

**Colorado Labor Market Information
PY13 ETA Workforce Information Grants to States
Annual Performance Report**

i. Workforce Information database (WIDb)

LMI Gateway currently uses the software called Virtual LMI version 14.0 to display WID data on the World Wide Web. Version 14.0 is programmed to work completely with version 2.5 of the Workforce Information Database (WID). This version also uses newer web display technology, such as dashboards and widgets, to display WID data. For example, registered users can choose and save widgets that display the data used most frequently. Some examples of available widgets are for displaying employment and unemployment, occupation wages, and schools and training programs data.

Colorado made a major improvement to the schools and training program data in the past year by completely replacing the education tables with data from the Integrated Postsecondary Education Data Center (IPEDS). IPEDS collects data on an annual basis from every postsecondary institution that participates in federal financial aid programs. Using IPEDS data in the WID education-related tables will provide a current and reliable source of data for years to come.

All core tables in version 2.5 of the database as defined by the Workforce Information Database Consortium are populated as per plan. The tables are regularly updated with the most current data available. Recently updated tables include Empdb, Industry, Indprj and Occprj, Stindprj and Stocprj, Iomatrix, Labforce, CES, Oeswage, CPI, Income, Schools, Programs, and Progcomp.

ii. Industry and occupation projections

Long-term Industry and Occupation Projections:

ETA requires LMI to produce one set of statewide, long-term industry and occupation employment projections every other year. Sub-state long-term projections are required in alternating years, but the number of sub-state areas is not specified.

In partnership with the Workforce Development Council (WDC), LMI goes beyond the ETA requirement by producing long-term projections for the state and all 7 Metropolitan Statistical Areas (MSA) and 4 Balance of State Areas (BOS) annually.

The PY13 Workforce Information Grant required LMI to complete 2012-2022 statewide long-term projections. An update was produced in PY13, due to the need to update to the new SOC 2010 classification system, and delivered to ETA at the end of June 2014. PY13 activities involved the production of 2013-2023 statewide and sub-state long-term industry and occupation employment projections which will be published on LMI Gateway at the end of August 2014.

Short-term Industry and Occupation Projections:

ETA requires LMI to produce one set of statewide, short-term industry and occupation employment projections each year.

In partnership with the WDC, LMI goes beyond the ETA requirement by producing short-term projections for the state and all 7 Metropolitan Statistical Areas (MSA) and 4 Balance of State Areas (BOS) every 6 months.

The PY13 Workforce Information Grant required LMI to complete 2013-2015 short-term projections. PY13 activities included a production of 1st quarter 2013-2015 statewide and sub-state short-term industry and occupation employment projections which were published on LMI Gateway at the end of December 2013 and delivered to ETA, at the end of February 2014. PY13 also included a 3rd quarter update to 2013-2015 statewide and sub-state short-term industry and occupation employment projections which were published on LMI Gateway at the end of July 2014.

iii. PY 13 Annual economic analyses and other reports

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 WIBs.

Governor's Office of State Planning and Budgeting–Revenue Forecast

September 20, 2013

December 20, 2013

March 18, 2014

June 20, 2014

These forecasts can be found the web at:

<http://www.colorado.gov/cs/Satellite/OSPBG/GOVR/1218709343298>

Legislative Council – Focus Colorado: Economic and Revenue Forecast

September 2013

December 2013

March 2014

June 2014

The forecasts for 2013 and 2014 can be found on the web at:

<http://www.colorado.gov/cs/Satellite/CGA-LegislativeCouncil/CLC/1251648057371>

<http://www.colorado.gov/cs/Satellite/CGA-LegislativeCouncil/CLC/1251651104206>

iv. Customer consultations

Extensive practice sessions with workforce center staff were conducted to assist in finding requested data on LMI Gateway.

Assistance was provided to Metropolitan State University of Denver in the development of a customized industry data handout for use by career center staff with faculty and students.

Workforce Center staff recommended new products and reviewed prototypes, providing critical feedback for continuous improvement.

LMI staff responded to questions from workforce development professionals, businesses and educators regarding use of LMI data and provided instructions to customers on the use of the LMI Gateway web site to enhance services.

LMI staff provided individual consultations by phone and in-person as needed for workforce center project needs.

LMI Training and Outreach staff consulted with various workforce centers on the use of Help Wanted On-Line and trained license-holders to extend their use.

