State of Oregon
Oregon
John A. Kitzhaber MD, Governor
1859

WORKSOURCE
OREGON

Program Year 2012
Workforce Information Grant
Annual Report

1. Workforce Information Database (WIDb)

    a. Oregon is currently using Version 2.5 of the WIDb. We continue to use new database structures as they become available and recommend changes to the existing WIDb structure through our participation in the Analyst Resource Center (ARC).

    b. During program year 2012 Oregon added:

        i. Monthly updates of Current Employment Statistics estimates at the state and county level;

        ii. Monthly updates of Local Area Unemployment Statistics at the state and county level;

        iii. Annual updates of the occupational wages at the state and workforce region level;

        iv. Annual updates of short-term industry and occupational employment projections at the state level;

        v. Updates of the employer database as they are received from Infogroup®; and

        vi. Quarterly updates of the Quarterly Census of Employment and Wages.

    c. Oregon's WIDb moved to a shared OED department-wide Oracle Enterprise instance. This move allows us to take advantage of additional license permissions and technical features available with this installation of Oracle Enterprise Edition.

    d. Oregon attended all ARC meetings during the 2012 grant period.

2. Industry and Occupational Projections

    a. Oregon develops its long-term industry and occupational employment projections on a two-year cycle.

     i. State and workforce region level long-term industry and occupational employment projections for 2010-2020 were completed, published on QualityInfo.org, and submitted to the ETA in February 2011.

  b. Oregon develops its short-term industry and occupational employment projections every year. The 2012-2014 short-term projections were completed and submitted to North Carolina in June 2013.

3. Annual Economic Analysis and Other Reports

  a. In June 2013, the Oregon Employment Department published a special economic study titled *Oregon's Falling Labor Force Participation: A Story of Baby Boomers, Youth, and the Great Recession*. This report provides a data-driven economic analysis that was intended to help Oregon's Governor, the local Workforce Investment Boards (WIBs), and other policy makers understand the root causes of the recent decline in Oregon's labor force participation rate.

     i. The report included estimates of labor force participation rates by county. This is a data series that was previously unavailable and was created specifically for this report. This special workforce information is of particular interest to Oregon's local WIBs.

     ii. An early draft of the report's findings was presented at a meeting of the Governor's Council of Economic Advisors. Feedback was solicited and received from the group, which helped ensure the economic analysis was relevant and of benefit to the Governor.

     iii. A .pdf copy of the report is available at this link: www.qualityinfo.org/pubs/lfpr.pdf

     iv. One example of where some of the report's findings were presented to state policy makers is available at this link: www.qualityinfo.org/pubs/presentations/gs051513hbl.pdf

  b. Additional reports Oregon produced during the program year, including a link to their .pdf:

     i. Quarterly Job Vacancies Snapshots www.qualityinfo.org/pubs/vacancy/quarterly/sw-0413.pdf;

     ii. Oregon Employer-Provided Benefits and the Impacts of Rising Costs www.qualityinfo.org/pubs/benefits/benefits.pdf;

     iii. A Careful Analysis of Oregon's Middle-Skill Jobs www.qualityinfo.org/pubs/single/middle_skills.pdf;

     iv. What Employers Need: Workforce Challenges Among Fabricated Metal Manufactures www.qualityinfo.org/pubs/skills/fabmetals.pdf; and

     v. A series of STEM (Science, Technology, Engineering, and Math) brochures that cover basic LMI about each broad STEM area.

       1. Biological Sciences: www.qualityinfo.org/pubs/stem/biological_sciences.pdf

       2. Computer Information Systems: www.qualityinfo.org/pubs/stem/computer_information_systems.pdf

       3. Computer Science: www.qualityinfo.org/pubs/stem/computer_science.pdf

       4. Drafting www.qualityinfo.org/pubs/stem/drafting.pdf

       5. Engineering www.qualityinfo.org/pubs/stem/engineering.pdf

       6. Mathematics: www.qualityinfo.org/pubs/stem/mathematics.pdf

       7. Physical Sciences: www.qualityinfo.org/pubs/stem/physical_sciences.pdf

       8. Social Sciences: www.qualityinfo.org/pubs/stem/social_sciences.pdf

4. Post Products, Information, and Reports on the Internet

   a. Oregon has ensured that all data and components of the Oregon Labor Market Information System (OLMIS) (QualityInfo.org) are maintained in a timely and accurate fashion.

   b. More than 263 new or revised articles and more than 373 new or revised weekly, monthly or annual publications were added to QualityInfo.org during the program year. These ranged from articles about occupations such as *Computer Software Engineers – All About Applications*, to regional articles such as *Holiday Hiring in the Rogue Valley*, to statewide analysis such as *Population Growth Picked Up in 2012*, to articles about specific industries such as *Often Overshadowed by Summer, Oregon's Winter Tourism is Big Business*.

