

**VERMONT
PY 2011 WORKFORCE INFORMATION GRANT
ANNUAL PERFORMANCE REPORT**

Introduction

Program Year 2011 was positive in many regards. The biggest negative was due to staff turnover and vacancies. The resulting scarcity of trained staff prevented the Labor Market Information (LMI) team from accomplishing as much as would have been possible but for these limitations. VT LMI is looking forward to filling open positions, building staff expertise and restructuring the division within the next program year to better meet customer needs. The end goal of all this activity will be to increase the quality of data products as well as the focus and effectiveness of our outreach efforts.

Over the course of the new LMI Director's tenure (2 years), the visibility of the LMI division has been greatly increased thanks to its partnership with USDOL's Education and Training Administration (ETA). As a small, rural state, VT LMI is very proud of the inroads made with the populations of data users who can benefit the most from LMI data. These populations include but are not limited to career counselors, educators, curriculum developers, analysts and business organizations. In every case, VT LMI participation and expertise is welcomed. Through public engagements and word of mouth, demand for VT LMI's data/services has increased exponentially. The presentation schedule for Program Year 2012 is fast filling up. And this is only the beginning.

For the upcoming program year, VT LMI is looking to increase the usability and readability of its information via a new publication which is currently in the design phase. This new endeavor is in direct response to data user feedback and corroborated by our online metrics (see discussion in section II Customer Satisfaction). In addition, VT LMI will also be looking to enter the realm of social media to increase information awareness in a cost effective manner.

Again, VT LMI cannot express enough its appreciation of ETA's technical and financial support. Without such, the extensive outreach efforts already completed and those scheduled to happen would not be possible. As resources increase in scarcity, better decisions become that much more important. Better information leads to better decisions and VT LMI is in the business of producing better information. Thanks to ETA, we can also actively promote the information.

I. Accomplishments

A. Populate Workforce Information Database

Version 2.5 of the Workforce Information Database (formerly ALMIS Database) was maintained through monthly and quarterly updates to files. **In addition to maintaining data for counties, labor market areas and towns, data items were also updated for local Workforce Investment Boards (WIBs).**

Staff stayed informed about new developments through communication from the consortium and the web.

Base activities were completed within planned milestones. Spending totaled \$20,000. Additional quality improvements in the local data pages were identified which were not able to be addressed within the program year due to limited staff resources related to turnover.

B. Industry and Occupational Projections

The 2010-2020 long-run occupational projections at the statewide level were completed in PY 2011. Sub state projections related to the 2008-2018 long-run occupational projections were completed in PY 2010. Both were published on our website within the same program year of completion. In addition to the projections, we developed tables with associated educational requirements as well as median wage data.

Information and tables about the statewide and sub-state long-run projections can be accessed at: <http://www.vtlmi.info/occupation.cfm>

Short-run, statewide occupational projections were completed for 2011 - 2013. Electronic publication of these occupational projections was announced on our website and via our email contact list. See: <http://www.vtlmi.info/occupation.cfm> .

Base activities completed within planned milestones. Spending totaled \$60,000. Additional analysis and publications were identified which were not able to be addressed within the program year due to limited staff resources related to turnover.

C. Publish Annual Economic Analysis Report for Governor and state WIB

The LMI unit compiled, published and distributed (electronically) an annual economic and demographic profile of the Vermont economy entitled: Vermont Economic and Demographic Profile, 2012. The publication can be obtained at: <http://www.vtlmi.info/profile2012.pdf> . This document will serve to meet the contract requirement for summary of the state economy.

We continue to use LED data which is a substantial enhancement to earlier versions of this report. For each county we provide a profile of worker demographics, Quarterly Workforce Indicators (QWI), and labor and commuter shed analyses. This adds a regional component to the publication. The commuter shed maps cross political boundaries and establish where workers live who work in our major economic activity centers.

All activities completed within planned milestones and expenditure levels. Spending totaled \$30,000

D. Occupational and Career Information Products

We maintained the Occupational Information Center on the LMI web site to include skill information from O*Net. The system includes information on knowledge, skills and abilities for occupations. This complements our existing information on wages, licensing, employment projections as well as occupational training requirements and a link to the educational institutions offering the required training. Each occupation included links back to our Occupational Information Center where the user can get complete information on requirements, demand and wages. This web application was updated and maintained by in-house, LMI staff, which allowed us to respond quickly to the needs and preferences of Vermont workers and employers.

The Occupational Information Center can be found at www.vtlmi.info/oic.cfm.

