

MISSOURI ECONOMIC RESEARCH AND INFORMATION CENTER  
ECONOMIC AND WORKFORCE RESEARCH SECTION

## **Economic and Workforce Information Research Plan 2005-2006**



Providing value-added research with customer focus.

### **Purpose**

The purpose of this work plan is to develop core economic and workforce information products and services that support the State of Missouri's overall economic and workforce development plans.

### **Plan Period**

July 1, 2005 through June 30, 2006

### **Plan Narrative**

The work plan is organized into four sections. The first section describes Missouri's economic and workforce development system. The second section describes the core products and services that are to be provided in the coming fiscal year. The third section describes how performance will be measured in the coming fiscal year, with primary focus on performance tracking and customer satisfaction.

**SECTION I**  
**ECONOMIC AND WORKFORCE DEVELOPMENT SYSTEM**  
**MISSOURI SUMMARY**

## **State Economic and Workforce Development Plans**

Governor Matt Blunt's vision for the State of Missouri's economic and workforce development system is to provide a positive environment for current and new businesses to thrive and thus drive our economy. To accomplish this, the Governor recognizes the strong need for a business-friendly environment and quality education system, so that the Missouri's businesses and workers are able to compete in the global economy.

Missouri's economic development policy goals include: (a) emphasizing Missouri as a business-friendly state, (b) providing the best education for Missouri's children, and (c) making state government more efficient and effective at providing services for our citizens.

Missouri's workforce development policy goals, as identified in the State Workforce Investment Act / Wagner-Peyser Act (WIA/WPA) Plan for program years 2005 and 2006, include: (a) developing, promoting and continuously improving business services, (b) developing and sustaining partnerships with state and local education agencies to address programmatic needs, (c) integrating services for organizational efficiency and to better serve customers, and (d) continuing to provide services for both workers entering the workforce system and for Missouri's youth.

## **Support of Economic and Workforce Development Plans**

In general, the Missouri Economic Research and Information Center (MERIC) supports the state's economic and workforce development plans by providing technical and policy support to our state and local partners. MERIC provides analyses of the state's economic and industrial base, including the identification of growing and declining industries, targeted industries, and critical industries. On the occupation side, MERIC identifies growing and declining occupations, targeted occupations, and critical occupations. Based on this information, MERIC identifies strengths along with gaps in skills, labor, technology, and suppliers to better inform economic and workforce development policy.

Specifically, MERIC's work supports the core goals of Missouri's economic and workforce plans. These include:

- implementing a demand-driven system
- improving information products and delivery
- identifying target industries and occupations
- supporting small business and entrepreneurship
- leveraging outside funds
- eliminating duplicative administrative costs
- developing strategic partnerships.

## Strategy for Economic and Workforce Information Delivery

MERIC provides economic and workforce information through a variety of *product types*, which include electronic products, research and information products, customer inquires and technical assistance, and training and presentations. These products serve our main *customer groups*, which include employers, economic developers, jobseekers, workforce developers, education/training professionals, policy makers, researchers, and the media. Products are accessible to our customers through key *delivery strategies*, which include the web, presentations, training sessions, electronic media, telephone/in-person contact, news stories, and published work.

The principal means of delivery of information will continue to be the MERIC web site ([www.MissouriEconomy.org](http://www.MissouriEconomy.org)), using the ALMIS database and innovative delivery options. To improve usability by the full range of customer groups, a complete revamping of the delivery system is planned for this year. MERIC will contract with one of the leading workforce system web vendors to implement the new site. Specific enhancements include: (a) organization around customer groups, (b) focus on knowledge, skills and abilities, (c) more intuitive user interface, (d) present data and information that is most useful to customers, with a minimum use of jargon, and (e) development of customer-specific pages.

*Electronic products* include web development, web updates, custom programming, and database management. The main delivery strategy is through the web and electronic media, which are accessible to all customer groups identified above.

*Research and information products* include research reports, research briefs, brochures, newsletters, and maps. These products are targeted to jobseekers, workforce developers, economic developers, policy makers, researchers, and the media. The main delivery strategy is through the web, presentations, news stories and published work.

*Customer inquires and technical assistance services* include finding and interpreting data, responding to information requests, and producing information to address specific questions. These products are targeted to all main customer groups identified above. The main delivery strategy is through telephone or in-person contact, electronic media such as e-mail, and through presentations.

*Training and presentation services* include training employers, economic developers, workforce developers, and education providers on how to use and interpret labor market data. It also includes numerous presentations to employer groups, local economic developers, workforce boards, and various local and state agencies on topics ranging from the state of the economy to new research products. The main delivery strategy is through presentations and training sessions.