5. Customer Consultations

   a. Because the WIDb operates at a level below the interest of our customers, we do not discuss it with local WIBs or other customers.

   b. We do discuss our website, QualityInfo.org, and other data center products that rely on the contents of the WIDb. Contacts with our customers and online customer satisfaction surveys indicate a high level of satisfaction with our developed products.

c. Oregon does not consult with customers regarding methodology or customer needs prior to developing the short-term and long-term projections.

    i. The projections are produced using statistically valid methods, in consultation with other experts in the projections and employment forecasting field.

d. Contacts with WIBs, Workforce Investment Act (WIA) providers, workforce development professionals, planners, and other customers indicate that the long-term projections are heavily used and are the underpinning for workforce development discussions in Oregon.

e. Oregon has not previously published the short-term industry and occupational projections, so no assessment is available. Discussions with most customer groups suggest there is little demand for these projections in Oregon. Discussions within Oregon's Workforce and Economic Research Division's Technical Review Board produced agreement on the serious quality limitations of such short-term projections. These projections are made available upon request.

f. During a statewide conference of the International Association of Workforce Professionals, Oregon's Research Administrator led a focus group on a redesigned homepage for QualityInfo.org. The highly enthusiastic group provided many insights that led to the formation of a team to work on wording/language issues on the new homepage. The idea is to phrase items in a way that the public understands.

g. In partnership with the Workforce Information Council (WIC) Oregon ran a Foresee.com customer survey on our website for five months in the winter and spring of 2013. The survey captured results that the WIC could use to compare labor market information websites around the country to formulate best practices in distributing LMI. Oregon used the results to continue to enhance the requirements for the QualityInfo Next Generation project, a complete redesign of Oregon's Labor Market Information System. Oregon received responses from 421 customers.

    i. Oregon received a score of 76 out of 100 for look and feel; 76 for content; 72 for navigation; 84 for site performance; and 73 for overall satisfaction.

h. Oregon's Research staff meet regularly with state and local WIB members and other key policy advisors or partners. This ensures that Oregon's Research staff is adhering to a key principle of the WIA: "consult with key customer groups" by: 1) listening to their needs; 2) contributing to their discussions; 3) making sure they are aware of what we can offer them; and 4) presenting information.

    i. Some local WIBs now expect our local out-stationed staff to be at all local WIB meetings to provide information to enhance decision making.

    ii. The Research Administrator met monthly with the Governor's workforce policy advisor and communicated with them several times a week via email.

    iii. The Research Administrator attended several Oregon WIB meetings and local WIB meetings during the program year, and participated in the policy discussions and presented information.

    iv. The Research Administrator attended several Oregon Workforce Partnership meetings during the program year. The Oregon Workforce Partnership is made up of the seven Executive Directors of Oregon's local WIBs.

i. The Research Administrator met regularly with the leadership from Oregon's Department of Community Colleges and Workforce Development.

j. Information gathered from conversations with WIB members indicates that Research staff efforts to provide WIBs with high quality, timely, and localized information and products result in a high level of satisfaction at both the state and local level.

6. Activities Undertaken to Meet Customer Needs

    a. Oregon responded to more than 7,100 customer requests during the 2012 calendar year.

    b. Oregon includes customer satisfaction surveys in all publications, or once a year for those publications that are delivered monthly.

    c. Oregon uses several different methods for assessing customer needs on QualityInfo.org.

        i. Feedback is gathered through a "contact us" feature available from the homepage.

        ii. Anecdotal information and feedback is gathered from Research staff, other Oregon Employment Department staff, and other key customers.

        iii. Usability testing and assessment is conducted with end-users for all new development and any redevelopment projects.

