



Oregon

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Program Year 2009 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 2009. 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 \$27,000.

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 2008-2018. Added these projections to QualityInfo.org tools in November 2009.
- Published statewide 2008-2018 projections in December 2009.
- Developed statewide short-term industry and occupational employment projections for 2008-2010. Sent them to ETA in June 2009.
- Populated the WID Database with sub-state projections for 2008-2018. Completed in November 2009 and included in QualityInfo.org tools at that time.
- Populated the WID Database with statewide projections for 2008-2010. Completed and sent to ETA in 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; the state does consult with other experts in the projections/forecasting field. Projections are produced using a statistically valid methodology that most customers would not care to be involved in discussions about. 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 provide two of ten key factors in Oregon's *Occupational Prioritization for Training* methodology. 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 are not published, but are 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*, second edition, in April 2010. This report for the governor and SWIB was aimed toward a major question that policy makers and educators are constantly asked – “With limited resources, which occupations should we support training for?” 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. 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

- After developing the first OP4T report, Research staff sought input and comments from key user groups, comments that were considered and used in developing/improving the methodology for the second report.
- 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, Workforce Investment Boards) 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. Customers – particularly community colleges – were also pleased that the

Employment Department listened to their input following the first iteration of the model, and incorporated their suggestions and concerns into the second iteration.

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 has been working on development of a tool to make our popular *Around the State* publication searchable on line. In addition to creating a searchable tool for the public, the new Around the State Management System (ATSMS) allows staff to enter and track submissions for the publication as well as search them by various filters. We will now be able to publish *Around the State* as a totally paperless process. This real time, transactional system is scheduled to go into production in late October or early November 2010.
- In partnership with the Department of Community Colleges and Workforce Development (DCCWD), links to Career Pathways (programs of instruction leading to employment in a specific field or occupation) were added to our Occupational Information Center.
- Oregon purchased a subscription to The Conference Board's Help Wanted On Line (HWOL) economic indicator. Upon seeing the volume of job listings contained in the HWOL data, beyond those listed with the Employment Department, Oregon purchased an extended license to display the job listings on line. Oregon then built JobNet (<http://www.qualityinfo.org/olmisj/OlmisZine?zineid=00000008>), allowing job seekers immediate access to thousands more job listings. Finally HWOL listings were added to the Occupational Information Center. Again, this allowed access to many more job openings than previously.
- Oregon added the Green Info page to QualityInfo.org, specifically to display information about "green" occupations and industries based on research from our Green Jobs Grant. In addition, we display listings off potentially green jobs. <http://www.qualityinfo.org/olmisj/OlmisZine?zineid=00006995>
- In addition to the improved technology, over 300 new or revised articles and over 375 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 *Radiologic Techs*

Provide an Inside View of Patients Health or *Oregon Bakers Put Bread on the Table, Literally*, to regional articles such as *The Echo of the Housing Bubble Popping in Jackson County*, to statewide analysis such as *The Greening of Oregon's Workforce*, to articles about specific industries such as *Oregon's Food Manufacturing Sector: Steady Over Time*.

- Estimated expenditures for these activities were expected to be \$354,295 (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.
- Oregon has been using both an internal web logging tool and Google Analytics to attempt to determine demographics of visitors to the website and their success in finding information or reaching a destination within the website.

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 Economic Development Partners and Stakeholders.

A. Accomplishments

- Oregon's LMI Director continues to attend almost all state WIB meetings and visits numerous local / regional WIBs during each year.
- Out-stationed Research Division staff personally visit every local/regional WIB at least once each year. 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 February 2010.

- 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*. Results are currently being compiled, but initial review suggests all 17 state and local WIBs in Oregon were "always" or "usually" satisfied in five specific areas of customer service from the Research Division, as well as with the overall customer service. No WIBs indicated "rarely" or "never" in relation to whether or not they were "satisfied"; neither did any indicate "not applicable". More detailed analysis will be available in the near future.
- 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.
- Oregon Research Division staff gave at least 35 presentations to Workforce Information Boards during this program year. These presentations included information ranging from the local economy and labor force statistics of the area, to occupational and industry employment trends and forecasts, to wage information, to vacancy rates, to Employment Department services and products, to The Greening of Oregon's Workforce.

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 400 different presentations to various audiences throughout the state during this grant year.

- Estimated expenditures for these activities were expected to be \$93,622 (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 summer of 2010) 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

- None. We believe this core product is very relevant and valuable. It should be continued.

6. Conduct special studies and economic analyses.

A. Accomplishments

Oregon completed the following special analyses this program year -

- *Training Oregonians: For The Right Jobs* – A special study developed to help inform policy makers about workforce training. Oregon developed prioritized lists of occupations based on occupational supply and demand information, industries identified as key to the state’s economy, and input from businesses. Statewide prioritization lists were created for seven areas of focus and for the 16 Workforce Investment Board Regions.
 - *The Economic Contributions of Oregon’s Physicians’ Practices* – An analysis of the economic and employment contributions physicians and their practices have on Oregon. The study found that in 2008 there were nearly 131,900 jobs at physician practices and related businesses in Oregon, and that these jobs contribute to another over 110,200 additional jobs in the economy. The analysis was repeated for each of the state’s 36 counties. The results of this study were published by the Oregon Health Care Workforce Institute in August 2010.
 - *Renewable Energy Production & Generation Sector* – An analysis of the work history of workers at businesses identified as producing energy from renewable sources. The analysis used unemployment insurance records to track worker earnings history and former industry of employment to study the employment and earnings trends of Oregon’s renewable energy sector workers.
 - *Activewear Cluster* – An analysis of Oregon’s activewear cluster, which consists of large sportswear companies. The analysis tracked employees at activewear firms during 2001 to the present to see if they had moved to a startup firm since 2001 or are currently working at a startup firm. The analysis also looked at which industries the startup firms were located in.
7. Oregon produced and published Oregon Wage Information 2010 in May 2010.
8. Oregon completed nine economic impact analyses for various customers around the state during this program year.
9. 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 analyses. Obviously the economic impact analyses were conducted in conjunction with the customer group.

B. Recommendations for Improvements to Core Product

- None.