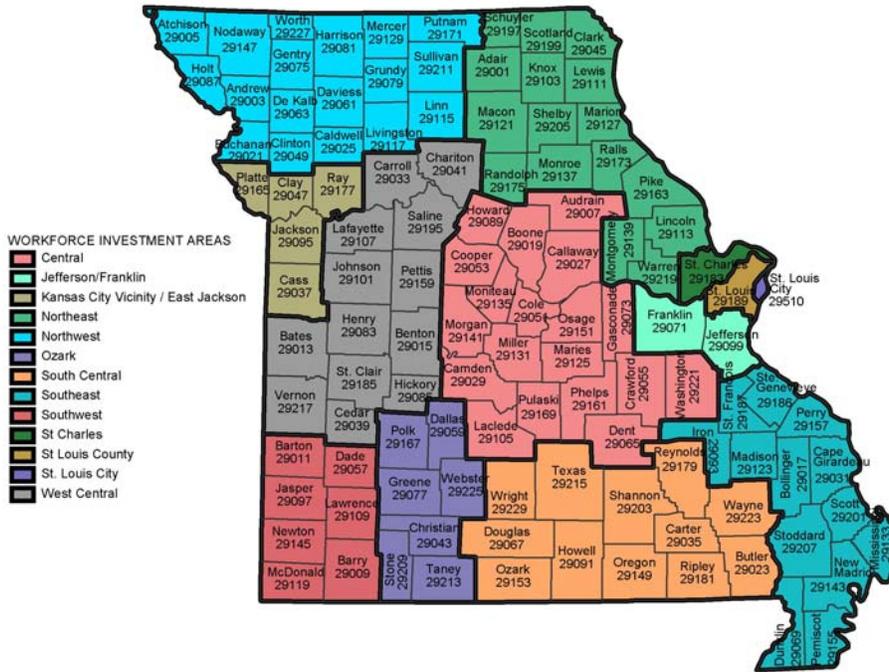
## Strategy for Consulting with Key Customers

MERIC employs a continuous outreach and feedback strategy for consulting with our key customer groups. In the coming year, MERIC will implement a demand-driven system by fostering a sense of ownership among our customer groups in relation to our core products and services. It is anticipated that this sense of ownership will lead to increased participation and feedback, so that our core products and services best serve the needs of our customers.

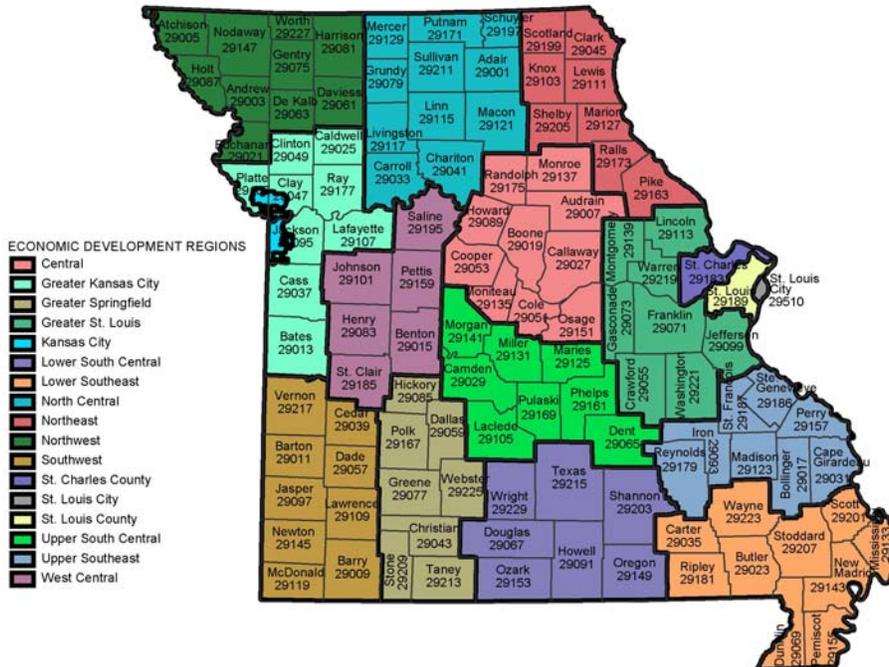
MERIC has seven main customer groups: (1) the Missouri Department of Economic Development (DED), including the divisions of workforce development, business development, community development, and administration; (2) the Missouri Training and Employment Council (MTEC), the state workforce board, their staff and committees; (3) employers and economic developers, including Missouri Employer Committees, Missouri Economic Development Council and DED business representatives; (4) jobseekers and workforce developers, including Career Centers, local workforce boards, and DED workforce administrators; (5) education and training professionals, including teachers and career counselors, and state education administrators; (6) policy makers, including state department heads, the Governor's office, and the General Assembly; and (7) researchers and the media.

