

**State of Michigan
Workforce Information Grant
Annual Performance Report
PY 2012**

The Michigan Department of Technology, Management, & Budget (DTMB), Bureau of Labor Market Information & Strategic Initiatives (LMISI) is the source of a wide array of information on Michigan's labor market; including information on jobs, unemployment, wages, industries, and occupations. The bureau produces a diverse range of products and services that assist the state's workforce boards, economic development activities, educational institutions, and many state and private organizations.

LMISI submitted a PY 2012 grant plan to the USDOL, Employment & Training Administration (ETA) that included each of the deliverables defined by the Workforce Information Grant. The following is a summary of activities and accomplishments for each grant deliverable.

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

The Workforce Information Database (WIDb) contains current and historic labor market and related information, such as population demographics, economic indicators, and labor market measures such as employment, unemployment, industry, wage, and occupational information. It contains monthly, quarterly, and annual data for national, state and local levels of geography. This standardized database is an integral part of the data engine powering DTMB's Labor Market Information website: www.michigan.gov/lmi.

Core data, administrative, lookup, and crosswalk database tables (version 2.4) continue to be maintained and are kept current with timely information using maintenance and data release schedules. An annual review of the database for accuracy of content, timeliness and data gaps was conducted to insure currency. Michigan is currently in a small consortium of states that uses the State of Montana as the host for the LMI site.

For the period July 2012-June 2013, monthly updates to the CES, LABFORCE and CPI data tables were made as the data was released. Quarterly updates to the INDUSTRY table and MLS tables were made along with the yearly updates to the WAGES table. During the month of October 2012, the EMPDB table was updated to the latest release version.

Michigan's Workforce Informer based Labor Market Information website, to a large extent, is populated directly from the WIDb Database. The website allows users customized and flexible access to nearly all values residing in the Workforce Information Database.

2. Produce and disseminate industry and occupational employment projections

The completion of industry and occupational projections was delayed due to the loss of the LMISI projections analyst to illness (October 2013-May 2013). This analyst left state service in late May 2013. A significant amount of the grant hours devoted to the projections over this period was spent in training other LMISI staff on the forecast methodology, and then to begin work on the 2010-2020 projections for Michigan's 18 Economic Forecast Regions (EFRs). These forecasts are expected to be completed during calendar year 2013. Short-term statewide industry and occupational projections for Michigan will be moved to early 2014, and will cover a base period of second quarter 2013 and a forecast period of second quarter 2015. These will be more current and will meet the requirements of the PY2013 grant. These projections are being developed using the methodology, software tools and guidelines developed by the respective Short and Long-Term Forecast Consortiums and the MicroMatrix User's Group. When these projections are completed, the forecast files will be transmitted to the Projections Workgroup. Related Workforce Information Database tables will also be updated with these new forecasts, as will the LMISI website.

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 Information Boards (WIBs)

Michigan produced and published the reports below for the use of the Governor's office, the state and local workforce boards, and senior leadership of the Department of Technology, Management, & Budget.

Workforce Information grant funds were used directly and in combination with leveraged funding from other sources to produce these products.

o Michigan Economic and Workforce Indicators – Summer 2013

This economic indicator publication provides a biannual update on a variety of economic, employment, innovation, and workforce indicators. It is designed to deliver time-series analysis and comparative data with competitive states and regions. Indicators in this edition included employment and industry job measures, Labor Force Participation, Veteran Unemployment, Online Advertised Job Vacancy Trends, Per Capita Personal Income Trends, Educational Attainment & Occupational

Outlook, STEM Degrees, Jobs in High-Tech Industries, New Hire Earnings by Education, Business Startups and Job Creation, Automotive & Related Employment, and the Job Impact of Michigan Exports.

- **Michigan Economic and Workforce Indicators - Winter 2013**

The Winter 2013 edition of the economic indicator report focused on several regular measures of jobs, employment, and unemployment. Additional indicators included in this report were Michigan's Real Gross Domestic Product trends and GDP by Industry, Real-Time Online Job Demand, Real-Time In-Demand Skills, Educational Attainment, Educational Program Completers, Migration of Michigan's Young Knowledge Population, New Hires by Education, Patents Issued in Michigan, Venture Capital, Scientific & Engineering Occupations, and Business Employment Dynamics.

