

Annual Performance Report ETA Deliverables PY2010

Summary

During this past fiscal year (July 1 2010 - June 30, 2011), the Department of Workforce Development (DWD) worked to improve the underlying infrastructure of posting and providing labor market information, improve our outreach to both internal and external shareholders, customers and other interested groups, develop new products and fulfill our deliverables. When taken as a whole, the activities undertaken underscore a significant effort to meet the intent and goals defined by the Employment and Training Administration (ETA).

There are five deliverables identified by ETA. In the state of Wisconsin both the Labor Market Information (LMI) Section and the Office of Economic Analysis (OEA) have integral roles when producing and reporting these deliverables:

1. Populate the Workforce Information Database (WIDb) with state and local data;
2. Produce and disseminate industry and occupational employment projections;
3. Conduct and publish relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the governor and state and local Workforce Investment Boards;
4. Post products, information, and reports on the Internet; and
5. Partner and consult on a continuing basis with workforce investment boards and other key workforce and economic development partners and stakeholders.

Accomplishments

1. Continue to populate the ALMIS database.

During this last year, several modifications were incorporated into the Workforce Information Database (WIDb) and the timely delivery of updates and products was much improved. Specific improvements included:

- Converted a number of tables and data elements in the WIDb from version 2.4 to 2.5;
- Updated the list of licensed occupations in the state of Wisconsin, coding the occupations listed to the Standard Occupational Codes (SOC) and created a systemic means of updating the information to make future updates more timely and less labor intensive;
- Posted long-term projections for sub areas of the state on WIDb;
- Posted short-term projections to the WIDb;
- Reengineered the employer database and the front-end of the application on the states labor market information website, WORKnet; and
- Updated and incorporated the industry/occupational matrix into WORKnet.

2. Produce and disseminate industry and occupational employment projections.

Long-term Projections: Wisconsin produced and disseminated statewide and regional industry and occupational 2008-2018 long-term employment projections to a wide variety of customers. Activities included the following:

- Produced statewide and substate 2008-2018 industry and occupational long-term

- Submitted occupational 2008-2018 long-term projections data for public dissemination following procedures established by the Projections Workgroup and the Projections Managing Partnership;
- Created several customized reports based on 2008-2018 projections data for a wide variety of customers such as business leaders, elected officials, researchers, and educators;
- Gave numerous presentations using projections as basis for job growth information;
- Prepared interpretive materials to aid customers when looking for data that best meets their need;
- Provided both raw data files and summarizations to customers on a as needed basis to meet the specific needs of the customers; and
- Printed over 60,000 copies full-color brochure outlining the 2008-2018 statewide industry and occupational projections to a wide variety of customers including job seekers, career counselors, job centers, and secondary and post-secondary schools. The brochure highlighted job openings, high growth jobs and “in demand” jobs – those that pay better than average, grow faster than average and will have many openings.

Short-Term Projections: Wisconsin produced and disseminated statewide industry and occupational 2010-2012 short-term employment projections to a variety of customers.

- Produced statewide 2010-2012 industry and occupational short-term employment projections. The speed of updating the files has improved and steps have been taken to ensure that the information is made available to our partners and made available to the public including populating the WIDb.
- Submitted data with occupational 2010-2012 short-term projections data for public dissemination following procedures established by the Projections Workgroup and the Projections Managing Partnership.

3. Provide occupational and career informational products for public use.

Numerous products and services containing occupational and career information have been developed and distributed throughout the state for public use. The following list identifies those products (electronic and hard copy) that were developed:

- Updated the industry/occupation matrix on WORKnet enabling jobseekers, community colleges and others identify potential avenues of work beyond the industries;
- Distributed thousands of copies of the *Wisconsin Jobs 2018* brochure (based on 2008-2018 projections) to One-Stop Centers, technical schools, middle and high schools, and other locations throughout the state. This brochure displays the top 30 “in-demand” occupations by annual openings for each of the eight education and training levels and the top ten industries with the most growth. A PDF version is also posted on the DWD website;
- Developed a series of downloadable files highlighting the findings of the 2008-2018 statewide projections. These files include:
 - A detailed listing of all long-term industry and occupational projections.
 - Largest industries.
 - Fastest growing industries.
 - Industries with the most new jobs.

