

Wisconsin's Workforce Information Grant Annual Report for 2009/2010

ACCOMPLISHMENTS from July 1, 2009 through June 30, 2010

1. Continue to update and populate the American Labor Market Information System (ALMIS) database with state data.

- In addition to populating the existing ALMIS database also known as the Workforce Information Database (WID)), several fields were added to the ALMIS database by the Analyst Resource Center. These fields have been integrated into the database enabling multiple entities to use data from the database to meet programmatic needs. In addition, creating a process to integrate the data positioned Department of Workforce Development to be able to apply for a Workforce Data Quality Initiative grant.

2. Produce and disseminate industry and occupational employment projections.

Long-term Projections: Wisconsin has continued to produce quality long-term projections products for a wide variety of customers. Activities include the following:

- Created several customized reports based on 2006-2016 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.
- Distributed over 80,000 copies full-color brochure outlining the 2006-2016 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 continued to produce reliable statewide short-term employment projections. In addition, the state developed regional short-term projections based on Workforce Development Areas' (WDA) geographic service territory to fulfill the needs of Wisconsin's Workforce Development Boards. Short-term projections activities were as follows:

- Created 2009-2011 regional industry and occupational projections for the State's WDAs. Provided Excel and PDF versions of the projections on the DWD website.
- Constructed regional 2009-2011 WID Database projections files.
- Produced 2009-2011 statewide industry and occupational projections and met the ETA deliverable.

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.

- Distributed 80,000 copies of the *Wisconsin Jobs 2016* brochure (based on 2006-2016

Wisconsin's Workforce Information Grant Annual Report for 2009/2010

projections) to One-Stop Centers, technical schools, middle and high schools, and other locations throughout the state. This brochure displayed 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 was also posted on the DWD website. A second printing of 20,000 has been run to satisfy continuing demand.

- Developed a series of downloadable files highlighting the findings of the 2008-2010 WDA projections. For each WDA, these files included:
 - A detailed listing of all long- and short-term occupational projections.
 - A listing of long- and short-term industry projections at the super-sector level.
 - Largest occupations.
 - Fastest growing occupations.
 - Occupations with the most annual openings.
 - Occupations with the most new jobs.
 - Occupations losing jobs.
 - A breakdown of annual openings by eight different education and training pathways.
- Published the *County Workforce Profiles* that highlighted potential careers throughout Wisconsin counties. The publication *County Workforce Profiles* was downloaded 14,177 times from the Office of Economic Advisors (OEA) website.
- The OEA updates several publications monthly that reports state and national labor market information, economic points of interest, and other departmental data. This publication includes data on jobs, workforce, employment, unemployment, national LMI rankings, unemployment insurance claims by industry, Division of Vocational Rehabilitation applications and caseload, Workforce Investment Act /Trade Adjustment Act program data (complete with glossary of terms), and a brief analysis of a timely workforce or economic topic.
- Worked with several individual technical colleges, as well as the Wisconsin Technical College System, to assist them in choosing vocational/career education programs. This on-going effort utilizes industry and occupational projections, as well as the regional knowledge of local economist/labor market analysts.
- Turned the National Governor Association Sector Strategies Academy into a Wisconsin industry partnership program and folded it in under the Council of Workforce Investment (CWI) with three areas of focus: Health Care, Green Jobs, and Advanced Manufacturing to help identify sector workforce training programs that are properly aligned with industry demand.
- Expanded work with the Health Care Collaborative on the design, development, and implementation of a web-based nursing survey that was conducted at license registration of the almost 84,000 registered nurses in Wisconsin. Obtained private grant money to support the work of the Collaborative to conduct a nursing census, making survey compliance mandatory with license renewal. The data collected will be used by the Collaborative, CWI, DWD, and other health care partners, such as the Department of Regulation and Licensing, the Department of Health and Family Services, the Wisconsin Center on Nursing, the Wisconsin Nurse's Association, the Wisconsin Hospital Association, and academic researchers to establish policies to secure the necessary supply of qualified nurses in the

Wisconsin's Workforce Information Grant Annual Report for 2009/2010

state. Demographic data on educational attainment, place of work, place of residence, age, ethnicity, hours worked, retirement plans, number of jobs worked, are included. An additional section seeks reasons for entering and leaving the nursing profession from all respondents.