MERIC's plan for continuous outreach and feedback of our customer groups includes staffing meetings and committees, establishing and maintaining contact with senior staff, conducting focus groups, developing and administering customer satisfaction surveys, soliciting feedback from presentations and training sessions, and attending statewide economic and workforce development meetings. MERIC will employ all of these techniques throughout the year as a way to consult with our key customers, which will guide adjustments to our research agenda, business plan and marketing activities. Whenever major adjustments are needed, these will be vetted with DED and MTEC officials.

## Missouri Workforce Investment Areas



## Missouri Economic Development Regions



**SECTION II**

**ECONOMIC AND WORKFORCE RESEARCH  
CORE PRODUCTS AND SERVICES**

## **Core Product 1 - ALMIS Database**

### Description

Continue to populate the ALMIS (America's Labor Market Information System) database with Missouri data.

### Principal Customers

Through the MERIC web, the ALMIS database provides data to jobseekers, workforce professionals, employers, economic developers, education and training professionals, the media, and researchers. Customer feedback indicated the need for query-driven data access through the MERIC web, more timely data updates, scaleable geographies, and more diverse data. In general, customers wanted to get all their data needs from one site.

### Support of State Economic and Workforce Development Plans

The ALMIS database will be the main data source for populating the MERIC web. ALMIS improves economic and workforce information delivery by allowing access to a wide array of customers. ALMIS supports a demand-driven information system by allowing customized data queries based on user needs. ALMIS reduces administrative costs through delivery of information via the web. Lastly, MERIC's merger with the Missouri Occupation Information Coordinating Committee supports the goals of strategic partnerships, leveraging of outside funds, and the elimination of duplicative administrative costs.

### Deliverables

Maintain license files.

- Annually license.dbf, licauth.dbf, lichist.dbf

Update lookup and crosswalk tables.

- Annually NAICS, SOC, ONET, CIP crosswalks.

Populate industry and occupation employment projections.

- SEP 2005 Series 2002-2012 by state and 10 areas.
- SEP 2005 Series 2004-2006 by state.
- DEC 2005 Series 2004-2014 by state.
- JUN 2006 Series 2005-2007 by state and 3 areas.

Populate Bureau of Labor Statistics data.

- Monthly Current Employment Statistics (CES).
- Monthly Local Area Unemployment Statistics (LAUS).
- Quarterly Quarterly Census of Employment and Wages (QCEW).
- Annually Occupational Employment Statistics (OES).

Populate miscellaneous socioeconomic data.

- SEP 2005 ALMIS Employers Database.
- SEP 2005 Education and training providers.
- SEP 2005 Population and other annual US Census data.
- SEP 2005 Employment, income, and value-added from Bureau of Economic Analysis

Provide ad hoc ALMIS database and technical support.

- Open Provide as needed.

Estimated Costs

	<b>TOTAL</b>
LMI OneStop	<b>\$50,159</b>

## **Core Product 2 - Employment Projections**

### Description

Produce and disseminate industry and occupation employment projections.

### Principal Customers

Data and information produced through the projections program is of vital use to jobseekers, workforce developers, state and local workforce boards, the state workforce agency, education and training providers, economic developers, and researchers. Customers use this data to make informed career choices and to direct programs towards specific occupations and industries. Feedback indicated the need more timely projections, more geographic detail, and limited data suppression.

### Support of State Economic and Workforce Development Plans

Projections data supports improved economic and workforce information products by providing the foundation for a whole series of career and industry analyses. Projections data supports identifying targeted occupations and industries. Projections also supports the leveraging of outside funds through the use of general revenue in other core products and services.

### Deliverables

Produce industry and occupation employment projections.

*Produce employment projections that conform to ETA guidelines.*

- MAR 2006                Series 2004-2014 by state.
- JUN 2006                Series 2005-2007 by state and 3 areas.

Produce *Industry Highlights* brochures.

*Product lists the top growing, declining and paying industries.*

- SEP 2005                Series 2002-2012 by 10 areas.
- APR 2006                Series 2004-2014 by state.
- JUN 2006                Series 2005-2007 by state and 3 areas.

Produce *Occupational Highlights* brochures.

*Product lists the top growing, declining and paying occupations.*

- SEP 2005                Series 2002-2012 by 10 areas.
- APR 2006                Series 2004-2014 by state.
- JUN 2006                Series 2005-2007 by state and 3 areas.

Special projects related to employment projections.

- JUL 2005                Test beta version of the *Short-Term Industry Projections (STIP)* software.
- AUG 2005                Petition that projections areas be changed from politically-defined workforce regions to economic regions.

Provide ad hoc technical and policy support to main customer groups.

- Open Provide as needed.

Estimated Costs

	<b>TOTAL</b>
LMI OneStop	<b>\$98,219</b>

## **Core Product 3 - Occupation Analysis**

### Description

Produce and disseminate occupational analysis and career information products.

