

Annual Performance Report ETA Deliverables PY2011

Summary

During this past program year (July 1, 2011 - June 30, 2012), the Department of Workforce Development (DWD) worked to improve the underlying infrastructure of posting and providing labor market information, improve our outreach to both internal and external shareholders, customers and other interested groups, develop new products and fulfill our deliverables. When taken as a whole, the activities undertaken underscore a significant effort to meet the intent and goals defined by the Employment and Training Administration (ETA).

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

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

Accomplishments

1. Continue to populate the ALMIS database.

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

- Populated several additional items in the WIDB
- Converted a number of tables and data elements in the WIDb from version 2.4 to 2.5;
- Posted long-term projections for sub areas of the state on WIDb;
- Posted short-term projections to the WIDb;
- Reengineered the employer database and the front-end of the application on the states labor market information website, WORKnet; and
- Updated the industry/occupational matrix and incorporated it into WORKnet.

2. Produce and disseminate industry and occupational employment projections.

Long-term Projections: The update of the Projection Suites software and the delayed release of the national 2010–2020 projections pushed back the due date for statewide 2010–2020 projections until August 2012. This delay enabled the projections team to review inputs used in the projections modeling, test and modify the variables used when producing projections, and change the process of reviewing the projections. At the same time, management increased their communications with representatives of the post-secondary institutions to see how the information produced by the Department could better assist them as they prepare a trained workforce. These steps will increase the usability of

and confidence in the projections prepared by the Department. In addition to preparing for the 2010–2020 projections, a variety of products were developed and disseminated using the 2008–2018 projections. Activities included the following:

- Creating several customized reports based on 2008–2018 projections data for a wide variety of customers such as business leaders, elected officials, researchers, and educators;
- Giving numerous customized presentations using projections to specialized audiences;
- Preparing interpretive materials to aid customers when looking for data that best meets their needs; and
- Making available data files to customers as needed to help them integrate the projections into their specific products.

Short-Term Projections: During the program year, Wisconsin produced statewide industry and occupational projections, making them available for download upon request.

- The Division continues to seek input from customers concerning short-term projections so that products can be developed with this information. However, the usefulness of short-term projections continues to be questioned by our customers.

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:

- The agency invested in Help Wanted Online to broaden the listing of job postings and to have access to the analytical tools available through the Conference Board.
 - The Help Wanted postings have served as a preliminary indicator of changes in the monthly estimated employment by industry in addition to serving as a gauge of the types of jobs currently posted by employers across the state.
- Updated the industry/occupation matrix on WORKnet, enabling jobseekers, community colleges, and others to identify potential avenues of work beyond the industries;
- Copies of the *Wisconsin Jobs 2018* brochure (based on 2008-2018 projections) were distributed to One-Stop Centers, technical schools, middle and high schools, and other locations throughout the state. This brochure displays the top 30 “in-demand” occupations by annual openings for each of the eight education and training levels and the top ten industries with the most growth. A PDF version is also posted on the DWD website;
- The LMI Section actively collaborated with the Career Counseling Services of the University of Wisconsin as they updated “[WisCareers](#)”, a product that assists students with career planning, as well Job Center staff working with those dislocated workers who are considering different career paths. This product is also the template used to produce similar products in other states.
- The OEA developed a series of downloadable files highlighting the findings of the 2008-2018 statewide projections. These files include:
 - A detailed listing of all long-term industry and occupational projections
 - Largest industries
 - Fastest growing industries
 - Industries with the most new jobs

- Fastest growing occupations
- Occupations with the most annual openings
- Occupations with the most new jobs
- A breakdown of annual openings by eight different education and training pathways.

As part of the process of producing these files, a computer infrastructure was developed that will enhance the ability to provide similar lists and inputs for other products is repeatable for future projections through WORKnet. This adaptation will help disseminate information more efficiently in the future.

