

## Annual Performance Report ETA Deliverables PY2012

### Summary

During this past fiscal year (July 1, 2012 - June 30, 2013), the Department of Workforce Development (DWD) worked to improve the underlying infrastructure of posting and providing labor market information, and our outreach to both internal and external shareholders. This effort was undertaken to help the Division of Employment and Training meet the strategic goals of the agency and support the local workforce boards as directed under WIA Section 309, consolidating the Labor Market Information (LMI) Section and the Office of Economic Analysis (OEA) Section resulted in a new bureau – Bureau of Workforce Information and Technical Support.

The Bureau's early success indicates that the reorganization will prove beneficial to the WDA's and other shareholders. The Bureau is charged to meet five broad deliverables identified by ETA as being crucial to enable the workforce boards meet employer needs for skilled workers, assisting current and future job seekers and assisting the Division administer the Workforce Information Act.

### Accomplishments concerning the five deliverables

#### 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:

- Posted long-term projections for the state
- Posted short-term projections to the WIDb
- Integrated the OEA webpages into WORKnet
- Updated the license information for all occupations that require them in Wisconsin
- Reengineered the employer database and the front-end of the application on the states labor market information website, WORKnet
- Integrated projections outputs using the new projections suite outputs into the WIDb
- In addition, more fields in the WIDb were populated and the quality of the data in these fields was improved.

#### 2. Produce and disseminate industry and occupational employment projections.

**Long-term Projections:** The release of the substate long-term projections from 2010 to 2020 was delayed in an effort to develop measures of skill shortages and identify those skills needed by employers. The team also used this opportunity to change the process of reviewing the projections and to reach out to others who do similar work. Concurrently management increased their communications with members of the post-secondary education providers in the state to see how the information produced by the Department can better assist them as they prepare a trained workforce. Wisconsin is in the final stages of producing substate industrial and occupational projections. The Bureau increased outreach to assist others using the 2010-2020 projections, including:

- Several customized reports based on 2010-2020 projections data were developed for a

wide variety of customers such as business leaders, elected officials, researchers, and educators;

- Numerous presentations were given using projections as basis for job growth information;
- Shared interpretive materials, to aid those customers who wish to do their own analysis.

**Short-Term Projections:** Wisconsin production of statewide industry and occupational projections for the appropriate time-period was also delayed, however these products are in the process of being prepared. When completed they will be published on WORKnet and made available upon request.

- The agency continues to look for customers who may benefit from this type of analysis, as the usefulness of short-term projections continues to be questioned by our customers. Moving short-term projections to an earlier date is being considered.

### **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 the types of products (electronic and hard copy) that were developed:

- Updated the industry/occupation matrix on WORKnet enabling jobseekers, community colleges and others identify potential avenues of work beyond the industries;
- Assisted in the development of transportation and warehousing industrial webpage on the JCW website (Wisconsin's labor exchange) assisting both job seekers and businesses find career opportunities;
- Utilizing the agriculture related career cluster, assisted in developing webpage for Wisconsin based agriculturally related occupations on JCW;
- Developed skill clusters to help identify needed skills and assist job seekers identify transferable skills (analysis and development was during this fiscal year, web product is forthcoming);
- Presented to the national LED conference on how to use shift-share analysis with LED data to assist in identifying the turnover for specific age groups which supports a skill shortage being reported by employers and others;
- Worked in concert with the University of Wisconsin as they updated their product "WisCareers" used by many of the school districts across the state and is the template used to produce similar products in other states;
- Published of JCWMetrics a monthly tool that assists local workforce boards as well as job seekers on current job postings and related materials
- Revamped the process of publishing the largest employers by industries available at the city, county and statewide areas;
- Members of the Bureau continue to develop our abilities to publish projections making the information available to our consumers;
- A popular series: County Workforce Profiles was updated and historical files were organized to prevent readers from inadvertently using dated material;
- Included data for Veterans to assist those organizations which are dedicated to provide job search and training opportunities to Veterans;
- Both members of OEA and the LMI Section continue to meet with several state partners on the possibility of combining datasets from several state agencies for the purpose of creating a longitudinal type database;

- Members of the LMI Section worked with Vocational Rehabilitation, Department of Health, Department of Public Instruction to assist in developing a research methodology and systemic approach to assist young people on SSI and their families to make the transition to the labor force; and
- Both units worked with the Department of Wisconsin Housing and Economic Development and other entities to help revitalize local areas. Efforts included determining the existing occupations, wages, demographic characteristics of the area, industrial sectors that could assist in developing the area as well as economic impact studies.
- Made a number of powerpoint presentations that provide overviews of local labor market conditions available on WORKnet.
  - Including a tutorial, that teaches both staff and job seekers how to use labor market information by working with economic conditions rather than qualification when performing a job search.
- The Bureau presented monthly estimates of employment by industry, highlighting the changing economy, measures of the unemployed, the unemployment rate and the short-term trends on employment in the state and larger communities.
  - This briefing was to both public officials and other labor market analysts and highlighted the changing economy. The information from these presentations was used to generate additional products both within the agency and by other entities.