### Principal Customers

MERIC's occupation and career information products are used by jobseekers, workforce developers, state and local workforce boards, education and training providers, the Missouri Department of Economic Development, and various policy makers. Customers use these products to make informed career decisions and direct programs towards targeted occupations. Feedback indicated the need for more user-friendly, relevant, and innovative products.

### Support of State Economic and Workforce Development Plans

All of these products support improved workforce information delivery by coupling value-added analysis with customer focus presentation. This increases the usefulness and usability of our products. These products also support a demand-driven workforce system because they identify targeted occupations and were developed in consultation with the customer groups that most use them. Lastly, MERIC's leveraging of general revenue and outside grants supports the goals of strategic partnerships, leveraging of outside funds, and the elimination of duplicative administrative costs.

### Deliverables

Produce and disseminate *Career Grades* occupation outlook research briefs.

*Product assigns academic letter grades to occupations based on job openings, percent change, and average wages using statistical techniques.*

- NOV 2005 Series 2002-2012 by 10 areas.
- APR 2006 Series 2004-2014 by state.
- JUN 2006 Series 2005-2007 by state and 3 areas.
- Open Translate research briefs into Spanish.

Produce and disseminate *High School Careers* brochures.

*Product lists the top growing, declining and paying occupations requiring short-moderate job training.*

- NOV 2005 Series 2002-2012 by 10 areas.
- APR 2006 Series 2004-2014 by state.
- JUN 2006 Series 2005-2007 by state and 3 areas.
- Open Translate brochures into Spanish.

Produce and disseminate *High School + 2 Careers* brochures.

*Product lists the top growing, declining and paying occupations requiring long-term job training, vocational degree, or associates degree.*

- NOV 2005 Series 2002-2012 by 10 areas.
- APR 2006 Series 2004-2014 by state.
- JUN 2006 Series 2005-2007 by state and 3 areas.
- Open Translate brochures into Spanish.

Produce and disseminate *High School + 4 Careers* brochures.

*Product lists the top growing, declining and paying occupations requiring a bachelors degree or more.*

- APR 2006 Series 2004-2014 by state.
- JUN 2006 Series 2005-2007 by state.

Produce and disseminate *Education and Training in Demand* research briefs.

*Product analyzes which types of education and training categories will be in most future demand.*

- APR 2006 Series 2004-2014 by state.
- JUN 2006 Series 2005-2007 by state.

Produce and disseminate *Grade A Careers* posters.

*Product lists selected Grade-A careers by level of education or training needed.*

- APR 2006 Series 2002-2012 by 10 areas.
- JUN 2006 Series 2004-2014 by state.
- Open Translate posters into Spanish.

Produce and disseminate *Hot Jobs* posters.

*Product lists selected Grade-A careers by level of education or training needed.*

- JUN 2006 Series 2005-2007 by state.
- Open Translate posters into Spanish.

Produce and publish the *Missouri Career Exploration Tool* web application.

*Product is a web-based career guide that merges employment projections, employer contacts, knowledge/skills, and education/training providers at a regional level for career exploration.*

- MAR 2006 Deploy application to public.

Produce and disseminate the *Missouri Career Guide* report and brochure.

*Product assists jobseekers and students in career development process.*

- DEC 2005 Product completed.

Produce and disseminate *Parent Career Guide* brochure and web resource.

*Product assists parents in shepherding students through the career development process.*

- DEC 2005 Product completed.

Special projects related to occupational analysis and career information.

- Open Produce and disseminate *Stars* posters, which features a celebrity emphasizing career planning.
- Open Produce and disseminate *LMI for Students by Students* brochures, where students design and develop career brochures relevant to their peers.
- Open Identify *Competitive Occupations* for targeted economic development, where regional occupational employment is indexed to the national average.
- Open Research knowledge, skills and abilities occupation clusters, which applies statistical techniques to ONET data to find job skill clusters.
- Open Research skills-based employment projections, which evaluates existing applications and, if needed, develops new methods.

Produce ad hoc occupation analyses and technical support.

- Open Provide as needed.

Estimated Costs

	<b>TOTAL</b>
LMI OneStop	<b>\$98,335</b>

## **Core Product 4 - Technical Support and Outreach**

### Description

Provide technical support and outreach to economic and workforce development stakeholders and to key customer groups.

### Principal Customers

MERIC provides primary technical and policy to support all divisions within the Missouri Department of Economic Development, the state workforce agency, and state and local workforce boards. We provide ancillary assistance to workforce and economic developers, and to education and training providers. Feedback indicated that MERIC is unknown to many outside of the workforce and state government system. Customers familiar with us indicated the need for greater in-person contact, specifically the local workforce boards and Career Centers.

### Support of State Economic and Workforce Development Plans

These services support a demand-driven system by offering a means to employ our continuous outreach and feedback consultation strategy. These services improve economic and workforce information delivery by offering customers on-demand and customized technical support. Lastly, MERIC's merger with the Missouri Occupation Information Coordinating Committee and securing outside grants supports the goals of strategic partnerships, leveraging of outside funds, and the elimination of duplicative administrative costs.

