

**Office of Workforce Information and Performance (OWIP)
Annual Performance Report
PY 08**

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, OWIP participates in the monthly updating of state and local area LAUS and CES data in State Stats -- a statewide performance monitoring system.

Compliance with planned milestones

All milestones were met.

2. Produce/disseminate industry/occupational employment projections

Compliance with measurable outcomes

- Long-term industry/occupations (2006-2016) by workforce area were completed and submitted as required.
- Short-term (2008-2010) industry/occupation projections were completed and submitted as required.
- Publication of OES wage data survey results and updating of data (using ECI) between cycles was completed.

Specialized data development:

- Production of a statewide 2016 projections supplement, highlighting occupational and industrial data, was completed and made available on OWIP website during the 1st quarter PY 09. Following completion of 2016 WIA projections during 4th quarter PY 09, production began on occupational supplements by WIA.
- Worked with a program planner from Voc Ed to identify suitable occupations for their clientele. Provided demand and entry level wage information for these occupations.
- Using 2016 WIA projections, provided local community college with projected occupational employment (stratified by educational attainment levels) for approximately 50 occupations in logistics/transportation data to be used to evaluate current programs under their Community Based Job Grant and to develop career pathways for their training programs.
- Provided local economic development agency with updated estimated on all OWIP/GWIB identified industry clusters for Maryland, selected regions and multiple counties – data to be included in marketing materials being developed to promote the region. Also provided with listing of top demand occupations based on 2016 projections.
- Provided local economic development agency with labor supply and wage estimates for series of occupations associated with warehousing operations – data needed for perspective employer.
- Provided local WIA planner with demand and entry level wage data for series of occupations requiring lower educational attainment – data to be used for planning in Welfare to Work program.
- Provided local WIA Director with data to assist in reemployment of spouses relocating to APG under BRAC Based on occupational list provided, supplied demand, wage and staffing patterns data for identified occupations.
- Prepared a specialized run of 2016 statewide projections for Maryland Higher Education, stratifying all published occupations by detailed educational levels.

- Provided Business and Economic Development with wage data (entry, experienced and median) for select list of occupations for use in their Business Briefs publication – data provided at the WIA level.
- Developed staffing patterns and wage data for the construction industry.
- Developed staffing patterns data at the 4 digit industry level for both 2006 and 2016.
- Responded to a request for and prepared a spreadsheet showing occupational data for select NAICS codes using both 2014 and 2016 projections for Maryland.
- Provided consultant with 2006 staffing patterns data at the 2 digit NAICS code level for Maryland and each of the WIA's. Using EDS system, wage data (at various levels) was provided for select occupations in 2, 3 and 4 digit NAICS codes for Maryland and the WIA's.

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 the recent downturn, was prepared as part of the WIA Annual Plan. This document was updated, expanded and, subsequently, provided to the GWIB for distribution at their board meeting and to the Governor's Office. Updated analysis to appear on OWIP website during 1st quarter PY 09.

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. During PY 08, web metrics showed that OWIP's website received more than 1.8 million hits.

During PY 08, the Monthly Labor Review, a newsletter focusing on movements in LAUS and CES statistics, was revamped. Both cosmetic and content changes were made. Data detail was expanded, graphics were enhanced/added and two new sections – Business News and Unemployment Compensation Indicators – were added.

Some new publications were also introduced on OWIP's website, including:

- Claimant Characteristics for the State and by WIA – graphic presentation of claimant demographics.
- Program Information Sheets – LAUS, CES, QCEW and OES Programs – combine both narrative and graphics to provide program overviews, focusing on the types of data produced through each program, uses of data, production schedules and data accessibility.
- Who's Working in Maryland – an overview of the private sector workforce based on an analysis of LED data.
- Where Workers Live and Work by Workforce Area –graphic presentation of LED labor shed and commute shed demographics.

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. A close working relationship exists between OWIP staff and an industry analyst on the GWIB staff. Many of the requests from LWIB's are routed to OWIP through the GWIB data analyst.