- LMISI worked with the Michigan Department of Treasury to develop a new publication, **Michigan Key Labor Market and Economic Metrics**. This publication was requested by the Michigan Governor's office. Updated monthly, this reference provides current and historical data on several metrics related to the labor market, including labor force, employment, unemployment, and jobs by detailed industry sector. The report also presents trends on additional metrics related to the broader economy, including Michigan motor vehicle production, U.S. retail sales, Michigan building permits, and per capita real GDP.
- Michigan's LMISI continues to assist the Governor's office in the production and tracking of metrics for the Talent portion of the **Governor's Dashboard**. These metrics include the Michigan unemployment rate, payroll job trends, payroll jobs by sector, the unemployment rate for veterans, the percentage of workers in the private sector, the new business survival rate, and the number of STEM graduates. The above metrics were updated on a monthly or annual basis by LMISI staff throughout PY 2012 and displayed on the Talent section of the Governor's MiDashboard website (www.michigan.gov/midashboard)
- LMISI continued to conduct research using the detailed Conference Board's **Help Wanted Online** database for Michigan. First, LMISI published monthly the **Michigan Online Job Demand Analysis** publication. This report tracks Michigan online job demand trends and analyzes over-the-month and over-the-year changes in total vacancies as well as by occupational category. Additionally, on a quarterly basis, LMISI produced the **Regional Online Job Demand Profiles** for each of the 25 Michigan workforce areas. These reports highlight various measures of regional online job demand, including total ads, detail by industry and occupation, detail by educational category, top regional employers by ad volume, and ad age.

- Published a monthly workforce information newsletter, **Michigan's Labor Market News**. This publication presents data and narrative on Michigan and metro area employment and unemployment trends, as well as job changes by industry sector. It also includes short analytical articles on a variety of labor market topics.
- Two press releases were issued for each month of the program year. One release focused on the State of Michigan, providing analysis to the media and the public on the state employment, unemployment, and unemployment rate trends and significant movements in payroll jobs. The second monthly release presented similar information for Michigan's 17 regional labor markets. The releases focused on employment trends both over the month and over the past year. LMISI central office and regional staff provide expert analysis to supplement these press releases via numerous interviews with print and electronic media.
- LMISI generated **Michigan Teen Summer Job Outlook** forecasts for the summer of 2013. These were issued to the media via a department press release.
- LMISI produced three years of detailed employment and unemployment estimates for all cities and townships for Michigan and supplied to the Michigan State Housing Development Authority.

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

The Michigan LMI website is based on the Workforce Informer platform. Key features of the website are the ability to perform queries of the Workforce Information Database via the Data Explorer feature, produce customized profiles or comparisons of Michigan regions or detailed occupations, obtain employer contact information for a job search, or review information on training providers and training programs.

The site is loaded with current economic indicators on Michigan and the state's metro areas, counties, and cities. The site also contains many of DTMB's workforce information publications. Customers are able to access and customize information in a dynamic and interactive environment. Links to additional resources for career and economic information are included.

LMISI added content to the labor market information website on a monthly basis in PY 2012. Analytical charts on the home page were rotated and updated on a monthly basis. The "What's New" section of the home page was frequently

updated to inform users of new workforce information articles, publications and data releases.

Michigan devoted significant staff time on a monthly basis towards ensuring the quality and accuracy of information on the LMI website.

Additionally, LMISI staff began the process in PY 2012 of testing a complete redesign of the current labor market information website. Michigan is part of a four-state consortium leading this effort. The new LMInformer system will allow us to customize our website to meet the needs of our customers. Customization and interactive tools will be the hallmark of the new system. Customers will have access to interactive graphing, maps, and reports, as well as enhanced search capabilities.

The LMInformer system will:

- Continue to utilize the Workforce Information Database, and connect with a new content management system
- Develop an easy method of uploading data into the Workforce Information Database
- Provide an improved variety of information reports
- Create an interface to connect other databases to the content management system (such as the O*Net database)
- Develop special components (such as query reports)

During PY 2012, LMISI staff worked with consortium staff and developers to complete several tasks in the development of this new website system:

- Design of website wireframing, templates, style sheets, etc.
- Determined how to display BLS data, local area profiles, charting, graphing, mapping, other widgets/apps, etc.
- Participated in bi-weekly webinar conferences to discuss progress on website development
- Completed preliminary design of site home page and content links for subpages

Many products were posted to the existing LMI site during PY 2012. Examples include:

- Michigan Economic and Workforce Indicators – Summer 2013
- Michigan Economic and Workforce Indicators – Winter 2013
- Michigan's Labor Market News
- Michigan Industry Cluster Workforce Reports
- Key Michigan Labor Market and Economic Metrics
- Employment and Occupations in the Skilled Trades in Michigan

- Michigan Labor Supply/Demand Profiles and Labor Shed Studies
- Michigan Online Job Demand Analysis
- Regional Online Job Demand Profiles
- Michigan's Aging Workforce by Industry: 2013 Update
- LMI Dashboard
- Regional Workforce Planning Information spreadsheets
- Local Employment Dynamics updates
- Business Employment Dynamics updates
- Business Employment Dynamics Quarterly Analysis
- Occupational Wages 2012
- WARN Notice monthly updates 2012-2013
- Michigan Industry Highlights monthly analyses
- LAUS and CES monthly data updates
- GIS maps of Michigan labor force and unemployment trends
- DTMB Michigan and Regional Labor Force Trend Press Releases
- QCEW quarterly data updates
- Mass Layoff Analysis

There were an estimated 354,000 total visits to our website www.michigan.gov/lmi in PY 2012. This represented a 4.4 percent increase in website visits over the prior program year.