The Bureau participated in a systemic and extensive update of the existing state plan. Because of this review, the state plan was modified to incorporate new socio-economic information, administrative changes, the evolving needs within the business community and documented gaps in skill sets of job seekers and potential growth that would not have been captured using the methodology developed to produce industrial projections. The updated plan incorporates an analysis of the strengths, possible threats, opportunities and needs for skills.

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 Bureau 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 -WDBs). Staff also attended meetings with the Community and Technical college staff, business groups and others (presentations were done by the both OEA staff and the LMI Section) to assist in the development of educational curricula, business tools and provide environmental scans of the current labor market. Staff were frequently called upon to present information to other attendees.

The LMI Section was called upon to provide training to State Vocational Rehabilitation leadership and counseling staff on how to use O\*Net and MyskillsMyfuture.org to a new business service team in an effort to enable to effectively reach out to the business community.

In accordance with state statute and the input from the Governor's Council on Workforce Investment (CWI), the information gleaned from Registered Nurses was organized into downloadable table from WORKnet and the datasets were prepared for the Wisconsin Center for Nursing. Under state law, all registered nurses and licensed practical nurses are required to complete a survey designed by the department and members of the health care collaborative. Several presentations about the state of workforce supply and demand for

registered nurses were done during this reporting period. Information has been used to aid schools who are involved in preparing registered nurses, to assist in the preparation of grants for health care and related issues. A summary report identifying the characteristics of Registered Nurses was prepared and made available through WORKnet. In addition, the Licensed Practical Nurses were surveyed beginning in January 2013 and the data was being cleaned and prepared for distribution. The agency used “volunteer” educators and researchers from large research Universities in the state to do additional analysis and create a series of reports for the Wisconsin Center of Nurses.

The Bureau worked with different components of DWD to assist the CWI as it was reorganized during this period. The new CWI Board needed to be briefed on current economic conditions. Assistance also extended to provide technical social research skills as several entities wanted to create survey instruments to measure various aspects of the workforce and the economy.

Staff from the LMI section staffed booths at state and regional meetings distributing information, marketing materials and assisting customers on a walk-by basis. The LMI Section worked extensively with the business community to help bankers and others who work with entrepreneurs on how to use labor market information to identify staff needs, potential markets and assist in developing business plans.

Staff also designed and provided materials to local job service offices assisting these offices with materials used in job fairs, resource rooms, WDB offices and others to assist job seekers, students, faculty, and others understand and effectively use labor market information.

- The Bureau conducted several projects during the year, A partial list of projects undertaken for clients in PY 2012-13 include:

<b>For Whom</b>	<b>What</b>
Department of Veteran Affairs Wisconsin Job Service Employees	Labor market information concerning veterans Using MyskillsMyfuture for dislocated workers How to find a business location from WORKnet to aid in the interviewing process
Agriculture Educators Variety of Economic Developers	Finding jobs for those interested in agriculture Available labor force, wages by occupation affirmative action and related information Impact analysis upon request
Members of the Press	Methodology used when creating monthly estimates by industry, unemployment rate and covered employment
Various Workforce Development Area staff and/or board of directors Employers and Industrial trade organizations Workforce Boards HWPP, General Public, and Policy Makers	Industry Cluster and Shift-Share Analysis and economic trends Wages by occupation in selected industry Age composition of workforce Healthcare worker Supply and Demand Forecasting Models
Statewide Users	Economic Indicators
Statewide Users	2012-2013 Affirmative Action Data Update
Statewide Users	Analysis of Local Employment Dynamics (LED) data.
Statewide Users	2011 County Profiles
Wisconsin Nurses Association	Characteristics of licensed nurses in the state

**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 specific services provided included the following products and activities:

- Submitted the 2012 Year in Review Economic Analysis to ETA;
- Shared the 2012 Year in Review with members of the CWI
- Met with business service representatives from the WDBs to review existing sources of information and prepared prototype 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 Section Chief met with state board of Workforce Development Areas to better understand their issues, needs and to help maintain and build a strong relationship between DWD and the state WDBs;
- A county within the Fox Valley Workforce Board requested that they be reassigned to another workforce board. The LMI Section worked to develop the supporting documentation to assist both workforce boards adjust to a change in membership;
- Member of OEA and the LMI Sections 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;
- Assisted WDBs in gathering data for workforce training grants;
- Conveyed general economic information to WDAs so they may plan for customer flow and required services and know duration of customer demands;
- Worked with other entities within the Division to ensure information from the WDA's was integrated into future efforts to develop a skilled workforce
- Also acted as a field staff for the department on conveying workforce, economic development, business activity, and program feedback;
- Participated in annual meeting with Vocational Rehabilitation Counselors on how to use O\*Net and other tools to assist their clients
- Conducted monthly briefings with representatives from the Secretary's office who then share the information 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 both 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 as directed;
- The LMI Section has worked with the Rapid Response team to create customized local job fairs to ensure skilled workers can find employment when their current employer is