- From OEA project sheet (list of significant projects undertaken for clients in 2009)

Economic Impact Analysis	Todd Battle, KABA Bureau of Migrant, Refugee, and	Econ impact of motor vehicle parts mfg
New Americans Initiative	Labor Services Southeastern WI	provide data to support this initiative
Quick Hit Skill Assessment	WIRED Southeastern WI	examine skills associated with occupations
RFP review	WIRED	review RFPs as submitted for WIRED skill program
Quick Tables Feeder Macro re- design	OEA, Press	Redesign quick tables for partially automated data gathering with new nonfarm format
County profile template creation	general public Entire Northland	
NW Regional Innovation Grant Technical Advisory	Works Region (NW WI, NE MN) West Central Region	In collaboration with UMD, UW-S, MN DEED, create a technical report and asset mapping for federal RIG Grant Planning and organizing (and providing technical advisory and assistance) the region's biggest collaboration conference
Synergy Planning Leadership Chair Eau Claire EDC Critical Talent Committee (created the SMARTT network project)	Eau Claire area SMARTT subscribers	Chair the committee that steers the creation and population of the SMARTT network, progressive employer/talent networking site Article on general economy in West Central for job seekers/employers in SMARTT network
Article for SMARTT Network e- newsletter	West Central Workforce Board	
West Central WIB Board Workforce Plan Data Portion	WCRPC OEA, General Public	Data portion of federally required workforce plan Assist with technical advisory, and production of the West Central Regional Plan and Visioning
West Centra Regional Planning Commission Technical Advisory		Create a new, accessible, useful, cutting edge, aesthetically pleasing OEA site Create and populate the very first DWD web widget, for use on OEA site
OEA Web Site Redesign		
OEA Widget	general public	
OEA Rankings Web Page	general public Karen Showers, WTCS	LMI and other data rankings via web Develop STEM definition consistent with DPI, Tech System, and UW
STEM Definition		Develop/apply high-demand occupations definition to be used by UI staff
High-demand Occupations	UI Kathy Wellington, BAS	Develop green jobs career pathways for new competitive grants via ARRA
ARRA Competitive Grants		
Productivity Data	Vierbicher	Various prod measures across country
GROW Metrics Update	All	data update
Thrive Metrics	Thrive	Economic indicators
National LMI Rankings	All RCDA - James	Web portal for statewide rankings
Rock County Aerospace Query	Otterstein Data Collaborative, General Public	Aerospace/Engineer LMI Survey implementation & data analysis
RN Survey Trempealeau Mining Employer Prospect	Jim Barry- Oklahoma Jessica Legois, WI	Trempe mining and related data
Confidential Data Request	Dept of Commerce Mike Kwiatkowski, WI Bus. Dev Corp.	Wage/Compensation Analysis File to help identify smaller, rural employers who may be eligible for tax credit
Employer Location File	natae kabat, Mil	Estimate econ impacts of \$150 MM spending on WI School Lunch/Breakfast
Lunch/Breakfast \$ Funding	Hunger Task Force	

Wisconsin's Workforce Information Grant Annual Report for 2009/2010

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

Both labor market information and other support are routinely provided to local Workforce Information Boards (WIBS) (in Wisconsin, the local Boards are known as Workforce Development Boards -WDBs) on request. The level of ongoing information and support has increased throughout the past year. The specific services provided included the following products and activities:

- 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 about specific in-demand occupations, for various educational and workforce training partners, such as the WDAs, the technical college system, and K-12.
- Served on special employer and education/training committees within the WDAs covered by the local labor market analysts.
- Worked with WDBs to plan and implement actions associated with (Workforce Innovation in Regional Economic Development) WIRED grants.
- Assisted WDBs in gathering data for workforce training grants for ARRA and other funding sources.
- Convey general economic information to WDAs so they may plan for customer flow and required services and know duration of customer demands.
- Staff CWI and respond to analytical questions about the state's economy and workforce – past, present, and future.
- Act 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.
- Update Secretary on state of the economy on a bi-weekly basis. Briefings are distributed intra- and interagency, and to department partners and customers.
- Conduct Economic Roundtable monthly; a discussion on all sectors of the state, national, and global economy by interagency economists, including Department of Workforce Development, Department of Revenue, Department of Corrections, Department of Agriculture, Trade & Consumer Protection (agriculture), Department of Financial Institutions, Department of Natural Resources, Wisconsin Housing and Economic Development Authority, Department of Transportation, Office of the Commissioner of Insurance, Department of Office Administration, Governor's Office, and the University of Wisconsin-Madison. Discussion synopsis is distributed intra- and interagency.
- The OEA group within DWD and the LMI Section are meeting monthly to discuss customer

Wisconsin's Workforce Information Grant Annual Report for 2009/2010

needs and the information that is available through BLS, Census Bureau and other sources so that local labor analysts can help meet the WDA's needs.

5. Maintain and enhance state workforce information delivery systems.

DWD has two labor market information delivery systems to choose from, *WORKnet* and the *OEA* website. Both systems have distinct agendas. The design of each website enhances the data available on the other. The LMI customer can link across these systems to maximize their access to relevant 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 information. It has proven to be extremely popular not only with workforce development agencies and their customers, but also with economic developers at work in Wisconsin and neighboring states.

- Enhancements to the *OEA* website during PY09 include:
 - Updated maps for Micropolitan Statistical Areas.
 - Updated LMI data on a monthly, quarterly, and annual basis.
 - Updated population and demographic data.
 - Ongoing redesign of *OEA* website to make it more modern, user-friendly, efficient, and valuable for internal and external clientele.
 - Added Chief Economist's periodic blog on the state of the economy.
 - Added ad hoc analysis on significant items, events, topics that merit more indepth analysis, such as changes in workforce and employment consistency, changes in job patterns, or affects of minimum wage changes.

- Enhancements to the *WORKnet* website during PY09 include:
 - Updated LMI data on a monthly, quarterly and annual basis.
 - Updated population and demographic data.
 - Ongoing redesign of *WORKnet* website to make it more modern, user-friendly, efficient, and valuable for internal and external clientele.
 - Began a dialogue with WDA officers and other users to better understand their needs and how *WORKnet* or other delivery tools can meet them.
 - Started a review of occupations that require a license and the licensing body required, as there are some occupations in the state can have multiple licenses because of work location and not the occupation.

***WORKnet* and *OEA* Website Usage Statistics (July 2009 through June 2010)**

<i>WORKnet</i>	July 09 – June 10
Total Visits	3,305,825
Unique Visits	253,105
Ave. Sessions per Day	9,057
<i>OEA</i>	
Total Visits	347,838
Unique Visits	93,547
Ave. Sessions per Day	953

source: Hits and Bytes Tracking, Pageview Reports, (Urchin Software 6)

Wisconsin's Workforce Information Grant Annual Report for 2009/2010

6. Support state workforce information training activities.

Wisconsin vigorously engaged in workforce and economic information activities and presentations in PY09.

- OEA provided 139 unique presentations to a diverse customer base totaling about 6,100 participants, including the community business leaders, local government officials, educators, etc.
- OEA completed analysis on Wisconsin's worker quantity trends: Impact of Population Aging on Wisconsin's Labor Force. Presented findings at numerous forums. Conducting further analysis on the economic consequences of the worker skills quality trends.
- LMI also has provided 10 trainings on WORKnet as well as other presentations on information available through the LMI Section during the period totaling over 1,500 participants.
- Throughout this period local government and other entities are increasing their requests for LED and related products, training and support.