5. Consult on a continuing basis with workforce investment boards and other key workforce and economic development partners and stakeholders

Michigan uses a variety of means of consultation/communication with the state workforce board and local workforce board directors.

- LMISI provided technical assistance for the Governor's office and senior state executive staff. Examples include:
 - Michigan's LMISI continues to assist the Governor's office in the production and tracking of metrics for the Talent portion of the **Governor's Dashboard**. These metrics include the Michigan unemployment rate, payroll job trends, payroll jobs by sector, the unemployment rate for veterans, the percentage of workers in the private sector, the new business survival rate, and the number of STEM graduates. The above metrics were updated on a monthly or annual basis by LMISI staff throughout PY 2012 and displayed on the Talent section of the Governor's MiDashboard website (www.michigan.gov/midashboard)

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- The acting LMISI director attended a meeting with the Governor, Deputy Chief of Staff, Chief Economist of the Department of Treasury, and Chief Deputy Director, Department of Technology, Management and Budget, to review and update the contents of the **Michigan Key Labor Market and Economic Metrics** publication.
- Michigan LMI produced a significant volume of information for the Governor's 2013 Economic Summit. This included information on a variety of Michigan industry clusters, analysis of industries with high concentrations of aging workers, information on knowledge and skills needed for future in-demand occupations, and some research on potential mismatches between the current supply of workers and online job openings.
- LMISI provided the Michigan Governor's office with a significant amount of background information and analysis for use in the Governor's State of the State address.
- LMISI was involved in the Governor's Regional Reinvention Team. LMISI produced several maps displaying labor market information and other data to the workgroup. These maps were presented by the bureau director to the full team, and used in final consideration of the regional definitions.
- Provided DTMB leadership and the Governor's office with a summary of labor force statistics, trends, and rankings on a monthly basis
- Produced two editions of the **Michigan Economic and Workforce Indicators** publication for use by the Governor's office and senior state leadership
- Responded on a frequent basis to urgent requests for data and information from the Governor's office and senior state management

- LMISI also consulted with the state and local workforce boards to better understand their needs and provide technical assistance and support on workforce information and services.
 - The bureau director attended quarterly Governor’s Talent Investment Executive Committee meetings which offer insight into Michigan’s labor market issues.
 - The bureau director attended Michigan Works! Directors’ Council sessions to obtain guidance and support for developing labor market information projects. These sessions also provided networking and consultation opportunities, obtaining input from local WIB directors on their information needs.

- LMISI continued to implement a key collaboration and partnership with the Michigan Workforce Development Agency (WDA). The Workforce Information grant funds leveraged with WDA funds were used to produce a number of new labor market information products.
 - The bureau director attended monthly meetings with the Workforce Development Agency director to discuss labor market information needs, the status of LMI/WDA projects, as well as to address future product initiatives that will assist the overall state and regional workforce system.
 - LMISI completed and published detailed cluster publications with workforce information on the Agriculture, Energy, Health Care, Information Technology, and Manufacturing industry clusters. These publications were developed in close consultation with each of the Workforce Development Agency cluster initiative directors. Each cluster was defined on an industry and occupational basis, and information was delivered on recent employment trends, key cluster occupations, education program completers, workforce demographics, real-time job demand, and employment outlook.
 - LMISI published the report **Employment and Occupations in the Skilled Trades in Michigan**. This study explored several dimensions of Skilled Trades occupations, including employment and earnings, job requirements and readiness, and current and projected demand.
 - Michigan LMI produced regional labor market profiles and additional workforce information to support a series of Urban Workforce Development symposiums throughout the state of Michigan. These sessions involved a select group of community leaders meeting on strategies to improve the skills of the regional labor pool. LMISI staff delivered a presentation at these sessions that outlined regional employment trends and information sources on the regional economy.

