STATE OF NORTH DAKOTA
PERFORMANCE REPORT FOR WORKFORCE INFORMATION GRANT
July 1, 2012 to June 30, 2013

In accordance with the Training and Employment Guidance Letter (TEGL) #27-11, Job Service North Dakota submits the following Performance Report on Workforce Information activities for the period July 1, 2012 to June 30, 2013. Sections 1 - 5 describe the core deliverables and activities.

Annual Performance Report

1. **Populate the Workforce Information Database (WIDb) with state and local data**

   The Workforce Information Database is the foundation of the workforce information applications for North Dakota's electronic delivery system. It provides an expansive data storage system from which other data delivery systems may retrieve pertinent workforce information. As such, it is important that this database contains the most current and accurate data possible. The LMI Center updated the WIDb core tables with new data as it became available, populated new tables, and tested for data integrity. In addition to the basic ETA core tables, North Dakota also populates and maintains the following data tables: building permits, census labor force, commuting patterns, consumer price index, license history, transfer payments, education program completers, training and education programs, taxable sales, higher education institutions and eligible training providers, short term state industry projections, short term state occupational projections, tax information, food stamps, producer price index, and oil production.

   North Dakota is using the WIDb version 2.5, which is the version that Geographic Solutions (the vendor for our electronic delivery system) is currently using for its Analyzer product.

   The LMI Center loaded the most recent version of the employer database from InfoUSA as soon as the CD was available. The database provides users with a current listing of employer data that can be accessed by firm name, city, county, industry, or firm size. The use of the InfoUSA database allows us to provide employer-specific information to our customers without release of confidential employer data from our UI Tax or QCEW files.

2. **Produce and Disseminate Industry and Occupational Employment Projections**

   The statewide and sub-state long-term industry projections for the 2010 to 2020 period were completed in July 2012. These industry projections were posted to our LMI website in July 2012. Statewide long-term occupational projections were completed in July 2012 and submitted to the Projections Management Partnership. The 2010-2020 occupational projections were posted to our website in July 2012.

   The LMI Center also completed work on the short-term 2011-2013 industry and occupational projections. These were completed and posted to our website in July of 2012.

North Dakota has also produced short- and long-term occupational projections at the sub-state level for each of the three MSA's and for the balance of state. However, the extremely small OES sample in many of the sub-state industry cells can result in weak or non-existent occupational staffing patterns in some area/industry cells. As a result, we evaluated these sub-state occupational projections for the various sub-state areas and found they were not reliable enough to publish.

The LMI Center has developed several products utilizing the projections data. The *North Dakota Employment Projections to 2020,* which provides the full occupational and industrial detail for the 2020 projections along with a variety of other occupational information was published in July of 2012.
https://www.ndworkforceintelligence.com/gsipub/index.asp?docid=357

Short-Term Employment Projections, published in July of 2012, attempt to identify business cycle patterns and gauge their effect on job openings in the local labor market for 2011-2013. Projection results cover more than 100 industries and 500 occupations.
https://www.ndworkforceintelligence.com/gsipub/index.asp?docid=517

Careers in North Dakota was updated and published in September 2012 and is a comprehensive publication that covers nearly everything job seekers would want to know about career opportunities in North Dakota, including employment projections, wages, core tasks, work activities, skills, knowledge, and typical education/training requirements. *Careers in North Dakota* was updated with the 2010-2020 long-term projections.
https://www.ndworkforceintelligence.com/gsipub/index.asp?docid=520

The LMI Center again provided projections and wage data to the ND Career Resource Network for the *Career Outlook*. The annual publication, which is now in a magazine format is provided to high school students, their parents, career guidance counselors, One-Stop resource rooms, etc. In addition, Marcia Goetz and Susan Simonson from the LMI Center have been involved with NDCRN in assisting with the new layout and content of the *Career Outlook.*
http://www.nd.gov/cte/crn/docs/CareerOutlook.pdf

3. **Conduct and publish relevant economic analyses, special workforce information, and/or economic studies of benefit to the governor and state and local Workforce Information Boards (WIBs).**

The *Area Profiles* have been expanded by focusing on county geographies rather than the state's largest cities, though many of the largest cities dominate their home counties. This change in geographic coverage will expand the availability of profiles to areas that previously did not have access to one. The profiles will now be updated monthly on the first working Tuesday of the month with the latest monthly and quarterly data and ten years of annual data for a longer term perspective. Previously, profiles were only updated on an annual basis. We've also expanded the amount of data available in the profiles, adding in more workforce-

related statistics. They provide an overview of a local area's labor market and economy by summarizing numerous primary and secondary sources of information such as industry employment and wages, unemployment and labor force statistics, demographic data, initial claims, workforce statistics and taxable sales and purchases, to name a few. Ten years of historical data have been added for most data elements so visual trends can be spotted.
 https://www.ndworkforceintelligence.com/gsipub/index.asp?docid=350

