the future, challenges they face, and steps leaders should explore.

2008-2009 Missouri Career Guide

A concise how-to guide to assist job seekers is selecting a rewarding career.

2004-2014 Career Outlook Inserts

Statewide and regional listings of top occupations based on long-term outlook.

MERIC analysts, using a project tracking system, documented 671 Research and Information Products and 409 Customer Inquiries and Technical Assistance Outputs in PY 2007.

All in all, MERIC is excited about its successes in PY 2007 and looks forward to building upon these successes in PY 2008!

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, more timely data updates, scaleable geographies, and more diverse data. In general, customers wanted to get all their data needs from one site.

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. MERIC is collaborating with the Missouri Office of Social and Economic Data Analysis to further enhance the delivery of WID web services and to gain long-term administrative cost savings.

1.4 Deliverables

1.4.1 Maintain and update license files.

- **COMPLETED** License.dbf, licauth.dbf, lichist.dbf
- **IN PROGRESS** Implement Version 2.4 Release – Estimate completion by December 2008.

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 and Short Term Projections for Statewide and Sub-state Regions

1.4.4 Populate core and non-core tables

- **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 workforce developers, state and local workforce boards, the state workforce agency, education and training providers, economic developers, and researchers. 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.

2.4 Deliverables

2.4.1 Produce industry and occupation employment projections.

(Produce employment projections that conform to ETA guidelines.)

- **COMPLETED** Long-term 2006 -2016 Industry Projections (Statewide)
- **COMPLETED** Short-term 2007-2009 Industry Projections (Statewide and 2 Sub-state Regions)
- **COMPLETED** Long-term 2006 -2016 Occupational Projections (Statewide)
- **COMPLETED** Short-term 2007-2009 Occupational Projections (Statewide and 2 Sub-state Regions)

2.4.2 Produce *Real-time LMI Report*

- **COMPLETED** Release Monthly LMI Reports – Ended March 2008 due to change in workforce information priorities.

2.4.3 Produce *Occupational Studies*.

- **COMPLETED** Workforce 2025 Report
- **COMPLETED** 2008-2009 Career Guide
- **COMPLETED** Healthcare Occupation Cluster Briefs
- **COMPLETED** Occupational Outlook Inserts (Statewide and 10 regions)
- **COMPLETED** Career Grades 2004-2014 Report
- **COMPLETED** Education and Training Outlook 2007-2009
- **COMPLETED** Top Growing/Most Openings Career Briefs 2007-2009 (Statewide and 2 sub-state regions)

2.4.4 Leveraged Product Releases

- **IN PROGRESS** Competency Models for 2 Target Industry Clusters. Initial error in completion date of June 2008 as actual completion date targeted for December 2008.
- **COMPLETED** Regional Job Vacancy Survey Reports

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

- **COMPLETED** Provide as needed

Core Product 3 – Economic Performance and Forecast

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 sub-state 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

3.4.12 *Missouri Economy Today* - Television Show

- **COMPLETED** Profiles of Missouri's economic and community assets

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 typically receives more than 150,000 total visits, accumulating over 3 million total hits annually 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 3,000 subscribers. MERIC contributes weekly content on economic conditions and workforce information to both the "Headline News" section and to its own content section.

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 projects and product outputs

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 special interest and target customer interest groups. These will include:

4.4.1 Examples of Product Releases

- **COMPLETED** Two (2) Weekly Focus Economic and Workforce Newsletter Articles
- **COMPLETED** Socio-Economic Indicators
- **COMPLETED** Missouri Export Briefs

Core Product 5 – Workforce Investment Board Partnership and Consultation

5.1 Description

Partner and consult on a continuing basis with state Workforce Investment Board and Local Workforce Investment Boards in order to identify and provide needed information support for workforce investment strategic planning and response to rapidly changing economic conditions and state and 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. During this program year, MERIC visits to WIBs will correspond with major product releases. MERIC will take advantage of electronic media to announce and deliver additional products to WIBs. Webinar training to enhance workforce and economic knowledge, along with website information navigation, will be offered this year as a new method of learning and as a cost-saving technology.

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
- **COMPLETED** Staff and maintain toll free helpdesk line to provide a channel for communicating workforce and economic information and responding to data needs of core customer groups
- **COMPLETED** Maintain and answer MERICData e-mail inquiries from the MERIC web site. Inquires are assigned to knowledgeable analyst to assist customer
- **COMPLETED** Develop training sessions for workforce partners using internet-based technology (webinar)

5.4.3 MERIC Customer Satisfaction Survey

- **COMPLETED** E-mail survey of customers receiving assistance to assess satisfaction levels and make improvements where needed.

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, sub-state, and community workforce and economic development initiatives, targeted industry or occupational studies, and response to major layoffs or disasters. Ad hoc studies allow for flexible analytical responses to timely initiatives and represent an important, rapid-response element of the core product.

6.2 Principal Customers

Principal customers targeted for this core product group include workforce investment regions, regional planning organizations, economic developers, transportation planning officials, current and prospective businesses, educational 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 focus presentation. Usefulness and usability is optimized by consultation with the specific customer throughout planning, development and delivery.

6.4 Deliverable Examples Include:

6.4.1 Produce international trade and investment studies

- **COMPLETED** 5-Year Trend Analysis of International Trade and Investment in Missouri
- **COMPLETED** Foreign Direct Investment into and out of Missouri

6.4.2 Produce leveraged transportation studies

- **COMPLETED** Business and workforce climate study for rural communities impacted by route relocations in mid-Missouri
- **COMPLETED** Impact of various river ports to Missouri's economy

6.4.3 Produce performance scorecard report for Missouri's workforce investment system

- **COMPLETED** Report key workforce performance indicators. Worked with DWD to develop key LMI indicators

6.4.4 Produce leveraged fast-growing firm report

- **PARTIAL** Fast-growing firm (Cheetah) surveys and case studies will be compiled into a report that highlights opportunities and obstacles associated with these entrepreneurial firms. Completed preliminary brief. Full report due September 2008.

6.4.5 Produce WIA and/or WIRED regional business and demographic studies

- **COMPLETED** Develop studies that illustrate existing and future trends within the region using various in-house, federal, and commercial data sources

6.4.6 Produce targeted industry studies

- **COMPLETED** Developed targeted industry studies based on industry business councils inputs
Missouri Economic Profile: Life Sciences
Missouri Economic Impact Brief: Defense Contract Spending
Missouri Economic Impact Brief: Forestry Product Industries
Missouri Economic Impact Brief: High-Tech Industries

6.4.7 Provide ad hoc special studies and analysis to main customer groups

- **COMPLETED** Provide as requested:
 - Export-Driven Industries in Missouri
 - Global Workers for a Global Marketplace
 - Missouri Motion Media Industry 2008 - Council for Community and Economic Research National Award Winner
 - Missouri Economic Impact Brief: Manufacturing
 - Missouri Exports by Country
 - Missouri New Business Formations

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