### Deliverables

Establish and maintain the MERIC Help Desk via telephone and e-mail.

- AUG 2005                      Establish toll-free phone number and e-mail, and staff help desk.

Provide support to the Missouri Department of Economic Development.

- Weekly                      Attend weekly division director's and leadership team meetings.
- JUL 2005                      Assign staff liaisons to the development divisions of the Department.
- Open                          Provide ad hoc technical and policy support.

Provide support to the State Workforce Agency and State Workforce Board.

- Quarterly                      Attend workforce board meetings, as well as all subcommittees.
- JUL 2005                      Assign staff liaison to the state workforce agency and board.
- Quarterly                      Establish meetings with the directors of the workforce agency and board.
- Open                          Provide ad hoc technical and policy support.

Provide support to the Local Workforce Boards.

- Open                          Establish twice yearly meetings with each of the 13 local workforce boards.
- Jul 2005                      Assign staff liaisons to each of the 13 local workforce boards.
- Open                          Provide ad hoc technical and policy support.

Provide support to employers and economic developers.

- Open Establish and maintain contacts with employers and economic developers.
- Annually Attend and staff the Governor's Conference on Economic Development.
- Open Provide ad hoc technical and policy support.

Provide support to jobseekers and workforce developers.

- Open Establish twice yearly meetings with each of the 13 local Career Centers.
- Annually Attend and staff the Governor's Conference on Workforce Development.
- Open Provide ad hoc technical and policy support.

Provide support to education and training providers.

- Open Establish contacts with K-12 teachers, counselors, and state administrators.
- Open Establish contacts with higher education faculty, counselors, and administrators.
- Open Provide ad hoc technical and policy support.

Provide support to the elected officials and policy makers.

- Open Establish contacts with state elected officials and the General Assembly.
- Open Provide ad hoc technical and policy support.

Provide support to the researchers and related organizations.

- Open Provide ad hoc technical and policy support.

Develop and publish the performance tracking system web application.

*Web-based product to capture work outputs for performance measurement.*

- JUL 2005 Web application completed and implemented.

Develop and implement a customer outreach and feedback strategy.

*Process captures and measure customer feedback and satisfaction.*

- JUL 2005 Process completed and implemented.

Continuously measure and document customer needs and satisfaction.

*Continuously measure and document customer needs and satisfaction for use in product and service development, and for use in customer satisfaction.*

- Open On-going measurement and documentation.

Conduct customer focus groups organized around core products and services.

*Identify and conduct customer focus groups organized around the core products and services.*

- Open Organize and conduct focus groups.

Estimated Costs

	<b>TOTAL</b>
LMI OneStop	<b>\$83,066</b>

## **Core Product 5 - Web**

### Description

Maintain and develop a web-based electronic economic and workforce information system.

### Principal Customers

The MERIC web ([www.MissouriEconomy.org](http://www.MissouriEconomy.org)) provides data to jobseekers, workforce professionals, employers, economic developers, education and training professionals, the media, state and local workforce boards, the Missouri Department of Economic Development, and researchers. Customer feedback indicated the need for query-driven data access through the MERIC web, more timely data updates, scaleable geographies, and more diverse data. In general, customers wanted to get all their data needs from one site, quickly, and with a minimum of technical jargon.

### Support of State Economic and Workforce Development Plans

The MERIC web improves economic and workforce information delivery by allowing access to a wide array of information to a diverse customer base. The web supports a demand-driven information system by allowing customized data queries based on user needs. The web reduces administrative costs through delivery of information via the web. Lastly, MERIC's merger with the Missouri Occupation Information Coordinating Committee supports the goals of strategic partnerships, leveraging of outside funds, and the elimination of duplicative administrative costs.

### Deliverables

The MERIC website will be revamped and organized around the following customer groups: employers and economic developers, jobseekers and workforce developers, education and training providers, elected officials and policy makers, and researchers and the media. Special attention will be paid to the ease of navigation of the new site. Besides new organization and better navigation, new data elements and special features will be added based on the use of Missouri's ALMIS Database, as well as other federal and state agency data.

A great effort will be made to make the site reinforcing and linked to other state economic and workforce development websites, specifically: GreatHires which is used by jobseekers and workforce developers, and Missouri Location One which is used by employers and economic developers.

Finally, MERIC plans to partner with the Office of Social and Economic Data Analysis (OSED) at the University of Missouri to develop a common framework for sharing data. OSED is the state data center for the US Census and the Missouri Department of Education. This will give MERIC access to a wide array of Census and education administrative data.

The end result will be the most comprehensive, timely, and user-friendly labor market information website ever produced for use by policymakers and citizens in the State of Missouri.