- One of OEA's popular series, *County Workforce Profiles*, was updated. This product consists of profiles for each county in the state (72) and continues to serve customer needs. These documents are available for downloads from the OEA website;
- The LMI Section presented monthly estimates of employment by industry and the unemployment rate, highlighting the changing economy, measures of the unemployed, and the short-term trends in employment in the state and its larger communities. This briefing was to both public officials and other labor market analysts. Leveraging the information from these briefings, the agency highlighted to the public the various methodologies used to create the monthly measures and heightened the awareness of other data series that could help both job seekers and businesses. The information from these presentations was used to generate additional products both within the agency and by other entities. An example of the products produced include a monthly reference of state and national labor market information, economic points of interest, and other departmental data posted on the OEA website. This publication includes data on jobs, workforce, employment, unemployment, national LMI rankings, unemployment insurance claims by industry, DVR applications and caseload, WIA/TAA programs data (complete with glossary of terms), and a brief analysis of a timely workforce or economic topic. The publication, which started as internal DWD data conveyance, has now seen greater distribution through other state agencies;
- Both members of OEA and the LMI Section continue to discuss with others the possibility of creating a longitudinal type database of the population in the state.
- Both units worked with the Department of Wisconsin Housing and Economic Development to help them in their efforts to revitalize an area in urban Milwaukee. Efforts included determining the existing occupations, wages, demographic characteristics, and industrial sectors in the area that could assist in policy and development strategies.
- The LMI Section participated in a systemic and extensive review of the existing state plan. Because of this review, the state plan was modified to incorporate a more comprehensive set of economic and labor market information. This updated information includes new socio-economic data, administrative changes, evolving needs within the business community, documented skills gaps, and potential growth. The improved plan incorporates an analysis of the economic strengths, possible threats, opportunities and needs for skills.
- With the population of the Workforce Information Database, the state was able to reprogram the creation of hot jobs and other career information materials. This reprogramming will in the future make updates more efficient and accurate, and integrate several items from the WIDb.
- The LMI Section was active in providing training on WORKnet, industry and occupational information, and other elements of labor market information to help both job seekers and businesses. Members of the LMI Section presented WORKnet to the state conference of career counselors for local one stop centers and the local Workforce Investment Boards (in Wisconsin, the local Boards are known as Workforce Development Boards –

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WDBs). OEA and LMI staff also attended meetings with community and technical college staffs, business groups, and others, to assist in the development of educational curricula and business tools. These meetings also provided overviews of the current labor market. Staff were frequently called upon to present information to other attendees.

- Both units provided training to State Vocational Rehabilitation leadership and counseling staff. Training focused the economic conditions of the state and the use of online tools such as O*Net and MyskillsMyfuture.org in assisting customers.
- Under state law, all registered nurses and licensed practical nurses are required to complete a survey designed in part by the department. Several presentations about the state of workforce supply and demand for registered nurses were done during this reporting period. Information has been used assist in the preparation of grants for health care and related issues and by schools involved in training registered nurses. A report identifying the characteristics of Licensed Practical Nurses and the Registered Nurses was shared with the elected state leadership in September 2011. This information was also shared with the Governor’s Council on Workforce Investment (CWI) and the Wisconsin Center for Nursing.
- Staff from the LMI section designed a variety of information and marketing materials, and provided them at a number of venues:
 - Local job service offices for use in job fairs and resource rooms to help both job seekers and employers.
 - WDB offices to assist job seekers, students, faculty and others understand and effectively use labor market information.

In addition, LMI staff manned booths at state and various regional meetings, distributing and assisting customers on a walk-by basis.

- The staff of the LMI Section and OEA took on a several projects during the year. A partial list of projects undertaken for clients in PY 2011-12 follows:

For Whom	What	
Department of Veteran Affairs	Labor market information concerning veterans	Formatted: Space Before: 3 pt
Wisconsin Job Service Employees	Using MyskillsMyfuture for dislocated workers	Formatted Table
Variety of Economic Developers	Available labor force, wages by occupation, affirmative action, and related information	Formatted: Space Before: 3 pt
Members of the Press	Methodology used when creating monthly estimates by industry, unemployment rate, and covered employment	Formatted: Space Before: 3 pt
Various Workforce Development Area staff and/or boards of directors	Industry Cluster and Shift-Share Analysis and economic trends	
Employers and Industrial trade organizations	Wages by occupation in selected industry	Formatted Table
Workforce Boards	Age composition of workforce	
HWPP, General Public, and Policy Makers	Healthcare worker Supply and Demand Forecasting Models	
Statewide Users	Economic Indicators	
Statewide Users	2012-2013 Affirmative Action Data Update	Formatted: Space Before: 3 pt
Statewide Users	Analysis of Local Employment Dynamics (LED) data	Formatted: Space Before: 3 pt
Statewide Users	2010 County Profiles	Formatted: Space Before: 3 pt
Wisconsin Nurses Association	Characteristics of licensed nurses in the state	Formatted: Space Before: 3 pt