LMI staff successfully continued to meet an internal standard for customer service delivery by responding to all inquiries within 48 hours. Most responses were completed the same day.

v. Activities undertaken to meet customer needs

Thirty-seven presentations, workshops and job fair services were delivered to more than 4,942 workforce center and partner agency staff and customers in support of Workforce Investment Board goals and objectives. By year-end, contacts and interactions included individuals and groups in workforce regions across the state.

Specific customized presentations were developed and delivered to several Workforce Investment Boards across the state to increase knowledge of Colorado's economy and labor market as well as provide training in the use of labor market information.

Presentations were made to an increasing number of partner agency universities and alumni organizations across the state.

Local Employment Dynamics OnTheMap brochures were produced for six additional workforce regions this year. These tailored brochures were used by business and economic development customers of our workforce centers as well as Workforce Investment Boards across the state. The data promote understanding of workforce demographics and commuter patterns for selected geographic regions.

The Guide to LMIGateway for the Job Seeker and Guide to LMIGateway for the Employer brochures were designed to function as "desk aids" providing easy access to specific information on the web site for workforce center staff, educators and members of the public. These brochures were redeveloped and designed to work with the newest version of the web site.

The web-based training program, LMI 101 Online, continued to be available on an Adobe Platform to improve customer access to training in LMI. The program consists of six modules to develop the learner's understanding of basic labor market information data gathering. The web address for the training is: <http://www.colmitraining.com/>.

vi. New tools and resources

LMI Training and Outreach staff added "Camtasia", a video/audio editing program to the list of training and outreach tools. A new electronic training program on Labor Market Projections was under development during the year. Upon completion, this program will be added to LMIGateway resources under a new series entitled "Data At Your Fingertips". Colorado's LMI Gateway web site based on Geographic Solutions' software product called Virtual LMI is primarily designed to deliver data, charts, and maps using simple query forms. Users select the type of data needed, the time period of interest for the data, and the geographic area. These selections result in a display of data tables, color charts, and maps (such as in a display of unemployment rates by county). All major labor market statistics, as well as other series such as the Consumer Price Index, are available for display. LMI Gateway provides even simpler ways of querying the data than the method described above. Users registering on the site will be taken to a customizable Dashboard that displays the

types of information they generally seek, based on their chosen login (Services for Individuals, Services for Employers, Etc.) For Individuals, new assessments helping customers to evaluate their work interest and work values have been added. The web site maintains records of assessment results, jobs consistent with those results as well as records of customer searches for later use.

The LMI Gateway web site home page was reorganized and shortened this year to provide customers with easy access to various forms of data. In addition, this home page was updated frequently during the year to point users to new products and data as they became available.

In addition to the direct data queries, LMI Gateway also provides access to more traditional forms of documents, such as Excel and PDF files. Many of these are found on the "Products" page in Gateway.

OES Wage Survey Report

The results of the May 2013 Occupational Employment Statistics Wage Survey were published in June 2014. A poster is being produced to provide OES data by geographic region for job seekers and students.

Bookmarks designed to advertise LMIGateway and encourage use of the site were developed to include information on the effect of higher education on wages and lifestyle.

The Guide to LMIGateway for the Job Seeker and Guide to LMIGateway for the Employer brochures were designed to function as "desk aids" providing easy access to specific information on the web site for workforce center staff, educators and members of the public. These brochures were redeveloped and designed to work with the newest version of the web site.

Industry Brochures continue to be updated. Nine brochures currently exist: Agriculture, Transportation, Information Technology, Retail Sales, Construction, Manufacturing, Tourism, Finance and Health Care. Two additional brochures are planned for the coming year. Workforce Centers and other customers are being surveyed to determine industries of interest across the state.

Projections Brochures

The Colorado Careers brochures are designed to give job seekers a quick look at the top growing jobs in Colorado and wage ranges paid. These brochures are produced for two types of jobs: jobs that require on-the-job training and jobs that require higher education. Two brochures are produced for eleven different geographic areas and for the state as a whole.

Help Wanted OnLine (HWOL) is a resource for real-time labor market information. A new product was developed as a job aid for workforce center staff using HWOL tools to retrieve employment trends data, identify top hiring employers and review real-time job ads. Haver Analytics provides a ready means of accessing and updating periodic data sets from a large number of sources. Haver Analytics updates and manages historical time series data for macro strategy and research. The data offering ranges from daily market data to annual economic statistics. Haver data are accessed with supplied software and databases installed at the client location or over the internet utilizing a standard web browser.

Other products published regularly include:

Colorado Employment Situation Press Release: A monthly PDF document that describes the employment situation in Colorado.