- SEP 2005                Select web vendor.
- NOV 2005              Finalize web specifications.
- FEB 2006              Beta test site.
- MAR 2006              Site made public.

Estimated Costs

	<b>TOTAL</b>
LMI OneStop	<b>\$236,485</b>

## **Core Product 6 - Training**

### Description

Develop and provide economic and workforce training.

### Principal Customers

Training services are delivered to workforce developers, economic developers, education and training providers, and state and local workforce boards. Feedback indicated the need for greater training on how to use and interpret economic and career information.

### Support of State Economic and Workforce Development Plans

These services improve economic and workforce information delivery by offering customized training on how to interpret and use economic and career data. These services also support a demand-driven system because they were developed in consultation with the customers who requested the training. Lastly, MERIC's merger with the Missouri Occupation Information Coordinating Committee and securing outside grants supports the goals of strategic partnerships, leveraging of outside funds, and the elimination of duplicative administrative costs.

### Deliverables

Develop training curricula for customer groups.

- SEP 2005            Develop *LMI for Employers and Economic Developers* training.  
                                 Assists employers and economic developers in using LMI in their work.
- SEP 2005            Develop *LMI for Jobseekers and Workforce Developers* training.  
                                 Assists employers and workforce developers in using LMI in their work.
- OCT 2005            Develop *Basics of Regional Economic Analysis* training.  
                                 How to calculate economic base statistics from regional economics.
- OCT 2005            Develop *State of the Region* presentations.  
                                 Assists local development groups in understanding their regional economy.

Provide training to customer groups.

- MAR 2006            Plan and host 1<sup>st</sup> Annual Missouri LMI Users Conference.  
                                 Assists customers in understanding and interpreting labor market data.
- Open                    Provide 10 *LMI for Employers and Economic Developers* training sessions.  
                                 Assists employers and economic developers in using LMI in their work.
- Open                    Provide 10 *LMI for Jobseekers and Workforce Developers* training sessions.  
                                 Assists employers and workforce developers in using LMI in their work.
- Open                    Provide 2 *Basics of Regional Economic Analysis* training sessions.  
                                 How to calculate economic base statistics from regional economics.
- Open                    Provide 13 *State of the Region* training sessions.  
                                 Assists local development groups in understanding their regional economy.

- Open Provide 10 *Missouri Choices* training sessions.  
*Assists parents in shepherding students through the career process.*
- Open Provide 2 *The Real Game* series training sessions.  
*Assists students and counselors through the career development process.*
- Open Provide 10 *Tools, Technology and Techniques* training sessions.  
*NAWDP-approved training towards Certified Workforce Development Professional designation.*
- Open Provide 10 *Career Development Process* training sessions.  
*Assists in understanding the career development process and related information*
- Open Provide 2 *Improved Career Decision Making* training sessions.  
*Assists in providing better techniques to inform career decisions.*

Purchase and develop a wireless mobile computer training laboratory.

- OCT 2005 Purchase 25 laptop computers and develop a wireless mobile computer laboratory for training and outreach.

Support the professional development of MERIC staff.

- Open Provide training opportunities to MERIC staff, as needed and subject to appropriation.
- Open Provide 2 professional development experience to MERIC staff this year, subject to appropriation.
- JUL 2005 Provide financial support to the LMI Institute, at one-half percent of Missouri's ETA grant.

Provide ad hoc training and technical support.

- Open Provide as needed.

Estimated Costs

	<b>TOTAL</b>
LMI OneStop	<b>\$216,544</b>

## **Core Product 7 - Industry Analysis**

### Description

Produce and disseminate economic base and industry analysis products.

### Principal Customers

MERIC's industry analysis products are used by economic developers, divisions within the Missouri Department of Economic Development, state and local workforce boards, employers, policy makers and elected officials, and researchers. Customers use these products to direct policy and programs towards targeted industries. Feedback indicated the need for more user-friendly and innovative products, specifically fewer research reports, no technical jargon, and less text.

### Support of State Economic and Workforce Development Plans

All of these products support improved economic information delivery by coupling value-added analysis with customer focus presentation. This increases the usefulness and usability of our products. Several of our products support identifying targeted industries, small business, and entrepreneurship. These products also support a demand-driven economic information system because they were developed in consultation with the customers requesting this research. Lastly, MERIC is working with the University of Missouri-Columbia to secure funding from the Ewing Marion Kauffman Foundation to support entrepreneurship research – all of which supports the goals of strategic partnerships, leveraging of outside funds, and the elimination of duplicative administrative costs.

### Deliverables

Produce and disseminate *Industry Grades* industrial outlook research briefs.

*Product assigns academic letter grades to industries based on numeric change, percent change, and average wages using statistical techniques.*

- NOV 2005                      Series 2002-2012 by 10 areas.
- JAN 2006                      Series 2004-2014 by state.
- JUN 2006                      Series 2005-2007 by state and 3 areas.