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

Both labor market information and other value-added support are routinely provided to local WDBs upon request. The level of ongoing information and support has increased throughout the past year. The individual WDBs had to include labor market information in their workforce plans and they were encouraged to work with the OEA staff when developing their plans. This collaboration increased the interaction between OEA staff and the respective boards as well informing the boards of additional information that they may not have been aware of in the past. In addition to including labor market information, several specific services were provided:

- Prepared the 2011 Year in Review Economic Analysis, a publication prepared by the OEA group within DWD, and submitted the report to ETA;
- Met with business service representatives from the WDBs to review existing sources of information and prepared prototypes to provide up-to-date information to aid businesses.
 - Upon review of the products and informational needs, developed a resource to create products that is more cost effective and hopefully more timely;
- During this period, the LMI Director met with state board of Workforce Development Areas to better understand their issues and needs, and to help maintain and build a strong relationship between DWD and the state WDBs;
- Acted as information liaisons, analysts, consultants, and advisors to the WDBs, conducting special research on a variety of topics such as: industry-focused partnerships for regional economic development activities, in-demand occupations, demographic studies, industry and occupational growth, wages and other demand-related issues;
- Provided information by WDA geographical area about specific in-demand occupations, for various educational and workforce training partners, such as the WDBs, the technical college system, and K-12;
- Served on special employer and education/training committees within the WDBs covered by the local labor market analysts;
- Worked with WDBs to plan and implement actions associated with WIRED grants;
- Assisted WDBs in gathering data for workforce training grants for ARRA and other funding sources;
- Conveyed general economic information to WDAs so they may plan for customer flow and required services and know duration of customer demands;
- Staffed CWI and responded to analytical questions about the state's economy and workforce – past, present, and future;
- Acted as feedback messenger from WDAs to DWD on items affecting workforce-training programs, and assisted in keeping department program managers informed about specific employment events across the state. Also acted as a field staff for the department on conveying workforce, economic development, business activity, and program feedback;
- Conducted monthly briefings with representatives from the Secretary's office who then shared the information with members of the Governor's Cabinet;
- During this period, the question of how to count the number of new jobs created and/or lost was addressed and the staff from the LMI Section assisted the OEA staff, economic developers, public officials and others on the methodology used to create economic indicators, their strengths and limitations;
- Reviewed and provided technical assistance on BLS terms and concepts, economic indicators and other relevant information to members of the Secretary's office and others upon request;
- The LMI Section reported economic activity to the Federal Reserve Bank system and

assisted regional economist better understand local economic factors and the issues facing employers and job seekers;

- Staff from OEA participate in a statewide monthly economic roundtable where changes in the sectors of the state, national, and global economy are discussed. Other participants include members of the Department of Revenue, Department of Corrections, Department of Agriculture, Trade and Consumer Protection, Department of Financial Institutions, Department of Natural Resources, Wisconsin Housing and Economic Development Authority, Department of Transportation, Office of Commissioner of Insurance, Department of Administration, the Governor's Office and the University of Wisconsin-Madison;
- The LMI Section has worked with the Rapid Response team, which has been in contact with the staff of the WDA's on data elements needed to assist those who are eligible for services through Rapid Response;
- During this last year the agency revised its work plan, incorporating more timely and appropriate labor market and economic information, as part of an effort to realign state resources to deal more effectively with the changing economic environment; and
- The Department obtained a license to use analytical tools and datasets from the Conference Board (Help Wanted Online) and used this resource to begin developing products that meet local areas as well as increase the number and variety of job postings available on the state's jobs database.

5. Maintain and enhance state workforce information delivery systems.

Management requested an analysis of the costs and benefits of maintaining two primary economic/ workforce information delivery systems, the *WORKnet* website and the *OEA* webpage. While the two systems have distinct and complimentary foci, there is the potential that the two systems overlap and maintaining two systems could be redundant. As a result of this review, it was determined the two systems needed to be integrated into a single website. While the initial stages of the website integration focused on assimilating data and ensuring the newly merged website is well positioned for future enhancements. Later stages will focus on enabling customers to maximize their access to relevant economic and labor market information without redundancy.

