



Workforce Information Core Products and Services Grant Annual Performance Report July 2010 - June 2011

The past year has been both challenging and energizing, one in which the Office of Workforce Information and Performance (OWIP) has maximized available fiscal and staff resources to mount a strategic campaign to bring a “new face” to Labor Market Information (LMI). OWIP’s mantra has been to “think outside the box” - a mantra which has been the driving force behind the development of quality LMI products as well as the development of new and innovative approaches to LMI delivery.

By leveraging One-Stop resources with grant funding received under the Mid-Atlantic Regional (Maryland, D.C., Virginia) Collaborative (MARC) grant, OWIP was able to pursue a more integrated approach to service delivery.

Revamping the Maryland Workforce Exchange (MWE) service and information delivery system into a dynamic virtual One Stop system, introducing job spidering as a vehicle for expanded, real-time job search, establishing a “Green Jobs” portal, and enlisting university support to increase efforts to provide value-added information are just a few of the efforts which have been pursued over the past year.

The tasks have been many but the end results have been well worth the endeavors. Activities over the past year have helped increase user options, raising the bar in service and information delivery.

Accomplishments

- **Populate the Workforce Information Database (WID) with State and Local Data**
 - Throughout the year, OWIP continued to maintain and populate all designated WID core tables as required, updating current as well as historical data, as needed.
 - Updating of statewide performance monitoring databases - State Stats and Economic Dashboard - with monthly and annual industry and labor force statistics, as well as WIA workload estimates, also continued.

- Select core table data files were also reformatted to accommodate data population into the Virtual One Stop (VOS) information delivery component of the revamped MWE system.
- **Compliance with planned milestones**
Updating occurred according to set schedule.
- **Produce and disseminate industry and occupational employment projections**
 - 2018 Statewide occupational/industrial projections were made available on OWIP's website in the beginning of the PY.
 - 2018 Substate (WIA) occupational projections were completed - preparation for website presentation and development of occupational highlights publications by WIA was initiated.
 - Short-term (2010-2012) industrial/occupational projections were completed and submitted as required.
 - Publication of OES wage data survey results and subsequent updating of data (using ECI) between cycles was completed.

Specialized Data Development

- Updated occupational demand estimates, utilizing 2018 statewide projections, for Governor's Skills to Compete initiative.
- Developed occupational data for use in determining training eligibility for people who have exhausted all sources of UI benefits. Data developed to reflect in-demand, declining and stable occupations by WIA.
- Developed statewide occupations for select NAICS codes for consultant preparing a report for a Maryland WIA.
- Developed staffing patterns data and associated 2008-2018 employment and percent change for several industries for consultant performing work for a Maryland jurisdiction.
- Developed, for in-house discretionary use in handling user requests, wage files containing non-published wages stratified by quartiles for Maryland and all substate areas.
- Developed staffing patterns for designated "green industries" and cross matched with 2018 projections to stratify high demand green occupations.
- **Compliance with planned milestones**
Projections data preparation, model population, estimates development and review are an ongoing process throughout the year. All milestones were met; each projections data series was submitted within prescribed timeframes.

● **Conduct and publish relevant economic analysis, special workforce information, and/or economic studies to be of benefit to the governor and state and local WIB's**

- An annual economic analysis, examining pre, during and post recession economic performance in Maryland as well as at the local level, was prepared and provided to grant planners for incorporation into the Annual WIA Report. As per agency guidelines, the analysis was also made available to the Department of Labor, Licensing and Regulation (DLLR) Communications Office for review and distribution.
- The green jobs initiative continues to remain in the forefront. On a quarterly basis, estimates of green jobs by major industry sector are developed for planning use by the Governor's Delivery Unit (GDU).
- In support of the Governor's Green Economy/Green Jobs Task Force, OWIP partnered with the University of Baltimore to develop indicators on cost of underemployment, net capital investment, value of housework and cost of leisure time.
- Serve as a resource for special requests for narrative analyses and graphic presentations of demographic and labor stats for Governor and DLLR Secretary.
- On a monthly basis, a number of statistical charts and narrative analysis to explain monthly market movements (unemployment/jobs) are prepared and shared with the DLLR's Communications Office and with the Governor's Office - charts/analysis are used to write the DLLR's monthly press release and to respond to media questions.
- On a bi-annual basis, an analysis of BLS Business Employment Dynamics data for Maryland is prepared.