Monthly Data Overview: A one-page summary of key monthly economic indicators including unemployment rate, initial and continued UI claims, average weekly wages, and the Consumer Price Index.

Advanced Technology Data: A monthly tabulation of employment data for seven industries classified as “advanced technology”.

Training and Outreach staff produced, printed, and distributed 116,792 printed product pieces (brochures, training materials, literature) based on the most current Labor Market Information data available. All products were also made available electronically.

The web address for Colorado LMI Gateway is: <http://www.colmigateway.com/>

The web address for the LMI Gateway products page is:
<http://www.colmigateway.com/gsipub/index.asp?docid=282>

vii. Efforts to create and support partnerships and collaborations

Colorado LMI continues to work with the U.S. Census Bureau in the development of the Local Employment Dynamics data tool. Colorado LMI has expanded the training and use of LED data through regular participation in webinars produced by the U.S. Census Bureau as well as through an increased interest in discussions and interaction by WIBs.

Colorado LMI continues to be an active leader, fiscal agent and participant in the Projections Managing Partnership.

LMI worked in partnership with workforce center leadership to identify, design and develop new Labor Market Information/customized products to address specific data needs from Workforce Investment Board members, Workforce Center staff and the customers served by those agencies.

National and state economic information was produced for the Workforce Programs Annual Report covering the period July 2013 – June 2014.

Labor Market Information, in partnership with the Colorado Workforce Development Council, renewed access to and distributed licenses for the data tools, The Conference Board’s Help Wanted Online (HWOL). The HWOL tool provides a means of measuring trends in job openings, hiring trends for specific employers and the ability to generate leads for job seekers. Extensive training was offered, electronically and in-person, to assist workforce centers in using HWOL. Thirty-eight licenses have been issued.

Participated in the Demand Driven Workforce Project being conducted by the Colorado Springs Regional Business Alliance. LMI staff have attended meetings and provided presentations to improve the group’s understanding of data available.

Provided LMI products to the Jefferson County Economic Development Corporation for a spouse’ meeting in Pennsylvania in support of Lockheed Martin.

Partnered with the Center for Work Experience and Education to help them understand and use

LMI with their customers. Review resumes, conduct mock interviews and provide tours of our office to further enhance CWEE customer experience.

Exchanged data in meeting with Emily Brett from the Downtown Denver Partnership. Met to discuss data collected by both agencies and common uses of that data.

Established a relationship with the Colorado Center for the Blind. Met with Petr Kucheryavyy, Employment Specialist, introduced us to Jaws, software used by the blind to access web sites like LMI Gateway. Provided print products for use by sighted staff and discuss the career decision making process.

Worked with the Colorado Community College System staff to develop and provide LMI products for a joint presentation to adult educators.

Have begun to work with our Unemployment Call Centers to develop training for LMI. They would like to be able to make positive suggestions to people calling in for unemployment insurance. LMI use could assist them in job search. We will be conducting short training sessions for call center staff to assist them with both job seekers and employers.

Six focus groups consisting of business leaders and job seekers were facilitated to assess the use of "Connecting Colorado", the labor-exchange web site for the Colorado Department of Labor and Employment.

LMI Training and Outreach staff worked with a Colorado Department of Transportation (CDOT) committee responsible for the identifying and serving the needs of Colorado's workforce customers and assisted CDOT with the identification of commuter patterns through Local Employment Dynamics and the American Community Survey.

viii. Activities to leverage LMI-WI funding

Labor Market Information, in partnership with the Colorado Workforce Development Council, renewed access to and distributed licenses for the data tools, The Conference Board's Help Wanted Online (HWOL) and Haver Analytics. The HWOL tool provides a means of measuring trends in job openings, hiring trends for specific employers and the ability to generate leads for job seekers. Haver Analytics provides a ready means of accessing and updating periodic data sets from a large number of sources. Extensive training offered to workforce system staff was conducted by LMI staff, electronically and in-person, to assist workforce centers in using HWOL. Thirty-eight licenses have been funded by and issued to workforce system. Seven additional licenses are held by LMI staff.

Training and Outreach staff produced, printed, and distributed 116,792 printed product pieces (brochures, training materials, literature) based on the most current Labor Market Information data available. All products were also made available electronically. In a number of cases, the cost of printed product pieces developed by LMI was borne by the specific workforce region requesting the materials.

ix. Recommendations for ETA for changes and improvements to WIGS requirements.

ETA should continue to fully fund the activities and tools critical to the successful completion of the Workforce Information Grant to States deliverables.