Based on the May 2011 OES panel, we completed the occupational wage estimates statewide and 3 sub state areas using the North Carolina EDS software and added the information to our Occupational Information Center on the web.

Occupational wage estimate tables are available at www.vtlmi.info/occupation.cfm.

All activities completed within planned milestones and expenditure levels. Spending totaled \$20,000

E. Provide Information and Support to WIBs

The LMI unit produced monthly and quarterly data updates on employment and unemployment by WIB. In addition, regular updates were provided to the Labor Exchange Database from VDOL administrative file for active applicants and job openings. This information provides a current indicator of the occupational supply/demand relationship for each WIB.

Employment by WIB can be found at www.vtlmi.info/indnaics.htm; unemployment by WIB is available at www.vtlmi.info/labforce.cfm; and Labor Exchange data by WIB is accessible at www.vtlmi.info/laborexchange.cfm.

LMI performs monthly, quarterly and annual maintenance of the 'Regions' page on our web site. This tab combines information from numerous sources for selected geographic units (e.g. WIBs, Counties, LMAs) in one location, providing a snapshot of the most important economic and social indicators by local area. Advances in our data processing procedures allow us to be much timelier in keeping these web pages current.

The WIBs 'Regions' page contains an expanded use of Census LED QWI program data that is updated on a quarterly basis. In addition, access to the QWI tool is available from all sections of our website.

'Regions' page can be accessed at www.vtlmi.info/region.cfm.

Base activities completed within planned milestones. Spending totaled \$15,000. Additional WIB support opportunities were identified which were not able to be addressed within the program year due to limited staff resources related to turnover.

F. Improve Electronic Workforce Information Delivery System

Externally, the system has remained intact with limited visible advancement aside from regular data updates. However, internally processes are underway to redesign and improve our electronic workforce information delivery system platform. Program year 2011 resources are being carried over and dedicated to this re-design effort. The end result will include increased functionality and an appealing interface which will be consistent with the rest of the Vermont Department of Labor's webpages.

Base activities completed within planned milestones. Spending totaled \$7,500. Additional online/electronic opportunities were identified which were not able to be addressed within the program year due to limited staff resources related to turnover.

G. Training & Consulting Initiatives

The LMI Director and staff conduct a number of trainings and custom information requests throughout the year to increase the knowledge and use of LMI in the Vermont's economic development efforts. Examples included but are not limited to:

- Presentations
 - Academic Institutions
 - The University of Vermont, Community High School of Vermont, Northfield High School, St. Albans Technical Center student body, Community College of Vermont, Vermont Adult Technical Education Association, Mill River Union High School, Randolph High School
 - Groups
 - Vermont's Workforce Development Council, The University of Vermont Continuing Education Board of Directors, Vermont Department of Labor senior staff, Workforce Development annual meeting, Vermont Economic Progress Council including local economic development professionals, Governor's advising

staff, Legislative Committees, Vermont Student Assistance Corporation annual conference

- Participation & Affiliations (may include periodic presentation responsibilities)
 - Vermont Community Development Association (president), the Lake Champlain Regional Chamber of Commerce Workforce Investment Board Executive Committee (board member), Office of the Creative Economy, Sustained Jobs Fund (food related employment), working group on workforce issues related to health care reform, Linking Learning to Life, Learn to Earn initiative, Vermont Department of Education, Agency of Commerce and Community Development
- Publications & In-Depth Analyses
 - Revived the bi-annual Fringe Benefit Survey – 2011 (link to results: <http://www.vtlmi.info/fringebene.pdf>).
 - Monthly Economic & Travel Indicators publication
 - Special study for Commissioner of Labor on retaining youth in the state
 - Analyses on the impact of state funded training programs on participants wages
 - Unemployment Insurance Trust Fund modeling and reporting
 - Participation in a study committee on the future of the primary care workforce with the Blue Commission on Nursing
 - Comprehensive study into employers with negative Unemployment Insurance accounts - at the request of the Commissioner of Labor
- Lastly, as a result of ETA funding, Vermont LMI was able to:
 - Prepare numerous smaller custom data analyses at the request of our data user population on an ‘as needed basis’
 - Handle countless media inquiries - both print and televised
 - Be available to elected and appointed officials with custom information and explanations to assist them in their decision making process
 - And in general promote the use of LMI data to anyone and everyone who could benefit

Vermont also had representation at and participated in the LED conference in Washington D.C., which was sponsored by the United States Census Bureau in program year 2011.

Base activities completed within planned milestones. Spending totaled \$47,500. Additional outreach opportunities were identified which were not able to be addressed within the program year due to limited staff resources related to turnover.