- shutting down or limiting employment;
- Selected staff from OEA participated in an economic roundtable monthly, a discussion on all sectors of the state, national, and global economy by interagency economists. Several organizations participate in these meetings including 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 also worked with other entities within the Division and the economic development community to develop possible approaches that would avert layoffs and assist employers in proactively
- During this last year the agency revised the work plan for the agency incorporating more recent information taking into account efforts to realign state resources to be more effective when dealing with the changing economic environment; and
- State purchased analytical tools and datasets from the Conference Board and developing products that meet local areas uploaded their job postings data into JCW job postings.

## 5. Maintain and enhance state workforce information delivery systems.

After performing a cost benefit analysis of maintaining two primary economic/workforce information delivery systems, the *WORKnet* website, and the *OEA* webpage it was determined that the two systems would be integrated. It was decided to begin the process of integrating the two websites into a single product. The initial stages of the website integration focused on ensuring that the data is both compatible and complete. Enhancements are being considered to enable customers to maximize their access to relevant economic and labor market information.

Enhancements to the webpages during PY12 include:

- Expanding the number of data elements available to the public through WORKnet
- Updating the license information for occupations found in Wisconsin;
- Documenting and creating a systemic approach to enable future updates of license information;
- Upgrading tools available from WORKnet so that data is more accurate, up-to-date and meeting the needs of customers;
- Updated maps for the state, Micropolitan Statistical Areas and others as needed;
- Using InfoGroup's employer database to make business data, including size of the firm, location of facility, and contact information available as well as a means to map locations to aid job seekers and those seeking business contacts;
- Enhancing our mapping capabilities to identify places of work on WORKnet
- Developing the legal framework of what constitutes a data sharing agreement to better assist customers and other entities in their efforts to use labor market information;
- Revising our processes of posting information on WORKnet, as well as the front end of the WIDb, to take advantage of newer technology, increasing the speed of updating information;
- Beginning a process of mapping the information on WORKnet to see if there are more efficient means to publish the data to our customers;

- Participating in a WIC sponsored survey of the WORKnet website to ensure we are meeting the needs of our customers;
- Continuing development of a shared workspace to prepare new products to meet the needs of our customers;
- Creating processes to ensure consistent occupation and wage information is available to limit confusion on the part of the users;
- Updating the posting of occupation wages to incorporate changes in the SOC structure
- Updating LMI data on a monthly, quarterly, and annual basis in a more user-friendly format;
- Updating population and demographic data;
- Integrating NAICS 2012 into those database elements that use industrial classification

**Visitors to Labor Market Information webpages from July 2012 – June 2013**

	<b>WORKnet</b>
Total Visits	658,064
Total Pageviews	12,956,447
Average Visits Per Day	1,803
Average Pageviews Per Day	35,497
Bounce Rate	60.17%
Average Visit Length (minutes:seconds)	9:50

**Support state workforce information training activities.**

As part of our normal activities, allocations for the WIA funding are determined by the LMI Section. However, this year the task was complicated by a requested realignment of the membership of two workforce boards. The realigning of the membership of the two workforce boards required the impacted boards to review their economic assumptions and supporting documentation, and other available data. It also impacted WORKnet and other products that needed to incorporate the new alignment of counties by WDA.

Wisconsin vigorously engaged in workforce training activities and presentations in PY12 by providing over 100 unique presentations to a diverse customer base, including the WDAs, technical colleges, human resource managers, job seekers, business groups, government entities, community business leaders, local elected officials, educators, etc.

- Discussed future skills needed for new entrants into the workforce and how Youth Apprenticeship addresses those required skills
- Showcasing the various levels of educational attainment for different occupations and the required work experiences as reported by BLS
- Presenting to LMI Directors across the nation the state’s efforts to create a skill cluster analysis

- Presenting at national meeting hosted by the Census Bureau how to use shift-share analysis to measure such things as creating more effective advertising to young adults on the value of post-secondary training for skilled positions in manufacturing, how to determine if a skill shortage exists in local areas and the need for local industries to create succession planning.

OEA and LMI 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 was 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. Provided numerous training to teachers and members of the staff of community and technical colleges on how to interpret and apply available data so they can meet the needs of their customers. Provided training to statewide local Job Service Wisconsin staff, WDA and others on how to help workers find jobs by “reverse engineering the job search”.

## **Conclusion**

The state of Wisconsin has undergone a year of several transformations including the CWI, WDA, consolidating websites, and creating a bureau.

Our products and services have been increased and improved. It is believed that the efforts undertaken during this year will enable the state to meet the future needs of ETA and our other shareholders in a timely and efficient fashion.