- Fastest growing occupations.
- Occupations with the most annual openings.
- Occupations with the most new jobs.
- A breakdown of annual openings by eight different education and training pathways;
- One of OEA's popular publication: County Workforce Profiles was downloaded 14,177 times from the OEA website;
- The LMI Section, presented monthly estimates of employment by industry and the unemployment rate highlighting the changing economy, measures of the unemployed and the short-term trends on employment in the state and larger communities. This briefing was to both public officials and other labor market analysts and highlighted the changing economy. The information from these presentations was used to generate additional products both within the agency and by other entities. An example of the products produced include a monthly reference of state and national labor market information, economic points of interest, and other departmental data posted on the OEA website. This publication includes data on jobs, workforce, employment, unemployment, national LMI rankings, unemployment insurance claims by industry, DVR applications and caseload, WIA/TAA programs data (complete with glossary of terms), and a brief analysis of a timely workforce or economic topic. The publication, which started as internal DWD data conveyance, has now seen greater distribution through other state agencies;
- Matched the occupations identified by the state of Washington as being green with the 2008-2018 projections to determine future demand of green jobs in Wisconsin and the type of education or training required to obtain these green jobs. This on-going effort utilizes industry and occupational projections, as well as the regional knowledge of local economist/labor market analysts. The information was shared with most of the state's technical colleges, as well as the Wisconsin Technical College System, to assist them in designing vocational/career education curricula for green jobs. The work was used in the Department of Natural Resources Green Jobs 2010 report. This work was also used to determine how many females worked in green construction in Wisconsin. Made contact with several enrollment advisors from different universities to determine the increase in enrollment and creation of programs for green related studies; and
- The agency is developing a plan to analyze the growing interest students and employers have in developing the skills necessary for a green workforce. If accepted it will provide entrepreneurs the skills they need to advance the technologies.

The LMI Section participated in a systemic and extensive review of the existing state plan. Because of this review, the state plan was modified to incorporate new socio-economic information, administrative changes, the evolving needs within the business community and documented gaps in skill sets of job seekers and potential growth that would not have been captured using the methodology developed to produce industrial projections. The updated plan incorporates an analysis of the strengths, possible threats, opportunities and needs for skills.

With the population of the Workforce Information Database, the state was able to reprogram the creation of hot jobs and other career information materials this reprogramming will in the future make updates more efficient, accurate and integrate several items from the WIDb.

The LMI Section was active in providing training on WORKnet, industry and occupational information and other elements of labor market information to help both job seekers and businesses. Members of the LMI Section presented WORKnet to the state conference of

career counselors for local one stop centers and the local Workforce Investment Boards (in Wisconsin, the local Boards are known as Workforce Development Boards -WDBs). Staff also attended meeting with the Community and Technical college staff, business groups and others (presentations were done by both OEA staff and the LMI Section) to assist in the development of educational curricula, business tools and provide environmental scans of the current labor market. Staff were frequently called upon to present information to other attendees.

Provided training to State Vocational Rehabilitation leadership and counseling staff on how to use O*Net and MyskillsMyfuture.org in an effort to assist those who have been disabled taking into account the capabilities of their clients when considering returning to work.

In accordance with state statute and the input from the Governor's Council on Workforce Investment (CWI), the information gleaned from Registered Nurses was organized into downloadable table from WORKnet and the datasets were prepared for the Wisconsin Center for Nursing. Under state law, all registered nurses and licensed practical nurses are required to complete a survey designed by the department and members of the health care collaborative. Several presentations about the state of workforce supply and demand for registered nurses were done during this reporting period including a presentation to the state's conference of nursing. Information has been used to aid schools who are involved in preparing registered nurses, to assist in the preparation of grants for health care and related issues. A similar project for the Licensed Practical Nurses was in the process of being completed during the reporting period.

Staff from the LMI section manned booths at state and regional meetings distributing information, marketing materials and assisting customers on a walk by basis. Staff also designed shared and provided materials to local job service offices assisting these offices with materials used in job fairs, resource rooms to help both job seekers and employers have information, WDB offices and others to assist job seekers, students, faculty and others understand and effectively use labor market information.