The *Online Job Openings Report* was released in May 2010, to provide a timely overview of the current supply/demand dynamic of North Dakota's labor market. It is available as a web-exclusive product and it involves the monthly collection and dissemination of online job openings and candidate activities. The *OJOR* is the earliest monthly indicator of North Dakota's labor market activity with data publication generally occurring the first working Tuesday of the month following the reference month (i.e. January data published the first working Tuesday in February). It involves the monthly collection, processing, and dissemination of online job openings posted by employers and online resumé activities of job seekers. Both job openings and active resumés are published for the major occupational groups at the statewide and regional levels. Data for counties are only available at a total aggregate level. Supply/demand rate calculations are also published including unemployed per job opening and active resumés per job opening.
https://www.ndworkforceintelligence.com/gsipub/index.asp?docid=529

4. **Post products, information, and reports on the Internet.**

Five years ago, the LMI Center launched NDWIN (North Dakota Workforce Intelligence Network), our new electronic delivery system which was purchased from Geographic Solutions. This system has been very well received. We have received very positive feedback from our customers on the capabilities of the system, ease of use, and overall appearance of NDWIN. We continue to make improvements to and add new data items and products to NDWIN. In April 2013, North Dakota implemented the latest version (12.1) of Geographic Solutions Analyzer product.

In addition to the Analyzer portion, NDWIN contains a Publications Section which contains PDF's of all our publications. A third section called the Resource Center contains links to FAQ's, a glossary, list of acronyms, methodologies, contact information, and a related sites section. These sections were designed and populated by the LMI Center's web team.

The LMI Center has converted all products to web-based products for our customers as a way to utilize the web to minimize the costs and increased turnaround time associated with printing and hard copy distribution. Because of the limited shelf life of some products and the many areas to choose from (i.e. regions, counties, etc.), the use of PDFs was the most efficient and timely method of delivery. All of these web based products can be accessed in the Products Section of NDWIN.
https://www.ndworkforceintelligence.com/analyzer/default.asp

The LMI Center continues to produce a variety of workforce intelligence products in addition to special studies and economic analysis during the past program year.

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Elements of the *Local Employment Dynamics (LED) Report,* the *Economic Dashboard* and the *Workforce Review* have been included in the new and improved *Area Profiles.* In support of local economic development efforts and our local One-Stop, the LMI Center continues to produce the *North Dakota Area Profiles* on a monthly basis*,* however, some improved changes have been made and are very well received among customers*.* The *Area Profiles* have been expanded by focusing on county geographies rather than the state's largest cities, though many of the largest cities dominate their home counties. This change in geographic coverage will expand the availability of profiles to areas that previously did not have access to one. The profiles will now be updated monthly on the first working Tuesday of the month with the latest monthly and quarterly data and ten years of annual data for a longer term perspective. Previously, profiles were only updated on an annual basis. We've also expanded the amount of data available in the profiles, adding in more workforce-related statistics. They provide an overview of a local area's labor market and economy by summarizing numerous primary and secondary sources of information such as industry employment and wages, unemployment and labor force statistics, demographic data, initial claims, workforce statistics and taxable sales and purchases, to name a few. Ten years of historical data have been added for most data elements so visual trends can be spotted.
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Careers in North Dakota was released in September 2010, updated in September 2012, and is a comprehensive publication that covers nearly everything job seekers would want to know about career opportunities in North Dakota, including employment projections, wages, core tasks, work activities, skills, knowledge, and typical education/training requirements. Additionally, we've tagged those occupations that are high demand, high wage, and belong to one of five skill clusters. Also, there's the ability to cross-reference each occupation with a Standard Occupational Classification (SOC) code, career cluster, or general interest area. It is updated with the long-term projections as they are released.
https://www.ndworkforceintelligence.com/gsipub/index.asp?docid=520

The *Labor Market Information News Alert* made its debut in July 2010. It is an electronic newsletter to help customers stay on top of the latest happenings in workforce intelligence. Published at least twice a month, it provide updates on the latest economic data available on NDWIN, as well as information on recently released LMI publications and products. Customers can sign up for the *LMI News Alert* by going to the NDWIN home page.
https://www.ndworkforceintelligence.com/gsipub/index.asp?docid=516

The annual *North Dakota Employment and Wages by Industry* was published in June, 2013. This publication displays covered employment and wage data at various industrial and geographic breakouts in an updated format. This is one of the very few sources for employment and wage information for our rural counties.
https://www.ndworkforceintelligence.com/gsipub/index.asp?docid=354