Special Requests for Information to Support LWIB's and GWIB

- Provided GWIB with historical LAUS and QCEW data by WIA for distribution at their Board meeting. Also provided Economic Analysis for distribution.
- Assisted Frederick Co WIA Director with preparation for a media interview focusing on county economics. Provided current unemployment and QCEW stats; an overview of Frederick's economic progression through the recent downturn, and some insight into the industrial and occupational outlook in the county.
- Assisted Montgomery County WIA Director with data request from prospective employer – data provided for both Montgomery and PG counties on labor supply in select occupations, wages and benefits data.
- Assisted staff person from Baltimore County WIA in locating various pieces of demographic data (unemployment characteristics, resident income and educational levels, occupational attachment) for inclusion in a grant application. Also developed LAUS and QCEW graphics for inclusion in grant package.
- Provided Lower Shore WIA Director with statistical data/technical assistance in responding to labor-related questions posed by a prospective employer. Also, at WIA Director's request, participated in conference call with employer.
- Assisted MID MD WIA with data development for their annual plan. Provided detailed QCEW data for Mid MD and its component counties. Also provided them with projected industrial/occupational data.
- Provided GWIB with assistance in identifying possible industries falling under the "green umbrella." Approximately 75 industries (3, 4 & 6 digit) identified and current QCEW employment and wage data was provided for each industry.
- Developed FY 08 LAUS estimates and WARN notification totals by WIA.
- Provided GWIB Director with area specific unemployment stats and industry data for incorporation in a presentation being given in the Lower Shore Area.
- Provided GWIB with historical employment and wage data for industries within the IT sector.
- Provided GWIB with historical data on initial claims for both regular UI and Extended Benefits – information requested by Board.
- Provided local WIA planner with technical assistance in locating multiple data elements from various sources. Data to be used in developing a local economic/demographic profile for BRAC planning.

Requests for Target Group Data Development

- Developed historical labor force indicators by region for inclusion in a grant proposal being submitted by Department of Health and Mental Hygiene.
- Developed average unemployment rates (for specified 24 month period) for US, MD and by local jurisdictions in MD – data to be used to identify areas of economic distress for grant application being submitted by Department of Transportation.
- Provided assistance to MD Corrections in validating information (needed for audit by U.S. Justice Dept.) relative to their Prison Enhancement Program.
- Provided Dept of Business and Economic Development with special tabulations (using QCEW data) of private sector business establishments by size class for Maryland and each local jurisdiction.

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 08 included:

- LED Webinar on mapping
- LED annual conference
- BLS sponsored training on OES
- OWIP “Brown Bag” lunch series – individual presentations given by staff persons from LAUS, CES, QCEW, OES and LMI Programs – an attempt to promote interoffice information sharing

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

- LMI presentations given at quarterly WIA Director's meetings.
- Presentations given at quarterly WIA performance measurement meetings.
- LMI presentation focusing on job market trends given at a conference sponsored by a Welfare Advocacy organization.
- LMI presentation given on availability and utility of LMI to educators in adult and continuing education.
- LED On the Map presentation/work session conducted with WIA staff, Economic Development and other Workforce Development partners.

Requests utilizing Mapping Capabilities

- Produced several maps for BRAC-related project
 - Map of MARC Region showing counties in MD and VA, as well as DC, which form the region – pinpointed Fort Detrick, APG, AAF Base and Fort Meade.
 - Map duplicating MARC Region map but including counties in PA, NJ and Delaware that may be impacted by BRAC activity.
- Map of WIA unemployment rates compared to MD for the period January – December 2008.
- Map showing over-the-month unemployment change for November – December 2008 by WIA's.
- Map showing over-the-month employment change for same period by WIA's.
- Developed 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 spreadsheets with historical (for each month in 2004-2007) employment, wage and reporting unit data by zip codes within the City of Annapolis. Data was provided for 2 digit NAICS codes. Data to be used in an economic analysis being prepared by University of Baltimore.
- Provided Governor's office with analysis of auto industry in Maryland – included employment and wage data along with a brief analysis of data.
- Partnered with the Department of Business and Economic Development in preparing an analysis of Maryland's manufacturing industry (requested by Lt. Governor).
- Worked with University of Baltimore, providing data and technical assistance, on a workforce analysis project using QCEW data – analysis commissioned by Cecil County Economic Development and by Regional BRAC Coordinator.
- 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 Division of Financial Regulation with detailed historical data on finance industries for an internal analysis being prepared for submission to legislature.
- Provided an energy planning committee with employment and wage data for manufacturing (at 4 digit level) for Baltimore City and Baltimore, Montgomery and Prince George's counties.
- Handled a special request for data for the City of Bowie – provided QCEW employment and wage data at the zip code level for 2007 (both quarterly and annual data).
- Developed specialized tabulations of QCEW employment and wage data in the retail trade and services sectors for study being prepared on Washington County. Data developed at census tract and census block group levels.
- Developed QCEW estimated at 4 digit level for Montgomery County Finance Office. Data to be used to analyze recent industry developments and to develop graphic presentation for County Council members.

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. Requests for short-term projections have always been quite limited. Since trends drive projections, the value of short-term projections is particularly limited during an economic downturn. More often than not, short-term projections are not actually able to capture the trend.