Disseminate LED quarterly workforce indicators data wheels and web application.

*Product lists quarterly workforce indicators from LED by industry and workforce area.*

- MAY 2005                      Data wheels completed.
- Quarterly                      Web application updated.

Publish the *LED Worker Origin-Destination* web application.

*Product is a web-based mapping tool to locate workers by place of residence and place of work for labor shed and commuting analyses.*

- OCT 2005                      Web application completed.

Produce and disseminate *Target Missouri* industry profiles and brochures.

*Product is an industry profile of key economic sectors of the state economy, listing employment, wages, firms, exports, and other information.*

- Open                      MERIC will work with DED directors to identify targeted industries, profile contents and production schedules.

Produce and disseminate *Missouri GSP Diversification* research report.

*Product analyzes the diversification and specialization of Missouri's economy in terms of gross state product by major industry, then makes comparisons across states.*

- JUL 2005                  BEA Series 2003.
- JUN 2006                  BEA Series 2004.

Produce and disseminate *Missouri Retail Trade* research report and web application.

*Product analyzes retail trade in Missouri by industry at the county level.*

- OCT 2005                  Research report completed.
- NOV 2005                  Web application completed.

Produce and publish the *Missouri Exports Facts* web application.

*Product is a web-based export information system for Missouri, disaggregated by commodity and country.*

- DEC 2005                  Web application completed.

Produce and publish the *Quality Jobs Act County Average Wage* study and website.

*Product estimates the county average wage by industry, then develops a web application.*

- AUG 2005                  Research report completed.
- SEP 2005                  Web application completed.

Special projects related to industry analysis.

- Open                      Research gazelle/high-growth firms in Missouri, where high growth firms are identified and surveyed to better inform policy.
- Open                      Research entrepreneurship and self-employment in Missouri by analyzing data from the US Census.
- Open                      Develop and publish a entrepreneur/self-employed information system, which lists the number and demographic characteristics of the self-employed by region.
- Open                      Identify *Competitive Industries* for targeted economic development, where regional industry employment is indexed to the national average.

Produce ad hoc industry analyses and technical support.

- Open                      Provide as needed.

### Estimated Costs

	<b>TOTAL</b>
LMI OneStop	<b>\$69,529</b>

## **Core Product 8 - Impact Analysis**

### Description

Produce and disseminate economic/fiscal impact and program evaluation products.

### Principal Customers

MERIC's impact analysis products are used by divisions within the Missouri Department of Economic Development, by policy makers and elected officials, and by economic developers. Customers use these products to allocate state incentives, evaluate programs, and to develop policy.

### Support of State Economic and Workforce Development Plans

These products support improved economic information by assisting customers in allocating state incentives, evaluating programs, and developing policy. MERIC has secured contracts for impact analysis and program evaluation with the Missouri Department of Transportation and the Missouri Technology Corporation – all of which supports the goals of developing strategic partnerships, leveraging outside funds, and eliminating duplicative administrative costs.

### Deliverables

Develop and maintain economic and fiscal impact models.

- Annually Maintain the REMI econometric model and customize with Missouri data.
- Annually Maintain the IMPLAN input-output model and customize with Missouri data.
- Annually Update the state economic and fiscal impact worksheet.
- AUG 2005 Develop a local economic and fiscal impact worksheet.

Produce and disseminate economic and fiscal impact research briefs.

- Open Completed as requested – estimate of 30 DED requests per year.
- Open Completed as requested – estimate of 30 MO DoT requests per year.

Produce and disseminate tax credit analyses.

- Open Completed as requested – estimate of 100 requests per year.

Special projects related to impact analysis.

- AUG 2005 Economic impact of the Fort Leonard Wood Business Park in Missouri.

Produce ad hoc impact analyses, program evaluations, and technical support.

- As needed

Estimated Costs

	<b>TOTAL</b>
LMI OneStop	<b>\$11,750</b>

## **Core Product 9 - Socioeconomic Indicators**

### Description

Produce and disseminate socioeconomic conditions and trends.

### Principal Customers

Socioeconomic indicators are used by all of our customers, but are specifically targeted towards divisions within the Missouri Department of Economic Development, policy makers, elected officials, economic developers, and the media.

### Support of State Economic and Workforce Development Plans

All of these products support improved economic information delivery by coupling value-added analysis with customer focus presentation. This increases the usefulness and usability of our products. These products also support a demand-driven economic information system because they were developed in consultation with the customers requesting the indicators.

### Deliverables

Produce and disseminate regional profiles.

*Product lists current socioeconomic indicators by region, delivery via the web and formatted for printing.*

- Annually By 10 workforce areas and by 17 economic regions.

Produce and disseminate the *Economic Conditions and Trends* report.