A number of economic studies on green jobs were funded under the MARC grant. These studies are available in the Maryland Green Jobs Portal on the redesigned MWE site. Included are:

- *Labor Market Research of Green Jobs in D.C., Maryland and Virginia*
- *Green Jobs in D.C., Maryland and Virginia*
- *The Economic Impact of Green Activity in D.C., Maryland and Virginia*
- *Green Job Gap Analysis in D.C., Maryland and Virginia*
- *Green Jobs - Related Employment and Training Providers in D.C., Maryland and Virginia*

OWIP maintains a contractual relationship with the University of Baltimore. Under the contractual obligation, the University of Baltimore prepared the *Maryland Job Creation Report* -- an analysis of pre-recession, recessionary and post-recession employment movements.

To facilitate and expedite data retrieval for both internal and external use, OWIP began working with DLLR's IT Department to redesign and upgrade an existing PC-based data system that is used to query, analyze, manipulate and calculate quarterly employment and wage data.

OWIP continued to fulfill data sharing obligations with multiple users, providing quarterly extracts of employment and wage data from the Quarterly Census of Employment and Wages (QCEW) program. Two local government agencies - Montgomery County Department of Planning and Montgomery County Department of Economic Development - were added to our requestor list this year. A one-time data extract was also prepared for the Baltimore Metropolitan Council. Currently, about a dozen state and local agencies and educational institutions receive the extracts, providing these users with a data source for research study, strategic planning and forecasting.

● **Compliance with planned milestones**

All planned activities under this deliverable were completed as scheduled. Ad hoc requests were handled expeditiously.

● **Post products, information and reports on the Internet**

The OWIP website is the primary medium for LMI dissemination, the vehicle through which both regularly produced data under the BLS programs and value-added information products are made available to LMI users. Updating of website selections continued on an ongoing basis during PY 10.

A few new selections were added to OWIP's website during the PY including:

- *Growth Industries by WIA* -- a short listing of industries showing over-the-year jobs gains - designed as a tool for planning, marketing and job search targeting.
- *Regional Market Views* -- a 2 page market overview combining both current and projected data - intended as a tool for "getting to know your job market" for job seekers as well as a planning and marketing tool for economic development specialists.

Web metrics were analyzed to determine data and product utility. This analysis helped to guide determinations on whether to continue/expand regularly produced products or to discontinue publication.

In addition to OWIP's website, the revamped MWE portal has broadened LMI access and encouraged widespread utility of LMI by offering integrated services via the Internet for individuals, employers, training providers, workforce staff and one-stop partners. The system provides easy access to current labor market information, allowing customers to compare information such as typical wage

rates, the total number of similar jobs available locally and the competition for the job.

Note: DLLR's website is currently in the process of being redesigned. OWIP will assume responsibility for uploading all data and publications (a function currently being performed by DLLR's IT Department) once the new website is launched.

● **Compliance with planned milestones**

Website updating has been a continuous process throughout the PY. OWIP also facilitated initial uploading of LMI data into the MWE Virtual One-Stop System.

● **Partner and consult on a continuing basis with workforce investment boards and other key workforce and economic development partners and stakeholders**

OWIP staff has continued to facilitate the initiatives of shareholders in the workforce development community, providing technical assistance, helping to identify and fulfill data needs and provide training throughout the PY.

GWIB

- Provided updated employment estimates for 4 digit industries in transportation and healthcare, as well as occupational wages for select occupations in these industries, for GWIB committees.
- Developed regional historical employment and wage data for aerospace industries for GWIB committee.
- Worked with GWIB analyst to identify industries involved in cyber-security and energy sectors and provided historical employment data for identified industries.
- Assisted GWIB analyst with data development for GWIB's Annual Workforce Indicators Report.

