



Oregon

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Program Year 2008 Workforce Information Core Products and Services Grant Annual Report



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

A. Accomplishments

- Oregon has been using the latest version of the Workforce Information Database (WID) (V2.3) since it became available in the fall of 2004. We continue to update the database as releases become available.
- Oregon is working with other Analyst Resource Center member partners to develop WID v3.0.
- Maintenance was renewed on our Oracle database licenses in May 2008. This is now the responsibility of Oregon's "State Data Center".
- Oregon has attended all WID Database Consortium/Analyst Resource Center meetings during this program year.
- Estimated expenditures for this activity were \$29,500.

B. Customer Consultations

- Because the WID database contains confidential information and operates at a level below the interest of our customers, we do not discuss it with Workforce Investment Boards or other customers per se. However, we do discuss our web site, www.QualityInfo.org, and data center products that reside on top of the WID database. These contacts with our customers indicate a high level of satisfaction with QualityInfo.

C. Recommendations for Improvements to Core Product

Oregon recommends moving to WID v3.0 when it becomes available.

2. Produce and Disseminate Industry and Occupational Employment Projections

A. Accomplishments

- Developed sub-state long-term industry and occupational employment projections for 2006-2016. Added to QualityInfo tools in November 2007.
- Began work on 2008-2018 long-term projections. Will publish them in late 2009.
- Developed statewide short-term industry and occupational employment projections for 2008-2010. Sent to ETA in June 2009.
- Populated the WID Database with sub-state projections for 2006-2016. Completed in November 2007 and included in QualityInfo tools at that time.
- Populated the WID Database with statewide projections for 2008-2010. Completed June 2009.
- Estimated expenditures for this activity were \$10,000 (plus funding from other sources).

B. Customer Consultations

- Oregon does not consult with customers regarding methodology or customer needs prior to developing long term or short term projections. Projections are produced using a statistically valid methodology that almost all customers would not understand or need to know. Contacts with WIBs, WIA providers, workforce development professionals, planners, and other customers indicate that the long-term projections are heavily used and are the underpinning for almost all workforce development discussions in Oregon. They have been presented to the Oregon Legislature, State and Regional Workforce Investment Boards, State Board of Education, and many other customer groups. They are also used heavily within the QualityInfo web site.
- Oregon has not previously published short-term forecasts so no assessment is available. Discussions with most customer groups have suggested there is little demand for these projections in Oregon. Discussions within the workforce information division's Technical Review Board produced agreement on the serious quality limitations of such short-term projections. These projections were not published, but were made available upon request.

C. Recommendations for Improvements to Core Product

- Eliminate the requirement for short-term projections. Make it an optional deliverable, so that those states whose customers request these projections can use grant funds to develop them, but states where short-term projections are not in demand are not forced to develop projections that will not be used.

3. Publish an annual economic analysis report for the governor and the State WIB

A. Accomplishments

Oregon published *Training Oregonians ... For The Right Jobs* in December 2008. This report for the governor and SWIB was aimed toward a major question that policy makers and educators are constantly asked – “What’s the demand-supply gap for each of Oregon’s occupations?” If we can answer this question then we can direct limited human and capital resources where they can do the most good.

- The report uses a new Occupational Prioritization for Training model that 1) Starts with Oregon’s high-demand, high-wage occupations. 2) Analyses six strong data factors available for all occupations. 3) Analyses four weaker data factors useful for only some occupations. And 4) Engages businesses and other relevant groups to make final decisions on training priorities.
- The report provided users with the following Top 20 lists:
 - ✓ Statewide: Overall Top 20 Highest Priority Occupations for Training
 - ✓ Statewide: Targeted Top 20 lists for
 - Healthcare
 - Occupations other than health care
 - Manufacturing
 - Clean Technology
 - ✓ Regional: Overall Top 20 lists for all 15 Oregon Workforce Regions
- Funding from other sources was used to produce this product.

B. Customer Consultation

- Prior to beginning work on the report, Oregon consulted with business and training partners to determine what their needs were, and on the methodology used in the new model.
- There has been high customer interest in this product. Presentations on the subject started in early 2008 (e.g. Legislative committees, State Board of Education, meetings with business and education leaders) and have continued to the present time.
- Customers have been particularly pleased that the Employment Department took a step back from the traditional “we don’t have good data to answer this question” approach, and developed a data driven model that gives them another tool to use when making resource decisions.

C. Recommendations for Improvements to Core Product

- Change the wording of this deliverable, making it clear that a special report must be developed, but giving states complete freedom to design and develop whatever report, on whatever subject, is of most interest to their customers. Current wording of the deliverable

appears more restrictive than this, though contacts with ETA staff suggest their intent is for great flexibility.

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

A. Accomplishments

- Oregon has ensured that all data and components of the Oregon Labor Market Information System (OLMIS) www.qualityinfo.org are maintained in a timely and accurate fashion.
- Oregon completed work on a new graphical user interface during this program year and implemented the new interface in July 2008. This interface was developed based on feedback from tests of OLMIS/qualityinfo.org users.
- Working with the State Data Center, Oregon completed the process of moving the OLMIS/qualityinfo.org databases and application to a new blade and virtual server environment in June of 2008.
- Oregon has added streaming video capabilities so that the monthly press release can be seen live from other locations or watched after the press conference is over.
- Oregon added new improved search capabilities allowing searching of .pdf files.
- Oregon added functionality to articles that provide definitions of common labor market information terms simply by mousing over the link.
- In October 2008 Oregon delivered a new data analysis tool specifically designed for Oregon's WIRED grantee.
- Oregon has added a Certified Usability Analyst programmer to its team. This allows us to develop new products and redevelop old ones from a user centric perspective.
- In addition to the improved technology, over 100 new or revised articles and over 400 new or revised weekly, monthly, or annual publications were added to QUALITYINFO.ORG during this program year. These ranged from articles about occupations such as *Hospitality and Convention Service Managers* or *Nursery Workers Really Dig Plants*, to regional articles such as *City Living Dominates the Willamette Valley*, to statewide analysis such as *The Greening of Oregon's Workforce*, to articles about specific industries such as *Oregon's Forestry and Logging Industry: From Planting to Harvest*.
- Estimated expenditures for these activities were expected to be \$335,441 (plus funding from other sources).