II. Customer Satisfaction

Customer satisfaction is tracked by maintaining statistics on the usage of printed and electronic products. The data for PY 2011 and PY 2010 is presented below:

Comparison Table: PY2011 vs. PY2010 LMI Publication Counts

Web Activity Report - Publications ¹
 Vermont Labor Market Information - www.vtmi.info

Publication Series	Program Year 2011 07/01/11 - 06/30/12			Program Year 2010 07/01/10 - 06/30/11			Percent Change		
	Visitors	Visits	Views	Visitors	Visits	Views	Visitors	Visits	Views
TOTAL - pubs and non-pubs	69,546	390,826	1,587,762	74,964	360,944	1,374,457	-7%	8%	16%
census - eeo	181	1,566	1,804	321	1,692	1,890	-44%	-7%	-5%
census - employment	365	1,171	1,317	432	1,667	1,837	-16%	-30%	-28%
census-qwi	857	5,122	7,706	676	3,023	4,356	27%	69%	77%
ces	3,500	9,275	33,542	4,046	15,388	44,836	-13%	-40%	-25%
construction prevailing wage	1,256	2,279	2,485	1,827	2,880	3,048	-31%	-21%	-18%
county profiles	1,486	6,519	7,893	1,397	6,755	7,854	6%	-3%	0%
cpi	756	1,518	1,549	925	1,963	2,013	-18%	-23%	-23%
cps	322	704	817	354	925	1,021	-9%	-24%	-20%
economic and travel indicators	1,088	7,142	11,130	1,455	16,153	23,801	-25%	-56%	-53%
employer database	4,069	14,054	36,989	2,343	4,808	13,938	74%	192%	165%
fringe benefits	1,102	1,548	1,618	680	945	986	62%	64%	64%
gross flow	621	2,575	2,913	835	3,447	3,846	-26%	-25%	-24%
income	869	1,617	1,777	894	2,072	2,287	-3%	-22%	-22%
labor exchange	3,508	65,860	943,020	2,736	27,935	701,691	28%	136%	34%
laus	4,494	13,759	20,145	4,785	17,309	25,305	-6%	-21%	-20%
licensed occupations	2,975	19,099	23,850	2,283	14,020	20,881	30%	36%	14%
newsletter	1,384	19,608	29,445	1,834	18,200	27,325	-25%	8%	8%
occupational info center	38,764	226,843	449,150	43,634	209,184	476,334	-11%	8%	-6%
oes	2,853	4,691	5,442	4,201	7,293	8,405	-32%	-36%	-35%
press release	2,377	8,417	9,021	2,827	6,557	7,177	-16%	28%	26%
projections	2,140	5,287	6,408	2,473	7,494	9,188	-13%	-29%	-30%
qcew	4,250	18,047	27,855	4,326	21,862	33,836	-2%	-17%	-18%
regions	5,778	21,407	29,961	3,133	10,100	11,994	84%	112%	150%
unemployment compensation	1,752	5,202	5,977	2,136	7,734	8,637	-18%	-33%	-31%

1 - includes all means of online data distribution - static (htm) and interactive (cfm) web pages and downloadable files (pdf, xls)
 All in-domain traffic is excluded.

For the past several years, LMI publications have been exclusively distributed in electronic form. This makes the tracking of usage by data product easier and more comprehensive. The above table details a comparison of PY2011 versus PY2010 online activity. Internal domain traffic is excluded from this report.

The prior year (PY2010) gains in visitors were not sustained in PY2011. This may indicate more needs to be done to make the online LMI experience more palatable for novice data users and the general public. The increase in visits (+8%) and especially views (+16%) show that more data needs are being met by the website. Again this could reflect a possible predilection of VT LMI's website towards the savvy data user. As previously stated, VT LMI is currently developing new ways to make LMI data more accessible to individuals of all experiences and data backgrounds.

Increasing the exposure and the readability of our information will benefit the broader community.

As identified in last year’s annual report, VT LMI improved the layout and mechanism used to collect real-time user feedback. Below is a table detailing the overall assessment of VT LMI by its data users. The data was collected on a five-point scale where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

PY2011 - Online User Responses:	
The information was:	Overall Rating
Easy to find	3.8
Timely	3.3
Detailed Enough	3.8
Easy to Understand	4.5
Helpful	4.0
In a useful format	4.5
Overall, I am satisfied with the website	4.0

As detailed in the above table, LMI data was seen in a positive context. But while the amount of feedback received did increase significantly, there is still more to do to improve the communication loop between LMI data users and LMI staff. As a division, we will continue to monitor and improve the manner in which we collect feedback.