Another of our most popular publications, *North Dakota Employment and Wages by Occupation,* was released in April, 2013. This publication provides detailed occupational wage and employment information for the state of North Dakota, the three MSA's, and four substate regions. Based on customer feedback, the format of the publication was changed to list the wage information from all the areas (statewide, MSA's, and substate regions) together for each occupation.
https://www.ndworkforceintelligence.com/gsipub/index.asp?docid=355

The *North Dakota Long-Term Employment Projections,* which provides the full occupational and industrial detail for the 2020 projections along with a variety of other occupational information, was published in July of 2012.
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The *North Dakota Short-Term Employment Projections* will be published in July of 2012, which attempt to identify business cycle patterns and gauge their effect on job openings in the local labor market for 2011-2013. Projection results cover more than 100 industries and 500 occupations.
https://www.ndworkforceintelligence.com/gsipub/index.asp?docid=517

The LMI Center conducts a Fringe Benefits Survey which was produced every two years and will now be on an annual basis. Based on feedback from our customers, the survey was designed and sample selected in a way that would allow LMI to publish fringe benefits data by area, by industry, and by size of firm. The LMI Center developed the *North Dakota Benefits Guide* to presented the results of this survey in September 2012. This publication contains a compilation of fringe benefits information at the statewide level and in a format that allows easy comparisons of fringe benefits information from city to city, industry to industry, and by size of firm. This publication has been in high demand and print quantities were raised to meet the growing number of requests for this pertinent information.
https://www.ndworkforceintelligence.com/gsipub/index.asp?docid=351
The *Largest Employer List* was updated on our website in January 2013. This annual listing provides a ranking of the top 100 employers in North Dakota based on total employment.   A few notable changes have been implemented. We've expanded the number of local area reports by focusing on county geographies rather than the state's largest cities, though many of the largest cities dominate their home counties. This change in geographic coverage will expand the availability of reports to areas that previously did not have access to one. Due to data availability and confidentiality restrictions, counties with an average employment level below 1,000 over the most recent five years will not have a report available. Also, the report

ranking the largest statewide employers will now include public sector establishments. Prior to 2011, only private sector employers were ranked. This change will also promote consistency across all reports since local area reports have always been ranking a mix of both private and public sector employers.
https://www.ndworkforceintelligence.com/gsipub/index.asp?docid=362

The *Quarterly Review* highlights the most recently released quarterly employment and wage data by industry. The data are compiled using results from quarterly contribution reports and disseminated through the Quarterly Census of Employment and Wages (QCEW) program—a near-census count of all the state's employers and jobs and considered the most accurate source for detailed employment and wage information by industry for the state, its regions and counties. Employers report the number of employees they have on their payroll for each month of a quarter along with total quarterly wage compensation. The review summarizes average employment and average weekly wages for select industries and counties.
https://www.ndworkforceintelligence.com/gsipub/index.asp?docid=525

The *Jobs Report* is updated monthly using data extracted from the Current Employment Statistics (CES) program. The report is a snapshot of the state's current labor market and summarizes payroll or nonfarm employment estimates for North Dakota and its three metro areas (Bismarck, Fargo, Grand Forks). Data are not seasonally adjusted.
https://www.ndworkforceintelligence.com/gsipub/index.asp?docid=518

The *Labor Force Estimates Report* is generated monthly utilizing the Local Area Unemployment Statistics (LAUS) program. The labor force is defined as noninstitutionalized civilians 16 years of age and older working or actively seeking work. The unemployment rate for an area is the number unemployed as a percent of the labor force. Labor force and unemployment statistics are calculated without duplication, since each person is classified as employed, unemployed, or not in the labor force. Employed persons holding more than one job are counted only once. Below, we've summarized labor force estimates for select geographies.
https://www.ndworkforceintelligence.com/gsipub/index.asp?docid=543

Initial Claims Data are compiled from North Dakota's unemployment insurance program. An initial claim is any notice of unemployment filed to request a determination of entitlement to and eligibility for unemployment compensation, or to begin a second or subsequent period of unemployment compensation within a benefit year period or eligibility.
https://www.ndworkforceintelligence.com/gsipub/index.asp?docid=542

The *Career and Exploration* section on our website provides several career-oriented products specific to North Dakota's labor market. They cover nearly everything someone may want to know about career opportunities in North Dakota and include employment projections, wages, core tasks, work activities, skills, knowledge, and typical education/training requirements. Additionally, we've included links to some national career resources to supplement research.

The LMI Center has also utilized these grant funds for training purposes. Several of our LMI staff have attended national conferences and training sessions to maintain currency in the national trends, identify best practices in other states, learn new statistical programs and software, and network with their counterparts from other regions of the country. All of these training activities have added to the knowledge base and technical abilities of the LMI Center staff. This in turn has and will continue to manifest itself in many new and innovative products and services for our customers.