- LMISI produced a significant amount of statistical data for the Workforce Development Agency on labor force statistics, final and first payments of unemployment insurance, unemployed persons by Areas of Substantial Unemployment, and declining industries for each of 25 Michigan Works! regions.
- Ongoing collaboration continued with the Rapid Response section in the Workforce Development Agency on labor shed maps for reports identifying characteristics of dislocated workers.
- Michigan LMI supplied the Workforce Development Agency with monthly calculations of labor force, employment, unemployment, and unemployment rates for all 25 Michigan Works! regions.
- Michigan LMI staff also provided customized workforce information in response to multiple requests from WDA staff.
- LMISI regional economic analysts consult closely with local Michigan Works! agency directors on their workforce information needs. These economic analysts are physically located in Michigan Works! service centers so they are an integral part of the local strategy for service delivery. Examples of these consultation services to local workforce boards by LMISI regional staff include:
 - Regional and central office staff prepared and distributed monthly regional employment updates to local workforce boards. These releases were provided electronically to workforce board directors, board members, and partner agencies, and at times were distributed at board meetings with regional staff available to respond to questions. One local board posts this monthly regional update prominently on their website home page.
 - Regional and central labor market analyst staff provided ongoing consulting assistance to Workforce Development Boards and other key customer groups. Examples of these include:
 - Workforce board directors and staff
 - Chambers of commerce
 - Employer associations
 - Economic development agencies
 - State research universities
 - Community colleges
 - Local school districts
 - Planning commissions
 - Business services representatives
 - Workforce board partner agencies
 - Veteran's representatives

- Job seekers
 - Labor organizations
- LMISI regional and central office staff provided technical assistance, analysis, and consulting services to local workforce boards and other key partners in business, education, and economic development. Examples include:
 - LMISI regional staff assisted several Michigan Works! directors with labor market information needed for board presentations, board meetings, or provided consulting assistance on key regional industries and occupations, lists of key regional employers, assistance with workforce initiatives and media contacts, and appropriate research or survey methodologies.
 - Regional staff produced information on labor supply and industry trends for local economic development groups and workforce boards that were used for business attraction and retention efforts. This information often focused on industry-specific information on job trends and wages, workforce and labor supply indicators, and employment forecasts and wages for key occupations.
 - LMISI staff assisted local boards and state staff with economic and workforce data for use in grant applications.
 - Economic development organizations were provided information for comprehensive summaries of the local economy and workforce, including data on job growth, the demographics of the workforce, commuting patterns, competitive wage information, and the construction of a regional economic index. Business attraction efforts were also supported by providing local labor supply information using data on job seekers and information on academic program completers.
 - LMISI regional staff served on the Region II Planning Commission Economic Development Steering Committee, and provided labor market information needed for a comprehensive economic development report. The report led to the designation of the Jackson-Hillsdale-Lenawee region as an EDA economic development district.
 - During PY 2012, the bureau's Labor Market Analysis Section recorded over 10,000 labor market information contacts. This included responding to specific labor market information requests

or providing informational documents via email and other media. Some of these requests involved basic dissemination of labor market indicators such as employment and unemployment, wage, industry employment, occupational outlook, state and local career trends, and occupational skills information. Many others required much more in-depth data production and analysis, or consulting with customers on the application and use of workforce information.

- LMISI also produced information products targeted specifically for local workforce board strategic planning needs or for the use of local board staff or service center clients. Products and services were also supplied to universities, community colleges, and local economic development groups. Information grant funds were used directly and in combination with leveraged funding from other sources to produce these products. Examples of these products include:
 - **Regional Planning Information** products were customized for each of 25 local Michigan Works! agencies, and updates were directly emailed in September 2012 to all Michigan Works! directors and key staff, and placed on the LMI website. These customized spreadsheets provide information and analysis on key local economic, demographic and labor market indicators. These can be useful to workforce boards in the development of annual plans, grant applications, service center program plans, environmental scans, local demand occupation lists, and in strategic planning.
 - On a quarterly basis, LMISI produced the **Regional Online Job Demand Profiles** for each of the 25 Michigan workforce areas. These reports highlight various measures of regional online job demand, including total ads, detail by industry and occupation, detail by educational category, top regional employers by ad volume, and ad age.
 - Regional staff utilized the Local Employment Dynamics On-the-Map tool to assist workforce board directors and other customers by providing labor shed analyses, commuting flows, and detailed information on the demographics, income levels, and industry distribution of workers in customized geographic areas.
 - Occupational trend and forecast data was supplied by regional LMISI staff to community colleges and local school districts for curriculum planning.
 - Twice annually, multiple copies of the **Analyst Resource Center Employer Database** were supplied to service centers of Michigan Works! agencies that have signed license agreements. These databases supply valuable employer contact information for the use of jobseekers in the local service centers.

- LMISI staff developed customized presentation modules targeted at customer groups such as Workforce Board members, workforce board staff, employers, educators, and economic developers. Examples of these presentation topics include:
 - High Growth Regional Industries
 - Labor Market Information Products and Services
 - Industry and Occupational Wage Trends in Regional Economies
 - Workforce Trends & Information Sources for Southeast Michigan
 - Urban Workforce Development – Regional Labor Market Trends & Resources
 - Using Real Time Online Job Demand to Supplement Existing Labor Market Information
 - Skills Projections & Potential Gaps
 - Clinton County Labor Market Conditions and Trends
 - LMI Website Training for Workforce Board Staff and Partners
 - Workforce Board Presentations on Regional Labor Market Trends