- The staff of OEA took on a several projects during the year, a list of projects undertaken for clients in PY 2010-11 include:

For Whom	What
Northeast Wisconsin Manufacturers Alliance	Economic Vitality Index
Northeast Wisconsin Manufacturers Alliance	Hiring Outlook Study
North Coast Maritime Manufacturers Alliance	Marine Supply Chain Analysis
NEW North	Regional Entrepreneurship Analysis
Advance Green Bay	Industry Cluster and Shift-Share Analysis
Advance Green Bay	Marinette Marine Economic Impact Study
Sheboygan County Chamber of Commerce	Baby Boomer Retirement Study
Manitowoc County ED Corp.	Industry Cluster Analysis
City of Two Rivers	Economic Development Long-Range Planning
Lake Superior WIN Board	Future occupational needs in developing technology sector industries
HWPP, General Public, and Policy Makers	Healthcare worker Supply and Demand Forecasting Models
Statewide Users	Economic Indicators
Statewide Users	2012-2013 Affirmative Action Data Update

Statewide Users; South Central, Southwest Statewide Users	Analysis of Local Employment Dynamics (LED) data. 2010 County Profiles
West Central Regional Planning	West Central Planning Visioning Plan Collaboration
West Central Workforce Board	Data Inventory and Indicators/Committee
Eau Claire Economic Development Corporation	Trade Area Statistics and Mapping
Eau Claire Economic Development Corporation	Critical Talent Initiative
Mosinee Chamber of Commerce	Economic profile, shift share analysis
Department of Workforce Development	Insured unemployment forecasting
Department of Workforce Development	Unemployment, gasoline analysis
Great Rivers United Way	2011 Compass Now - SWOT Analysis

4. Ensure that workforce information and support required by state and local workforce investment boards are provided.

Both labor market information and other value-added support are routinely provided to local WDBs upon request. The level of ongoing information and support has increased throughout the past year. The specific services provided included the following products and activities:

- Submitted the 2009 Year in Review Economic Analysis to ETA;
- Prepared to post the 2010 Year in Review Economic Analysis, a publication prepared by the OEA group within DWD and submitted the report to ETA (actual post date was July 8, 2011);
- Met with business service representatives from the WDBs to review existing sources of information and prepared prototype to provide up-to-date information to aid businesses.
 - Upon review of the products and informational needs developed a resource to create products that is more cost effective and hopefully more timely;
- During this period, the LMI Director met with state board of Workforce Development Areas to better understand their issues, needs and to help maintain and build a strong relationship between DWD and the state WDBs;
- Acted as information liaisons, analysts, consultants, and advisors to the WDBs, conducting special research on a variety of topics such as: industry focused partnerships for regional economic development activities, in-demand occupations, demographic studies, industry and occupational growth, wages and other demand-related issues;
- Provided information by WDA geographical area about specific in-demand occupations, for various educational and workforce training partners, such as the WDBs, the technical college system, and K-12;
- Served on special employer and education/training committees within the WDBs covered by the local labor market analysts;
- Worked with WDBs to plan and implement actions associated with WIRED grants;
- Assisted WDBs in gathering data for workforce training grants for ARRA and other funding sources;
- Conveyed general economic information to WDAs so they may plan for customer flow and required services and know duration of customer demands;
- Staffed CWI and respond to analytical questions about the state's economy and workforce – past, present, and future;
- Acted as feedback messenger from WDAs to DWD on items affecting workforce training programs, and assist in keeping department programs managers informed about specific employment events across the state. Also acted as a field staff for the department on

- Conducted monthly briefings with representatives from the Secretary's office who then share the information members of the Governor's Cabinet;
- During this period, the question of how to count the number of new jobs created and/or lost was addressed and the staff from the LMI Section assisted both the OEA staff, economic developers, public officials and others on the methodology used to create economic indicators, their strengths and limitations;
- Reviewed and provided technical assistance on BLS terms and concepts, economic indicators and other relevant information to members of the Secretary's office and others upon request;
- The LMI Section reported economic activity to the Federal Reserve Bank system and assisted regional economist better understand local economic factors and the issues facing employers and job seekers;
- Selected staff from OEA participate in an economic roundtable monthly; a discussion on all sectors of the state, national, and global economy by interagency economists. Several organizations participate in these meetings including the Department of Revenue, Department of Corrections, Department of Agriculture, Trade and Consumer Protection, Department of Financial Institutions, Department of Natural Resources, Wisconsin Housing and Economic Development Authority, Department of Transportation, Office of Commissioner of Insurance, Department of Administration, the Governor's Office and the University of Wisconsin-Madison;
- The LMI Section has worked with the Rapid Response team who has been in contact with the staff of the WDA's on data elements needed to assist those who are eligible for services through Rapid Response;
- During this last year the agency revised the work plan for the agency incorporating more recent information taking into account efforts to realign state resources to be more effective when dealing with the changing economic environment; and
- State purchased analytical tools and datasets from the Conference Board and is in the process of developing products that meet local areas as well as discussed at length the possibility of uploading the data into JCW job postings.