The training of our customers is also a very high priority in North Dakota. Members of the LMI staff have provided over 30 presentations or training sessions for various customer groups during the past program year. These ranged from formal in-depth training sessions to short presentations to specific customer groups.

Several LMI presentations were made to the WDC and the WIC Steering Committee, as well as to the North Dakota Youth Council, the Governor's staff, North Dakota Commerce Department, Interim Legislative Committees, and Job Service Senior Management and One-Stop Offices. Many other local presentations/training sessions were provided to a wide range of customer groups such as Career Fairs and classes at colleges and universities throughout the state; Vocational Rehabilitation Conference; Career and Technical Education; Business Services Conference; the Job Getting Unit; the Bismarck-Mandan Development Association; Red River Valley Regional Economic Group; Geographic Solutions Conference, etc. In other cases, the LMI Center provided powerpoints, speaker's notes, and supporting information for our One-Stop staff members to make presentations to local civic or business associations.

5. **Collaborating and consulting on a continuing basis with WIBs and other key workforce and economic development partners and stakeholders to improve LMI-WI products, tools, and information services to meet evolving customer needs.**

The LMI Center continues to work closely with the Workforce Development Council (WDC). (The WDC is North Dakota's only Workforce Investment Board.) Designated staff have attended the WDC meetings and LMI staff members have made several presentations to the WDC and its subcommittees during the past program year. We have provided technical expertise to the WDC in the development and design of new surveys to provide valuable information on labor availability and occupational skills needs in the workforce. In addition, the LMI Manager is a member of both the Workforce Intelligence Council and the Workforce Intelligence Council Steering Committee, which meet quarterly and monthly, respectively.

The LMI Center held monthly economic briefing meetings to discuss monthly employment and unemployment data releases, other new workforce information, current economic conditions in the state, and a variety of related topics. Representatives from the Department of Commerce, WDC, Office of Management and Budget, Governor's Staff, Congressional Staff,

Dislocated Worker Unit, the University System, and our Job Service Executive Director were invited to attend.

With the support of the WDC, Job Service North Dakota has joined the LED partnership with the Census Bureau. The LMI Center assembles the history files of wage records and QCEW data and submits them to the Census Bureau each quarter. In return, the Census Bureau provides us with Quarterly Workforce Indicators for the state and each county in North Dakota. The LMI Center provided a link to this very useful LED data on NDWIN. The LMI Center also provides training to key users, such as the Governor and his staff, Department of Commerce staff, WDC staff, Job Service Senior Management and Customer Service Office staff, and local economic developers.

The LMI Center worked closely with the WDC and the Workforce Intelligence Council (WIC) on several other projects. LMI provided the WIC Steering Committee with relevant occupational employment, wage, and projections information for various projects. The LMI Center was also heavily involved with the WDC in the formulating the State's WIA Strategic Plan. The LMI staff provided a variety of workforce information and wrote the economic overview section of the WIA plan.

The LMI Center has been actively involved in the writing of North Dakota's grant application for the Workforce Data Quality Initiative.   As members of the multi-agency grant application team, LMI staff were utilized in the planning stages and later to provide LMI data and technical input in the grant writing process. Job Service North Dakota wage data will be a critical component as will the data extractions we build for the Workforce Data Quality Initiative (WDQI). North Dakota was one of just eight states selected to be awarded this competitive grant.

The LMI Center continues to handle a variety of ad hoc requests from the WDC for workforce intelligence items, special research projects, and statistical methodologies expertise.

The LMI Center has also become an important contact and reliable trusted data source for the press. This has generated increased awareness of workforce opportunities in the growing economy of North Dakota.

RECOMMENDATIONS FOR IMPROVEMENTS OR CHANGES TO THE DELIVERABLES

The list of core products and services for the Workforce Information Grant has evolved over the past few years. The current Suite of Core Products provides a relatively concise grouping of the most common categories of products produced by most states while allowing individual states the flexibility to tailor products to the most critical needs in their state. Although it is important for several of the products, such as the Workforce Information Database and Projections to be consistent

across the nation, the many differences from state to state require that individual LMI departments maintain this flexibility to address the workforce information needs unique to their state.

As such, North Dakota does not have many recommendations for changes to the deliverables.

The following are a couple of observations we have made based on conversations with our various customers:

- Our customers are constantly requesting more localized products and services. Individual communities are looking for workforce information that they can use to measure the health and growth of their communities and that they can use to promote their areas. We believe that each state needs to develop some series of localized products.

- As we have developed new products and services and made existing ones more useful, our customers are becoming very reliant on many of the products we produce under the Workforce Information Grant. Accordingly, it is critical that adequate funding continues to flow to the state LMI departments through the Workforce Information Grant so that these customers will continue to have access to the workforce information they need and have come to depend upon us to produce.