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Enhancements to the webpages during PY11 include:

- Expanding the number of data elements available to the public through WORKnet
- Upgrading tools available from WORKnet so that data is more accurate and up-to-date, and meets the needs of customers;
- Updated maps for the state, Micropolitan Statistical Areas and others as needed;
- Using InfoGroup's employer database to make data available concerning businesses in Wisconsin, including size of the firm, location of facility and contact information as well as a means to map the location to aid job seekers and those seeking business contacts;
- Revised our processes of posting information on WORKnet, the front end of the WIDb, to take advantage of newer technology, increasing the speed of updating information;
- Began a process of mapping the information on WORKnet to see if there is a more efficient means to publish the data to our customers;
- Introduction of a development workspace to prepare products to meet the needs of our customers

- Integration of occupation and wage information so that consistent information is made available to users
- Updating the posting of occupation wages to incorporate changes in the SOC structure
- Updated LMI data on a monthly, quarterly, and annual basis in a more user-friendly format;
- Updated population and demographic data;
- Updates of changes in UI consistency, changes in employment patterns by gender, age, race, and geography
- Integrated NAICS 2012 into those database elements that use industrial classification

Visitors to Labor Market Information webpages from July 2011 – June 2012

	WORKnet	OEA
Total Visits	496,127	22,341
Total Pageviews	15,121,521	43,334
Average Visits Per Day	1,356	61
Average Pageviews Per Day	41,316	118
Bounce Rate	51.44%	80.33%
Average Visit Length	00:14:41	00:03:07

Support state workforce information training activities.

As part of our normal activities, allocations for the WIA funding are determined by the LMI Section. This year the task was complicated by a requested realignment of the membership of the workforce boards. The realigning of the membership of the workforce boards requires the impacted boards to review their economic assumptions and supporting documentation, and other available data. The LMI Section reviewed existing data streams and publications and began a plan that would accommodate changes to the political boundaries of the 11 Workforce Development Areas.

Staff from both OEA and the LMI Section vigorously engaged in workforce training activities and presentations in PY11. OEA provided 109 unique presentations to a diverse customer base totaling over 4,600 participants, including the WDAs, technical colleges, human resource managers, job seekers, business groups, government entities, community business leaders, local elected officials, educators, etc.

Likewise, the LMI Section made several presentations and helped facilitate discussions on how to assist our partners who need labor market information when planning or evaluating programs to help ensure the state has a trained and qualified workforce. Examples of such presentations included:

- Speaking on the changing skills needed by employers at the national career guidance counselors conference in Madison

- Discussing future skills needed for new entrants into the workforce and how Youth Apprenticeship addresses those required skills
- Showcasing the educational attainment for different occupations and the required work experiences as reported by BLS
- Discussing how labor market information could be used to assist the Department of Commerce when recruiting businesses or assisting established firms expand their workforce
- Participating in a review of the “30 Corridor,” a large neighborhood in Milwaukee that experienced severe economic shocks during the past recession

OEA and LMI also combined to train vocational counselors on the changes taking place in the economy and how to use O*Net, MySkillsMyfuture and related sites that can both assist and empower clients.

Additional presentations and/or training were provided statewide to local Job Service Wisconsin staff, WDA staff and members of the business community on how to create a commute shed so that employers and job seekers can more effectively locate existing labor forces and/or areas of recruitment. Staff provided numerous training opportunities to teachers and staff of community and technical colleges on how to interpret and apply available data so they can meet the needs of their customers. Training was also provided to statewide local Job Service Wisconsin staff, WDA and others on how to help workers find jobs by “reverse engineering the job search”;

Other noteworthy accomplishments:

- Presented findings of a survey of Registered Nurses to the state nurses association and other entities located inside and out of the state, in an effort to aid policy makers and others on the working conditions of nurses and the need for trained nurses.
- Published the findings of the Nurses’ Survey to elected leadership to the state
- Increased the number of job postings available to job seekers through integrating the job posting from Help Wanted Online