5. Maintain and enhance state workforce information delivery systems.

DWD has two primary economic/ workforce information delivery systems, the *WORKnet* website, and the *OEA* webpage. Both systems have distinct and complimentary agendas. *WORKnet* is a LMI based data distribution site. *OEA's* webpage reconfigures LMI data into more user-friendly formats for internal and external use, and incorporates other supplemental public and private data sources. The design of each system enhances the data available on the other. The LMI customer can link across these systems to maximize their access to relevant economic and labor market information.

Wisconsin expanded the labor market information in scope and products on the *OEA* website. This site also places *OEA* analysts/economists in direct contact with customers utilizing labor market and other economic information. It has proven to be extremely popular among workforce development agencies and their customers, including economic developers at work in Wisconsin and neighboring states.

Enhancements to the webpages during PY10 include:

- Upgrading tools available from WORKnet so that data is more accurate, up-to-date and meeting the needs of customers;
- Updated maps for the state, Micropolitan Statistical Areas and others as needed;
- Using InfoGroup's employer database, to make data available concerning businesses in Wisconsin, including size of the firm, location of facility and contact information as well as a means to map the location to aid job seekers and those seeking business contacts;
- Revised our processes of posting information on WORKnet, the front end of the WIDb, to take advantage of newer technology, increase the speed of updating information;
- Began a process of mapping the information on WORKnet to see if there is a more efficient means to publish the data to our customers;
- Updated LMI data on a monthly, quarterly, and annual basis in a more user-friendly format;
- Updated population and demographic data;
- OEA webpage reformatted and configured to match DWD website look and operation;
- Ongoing redesign of OEA website to make it more modern, user-friendly, efficient, and valuable for internal and external clientele; and
- Added ad hoc analysis on significant items, events, topics that merit more in-depth analysis, which have been very important through the current business cycle. Additions include updates of changes in UI consistency, changes in employment patterns by gender, age, race, and geography.

Visitors to Labor Market Information webpages from July 2010 – June 2011

	WORKnet	OEA
Total Visits	262,959	62,297
Total Pageviews	7,033,524	220,314
Average Visits Per Day	720	171
Average Pageviews Per Day	19,270	604
Bounce Rate	43.91%	56.41%
Average Visit Length	00:11:40	00:05:18

Support state workforce information training activities.

Wisconsin vigorously engaged in workforce training activities and presentations in PY10.

OEA provided 69 unique presentations to a diverse customer base totaling over 3,000 participants, including the WDAs, technical colleges, human resource managers, job seekers, business groups, government entities, community business leaders, local elected officials, educators, etc.

The LMI Section often facilitated and participated in additional presentations when OEA staff were unavailable or if the request came directly to the LMI Section. Examples of such training include:

- Provided training to statewide local Job Service Wisconsin staff, WDA and others on how to create a commute shed so that employers and job seekers can more effectively locate existing labor forces and/or areas of recruitment. Provided numerous training to teachers and members of the staff of community and technical colleges on how to interpret and apply available data so they can meet the needs of their customers. Provided training to statewide local Job Service Wisconsin staff, WDA and others on how to help workers find jobs by “reverse engineering the job search”;
- DWD hosted the national NASWA conference. The agency was responsible for several workshops as well as preparation of marketing materials, posters and other products many of which use labor market information. Staff from the LMI Section played a critical role developing materials and assisting in making the conference a success; and
- Presented findings of a survey of Registered Nurses to the state nurses association and other entities both within Wisconsin and elsewhere, in an effort to aid policy makers and others on the working conditions of nurses and the potential shortage of trained nurses.