*Product highlights current economic conditions and trends for the state.*

- Quarterly Research report completed.

Produce and disseminate the *Missouri Focus* newsletter.

*Product highlights current economic conditions and trends for the state.*

- Weekly Newsletter completed.

Produce and disseminate *Missouri Export Facts* research briefs.

*Product highlights exports by commodity and country destination.*

- Quarterly Research brief completed.

Produce and disseminate *Economic Competitiveness* research briefs.

*Product highlights some aspect of economic competitiveness.*

- Quarterly Research brief completed.

Produce and disseminate *Company Profiles* research briefs.

*Product profiles a selected company.*

- Open Provide as needed.

Produce and disseminate *Community Profiles* research briefs.

*Product profiles a selected community based on socioeconomic characteristics.*

- Open Provide as needed.

Produce ad hoc socioeconomic indicators and technical support.

- Open Provide as needed.

Estimated Costs

	<b>TOTAL</b>
LMI OneStop	<b>\$53,838</b>

## **Core Product 10 - Special Projects**

### Description

Develop and execute special projects related to community, economic and workforce development.

### Principal Customers

Special projects have a wide array of customers, and generally depend on the type of project. However, most special projects are targeted towards divisions within the Missouri Department of Economic Development, policy makers, elected officials, and economic and workforce developers.

### Support of State Economic and Workforce Development Plans

All of these projects support improved economic information delivery by coupling value-added analysis with customer focus presentation. This increases the usefulness and usability of our products. These products also support a demand-driven economic information system because they were developed in consultation with the customer groups requesting the project. Lastly, since many of these projects are funded by outside organizations, they support the goals of developing strategic partnerships, leveraging outside funds, and eliminating duplicative administrative costs.

### Deliverables

Produce and disseminate the *Missouri Benefits Survey*.

*Product estimates the type of benefits offered by Missouri businesses, by industry and occupation.*

- JUL 2005                      Data completed and merged with other datasets.
- SEP 2005                      Research report completed.

Produce and disseminate the *Missouri Job Vacancy Survey*.

*Product estimates job vacancies by region and industry, following ETA guidelines.*

- SEP 2005                      Data completed.
- DEC 2005                      Research report completed.

Develop and produce geographic information systems products.

*Products spatially analyze MERIC's economic and workforce data.*

- Open                              Develop ARCIMS products.
- Open                              Develop Spatial/3D Analyst products.

Produce ad hoc special projects.

- Open Provide as needed.

Estimated Costs

	<b>TOTAL</b>
LMI OneStop	<b>\$25,476</b>

**SECTION III**

**ECONOMIC AND WORKFORCE RESEARCH  
PERFORMANCE MEASUREMENT AND CONSULTATION**

## Performance Measurement and Consultation Plan

MERIC employs a continuous outreach and feedback strategy for consulting with our key customer groups. In the coming year, MERIC will implement a demand-driven system by fostering a sense of ownership among our customer groups in relation to our core products and services. It is anticipated that this sense of ownership will lead to increased participation and feedback, so that our core products and services best serve the needs of our customers.

MERIC's has seven main customer groups: (1) the Missouri Department of Economic Development (DED), including the divisions of workforce development, business development, community development, and administration; (2) the Missouri Training and Employment Council (MTEC), the state workforce board, its staff and committees; (3) employers and economic developers, including Missouri Employer Committees, Missouri Economic Development Council and DED business representatives; (4) jobseekers and workforce developers, including Career Centers, local workforce boards, and DED workforce administrators; (5) education and training professionals, including teachers and career counselors, and state education administrators; (6) policy makers, including state department heads, the Governor's office, and the General Assembly; and (7) researchers and the media.

MERIC's plan for continuous outreach and feedback of our customer groups includes staffing meetings and committees, establishing and maintaining contact with senior staff, conducting focus groups, developing and administering customer satisfaction surveys, soliciting feedback from presentations and training sessions, and attending statewide economic and workforce development meetings. MERIC will employ all of these techniques throughout the year as a way to consult with our key customers, which will guide adjustments to our research agenda, business plan and marketing activities. Whenever major adjustments are needed, these will be vetted with DED and MTEC officials

In terms of performance measurement, MERIC has instituted a performance tracking system and a performance appraisal system. The *performance tracking system* is a web-based application that captures work outputs. These outputs are tied to our core products and services, customer groups, and to customer satisfaction. This system allows MERIC to track work activity by output types, core products and customer groups. It serves as a database in which to track customer contacts and satisfaction. The performance appraisal system is designed to assist employees in continuously improving and developing their professional competencies and skills. In addition, this system will be a way of formalizing what job requirements are associated with specific positions, and will help employees understand how their job performance will be evaluated. Employees will also be given the opportunity, with the help of their supervisor, to design a personal development plan each year.

**END OF DOCUMENT**