B. Customer Consultation

- Oregon uses several different methods for assessing customer needs with QUALITYINFO.ORG. We use the feedback garnered through the “contact us” feature available on the QUALITYINFO.ORG home page. We also use anecdotal information and feedback from Research staff, other Employment Department staff, and end customers.
- We include customer satisfaction surveys in all publications (or once each year for those publications delivered monthly).
- Oregon has begun using usability testing and assessment for new development and redevelopment.

C. Recommendations for Improvements to Core Product

- No recommendations for change to this core product. Improvements and additions to www.qualityinfo.org will continue to be made on an ongoing basis.

5. Partner and consult on a continuing basis with Workforce Investment Boards and Key Talent Development Partners and Stakeholders.

A. Accomplishments

- Oregon’s LMI Director has attended almost all OWIB meetings and will continue to do so. In addition, he has visited several local WIBS during the course of the 2008 program year.
- Out-stationed Research Division staff have personally visited every local WIB at least once. This activity is ongoing. In fact, some out-stationed staff routinely attend local WIB meetings.
- Research Division staff completed and published *Occupations in Demand* by region in April 2008.
- Oregon’s LMI Director sought input from chairs, vice-chairs, and executive staff of Oregon’s statewide and local WIBs regarding the questions to be asked on the *Oregon Employer Survey*.
- Oregon continues its participation in the Census Local Employment Dynamics (LED) project, and provides LED data (including new mapping tools) to WIBs and other customer groups.
- Oregon continues to build and develop its GIS resources in support of providing accurate local labor market information to local WIBS.
- Examples of identifying and providing needed information support include:

- ✓ Provided information about the health care industry for a report to be presented to the Region 5 WIB.
- ✓ Participated on Rogue Valley region's "business resource team", members included Title 1B, community college, economic development.
- ✓ Participated on planning group with Medford Local Chamber of Commerce that designed a survey of local businesses as part of their "Businesses Retention and Expansion" project.
- ✓ Participated on Region 8 WIB "Performance Measures" subcommittee, including work to assess possible performance metrics for one-stop partners under the new integrated service model adopted by OED and title 1B providers
- ✓ Attended R4 WIB meeting and made a presentation on Oregon and Region 4's current economic conditions.
- ✓ Attended R1WIB meetings on April 23, January 22, October 23 and July 24. Presented results of Oregon's Job Vacancy Survey on October 23rd.

These are just a few of the literally hundreds of information requests that Oregon LMI staff responded to from state and local workforce investment boards and other local partners.

In addition Oregon's LMI staff gave over 300 different presentations to various audiences throughout the state during this grant year.

- Estimated expenditures for these activities were expected to be \$105,688 (plus funding from other sources).

B. Customer Consultation

- Oregon's LMI staff meet regularly with state and local WIB members to assess information needs.
- Information gathered from WIB members (from a formal customer satisfaction survey in the spring of 2009) indicates that Research Division staff efforts to provide WIBs with high quality, timely, and localized information and products result in a high level of satisfaction at both the state and local level.
- As indicated above, some local WIBs now expect their local out-stationed Research Division staff to be at all WIB meetings to provide information to enhance decision making.

C. Recommendations for Improvements to Core Product

- Based on feedback from WIBs, Oregon will continue developing or assisting in developing, more regional, focused information for local WIBs.

6. Conduct special studies and economic analyses.

A. Accomplishments

Oregon completed three special surveys and during this program year -

- *Oregon Job Vacancy Survey* - A survey of employers to determine the number of job vacancies they had in Oregon. The survey gathered information about educational and licensing requirements, if the position required previous experience or not, the length of time the vacancy had been open, if the position was temporary or not, the starting wage offered, and whether or not the vacancy was for a newly created position. This report was published October 2008.
- *2008 Oregon Employer Survey* - A survey of over 5,000 Oregon employers to identify current and future workforce skill needs, training methods, employee benefits and retention strategies, and how Oregon employers are planning for an increase in the number of workers reaching retirement age. Reports are available at the statewide level and for the 15 Workforce Investment Board regions, as well as a report focused on rural areas and a regional interstate report that includes portions of Washington State. This report was published in February 2009.
- *The Greening of Oregon's Workforce: Jobs, Wages and Training* – This survey gathered information on the number, type, and characteristics of “green” jobs in Oregon, including what industries they are in. Findings show that Oregon has roughly 51,000 green jobs across approximately 5000 employers, with the most prevalent being in the construction, wholesale and retail trade, and administrative and waste industries.
- Oregon produced and published Oregon Wage Information 2009 in June 2009.
- Oregon completed eight economic impact analyses for various customers around the state during this program year.
- Funding from other sources was used to produce these products.

B. Customer Consultation

- Oregon consulted with workforce partners, businesses and business groups prior to each of these surveys. Obviously the economic impact analyses were conducted in conjunction with the customer group.

B. Recommendations for Improvements to Core Product

- Based on feedback from report customers, Oregon will continue to focus efforts on one or two reports of significance to a large audience and smaller reports for smaller audiences.