LWIB

- Provided local WIA with ASU data and graphics for a presentation.
- Developed lists of top growth industries for WIA planning - drilled lists down to local jurisdiction level for several WIA's.
- Developed occupational staffing patterns and occupational demand and wage data for select industries in professional, scientific & technical services sector.
- Developed census tract labor force estimates for program evaluation.
- Developed target group estimates - disabled, veterans, youth, older workers, immigrant population - for program planning.
- Developed data on select indicators for WIA PY funding allocation.

- Acted as a facilitator in a conference call between local WIA Director and members of a select committee, providing an overview of various data series and lending assistance with data interpretations.
- Created graphic (map) showing zip code locations within a particular WIA.
- OWIP's Director regularly provided LMI/MWE updates at quarterly WIA Director's meetings.
- Training provided to WIA staff on performance reporting and on revamped MWE system operation.

Economic Development

- Engaged in data sharing with State Economic Development on analysis of monthly employment and unemployment, providing technical assistance with data interpretation.
- Served as a Member on Maryland State Researchers Roundtable - a forum comprised of researchers from multiple state agencies. Forum is used as a platform to share expertise and exchange ideas.
- Developed demographic data on unemployment trends and layoff activity for grant application.
- Provided historical establishment and employment data by major sector for use in determining marketing strategies.
- Provided estimates of green employment by economic activity.
- Developed employment estimates for bond ratings.
- Assisted in data development for Targeted Employment Area (TEA) business development applications.
- Developed data on employment by size class for Maryland's local jurisdictions for use in targeting outreach efforts.
- Provided contractor preparing a freight and land use assessment for a local economic development agency with employment, wage and staffing patterns data for industries directly involved in freight activities. Also identified and provided like data for select satellite industries.
- Facilitated interactions with prospective employers by providing industry, wage and worker availability data.
- Developed graphic (map) showing location of transportation industries by zip code. Also provided occupational staffing patterns for these industries.
- Compiled wage data for select occupations for Maryland and by WIA for incorporation into local briefs prepared by Economic Development.

Education

- Provided local community college with occupational demand and wage data to support application for additional funding for a training curriculum.

- Assisted university program planner soliciting funding for “green” curriculum development with industry and occupation identification. Provided relevant statistics to support program development.
- Compiled listing of statewide occupational demand (2018) by education and training level for use in a workshop.
- Researched and provided local community college with information on workforce skill needs for use in planning.
- Webinar developed and presented to career counselors working with transitioning military. Webinar broadcast via satellite to participants stationed across the U.S. and out of the country.
- Fulfilling a contractual obligation, the University of Baltimore assisted in the certification process of and provided updated training provider information (for WIA programs) to Maryland Higher Ed Commission.

Throughout the PY, OWIP staff has taken advantage of relevant training opportunities as a means of exchanging ideas on “best practices” and in order to keep abreast of changes in LMI development.

● Compliance with planned milestones

Activities under this deliverable generally result from user requests.

- Note: Our fiscal operations are unable to monitor expenditures by designated activities; however, overall expenditures charged against the One-Stop Grant were \$872,057 in PY 2010, leaving a carryover of \$117,710 into PY 2011.

Customer Consultations

OWIP maintains a customer satisfaction survey on our website to encourage user feedback; however, responses have dwindled considerably. As an alternate means of assessing user satisfaction, OWIP makes widespread use of “e-mail alerts”. The alerts, directed to core users within the workforce development community, provide a systematic approach to product marketing and encourage user comment. Contacting users directly adds a personal touch which has helped to stimulate communication exchange, to reinforce linkages with users and to encourage users to make a “return visit” for LMI information and services.

Training has also provided a forum for assessing user needs and for soliciting input on products and services.

Lastly, analyzing web metrics provides a means of monitoring product demand.

Partnerships and Collaborations

Funding secured through the MARC grant provided a substantial source of additional monies to supplement One-Stop allowances. As previously discussed throughout the performance report, these funds were used for system upgrading to enhance service and information delivery and for special studies.

In addition to MARC grant funds, the special data extracts produced through data sharing agreements with various users are done on a fee basis, providing a funding supplement which is used for product development and service delivery.

Recommendations for Improvements or Changes

The production of short-term projections has, in general, proven to be a relatively low demand product, even more so during the recent economic downturn. Therefore, future production needs to be evaluated.

Submitted by: The Department of Labor, Licensing and Regulation
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