            1. During the program year the usability analyst began testing all new development projects using Morae software that captures audio, video, and screen movement. Morae is one of the most respected software packages used by usability professionals. The software also contains analysis tools that

allow one to measure time on task and success rate. These two measures are instrumental in determining improved site usability.

    iv. QualityInfo.org usage is tracked via both internal web logs and Google Analytics. These usage statistics provide valuable data about what works and does not work on the site.

d. Oregon continues its participation in the Census Local Employment Dynamics (LED) project, and provides LED data (including new mapping tools) to WIBs and other customers.

e. The long-term projections are heavily used in many areas on QualityInfo.org.

f. Oregon continues to build and develop its GIS resources in support of providing accurate local labor market information to local WIBs.

g. Oregon developed an analysis on the state's declining labor force, per a customer request.

h. Oregon formalized the procedure for a vacancy survey and began producing it quarterly.

    i. Per customer request Oregon added "are these vacancies difficult to fill?" question to the survey.

i. As a result of customer consultations, Oregon made changes to the workforce performance reporting system (PRISM). A new performance dashboard was developed. In addition Oregon applied for and received a Workforce Data Quality Initiative (WDQI) grant to improve PRISM.

    i. The Research Administrator met with leaders from many of Oregon's smaller workforce programs making them aware of PRISM and invited them to participate in the program, on the request of the Governor's Office.

j. In 2011, the Governor charged the Oregon Workforce Investment Board to transform the workforce development system in order to achieve better outcomes for Oregon employers and workforce. The goal was to produce a highly skilled workforce and help Oregon businesses become more competitive. In turn, OWIB asked the local WIBs to identify industry sectors to target for priority investments, known as Sector Strategies: employer-driven partnerships aimed at addressing workforce needs. The following are two examples of how Oregon's out-stationed Research staff assisted the local WIBs during this process.

    i. A Regional Economist worked extensively with one of the local WIBs in Southern Oregon to update their local WIA strategic plan. The local WIB utilized our "Industry Ranking Tool to Identify Sector Strategies (IRTISS)". The data helped the local WIB select targeted

industries to be part of their strategic plan. The ranking tool was originally only shared with the local WIB's leadership, but was later shared with the entire WIB membership to help answer questions about industries that were not selected to be targeted. In addition to providing the IRTISS, the Regional Economist also provided data and information about industries, the Great Recession, location quotients, Census Bureau Local Employment Dynamics data, projections at both the industry and occupational level, and lists of firms by NAICS. This assistance helped the local WIB make informed data-driven decisions regarding which industries to focus their resources and strategic planning efforts on.

ii. The Portland Regional Economist assisted Worksystems Inc. (WSI) in the fall of 2012, helping them identify their three targeted Sectors. Our staff provided an economic overview of each of WSI's identified sectors. The overview included trends, size, location, and payroll for the given sector. Our staff also provided workforce demographics; supply and demand – both current and future; and the top occupations with wages and training information. This information was turned into handouts that were distributed to WSI members. Our staff volunteered to create these user-friendly reference sheets because we had the data, the means, and the desire to assist them with a product that might have taken their in-house staff more time – and money – to create than it took us.

iii. Similar assistance was provided to other WIBs in Oregon for the same project.

7. Efforts to Create and Support Partnerships and Collaborations

a. Through regular meetings with the Governor's Office workforce policy staff and state and local WIBs, Oregon has not only met a need to respond to customer request, but has formed a true partnership for solving problems and developing new products. This effort is ongoing and continues to grow.

b. Oregon is working with other ARC partners to develop WIDb v3.0.

c. The long-term projections are presented to the Oregon Legislature, State and local WIBs, State Board of Education, businesses, higher education institutions, and many other groups through presentations and QualityInfo.org.

d. The industry and occupational long-term projections for 2010-2020 provide two of the 10 key factors in Oregon's Occupational Prioritization for Training methodology. Occupational Prioritization for Training was updated during the spring of 2012.

e. Oregon continues to share best practices and ideas regarding application and website development with members of the ARC consortium.

f. Several of Oregon's Research staff serve on the boards of two BLS Policy Councils, the PMP Board of Directors, and the LMI Institute Board of Directors.

g. Oregon collaborated with Oregon Business Development Department on performance measures, industry clusters, and other regional projects.

h. Quarterly, staff from Oregon gather key occupational data from the education and workforce arena for the Partnership for Occupational and Career Information. This is an effort that Oregon founded, leads, and coordinates.

i. Out-stationed Workforce and Economic Research Division staff members personally visit every local WIB at least once a year. This activity is ongoing. In fact, some out-stationed staff members routinely attend local WIB meetings.

    i. Oregon Research staff gave at least 32 presentations with WIBs members in attendance during the program year. These presentations included information ranging from population trends and vacancy surveys to skills and the general economy.

    ii. In addition staff gave over 372 presentations to various audiences throughout Oregon during the program year.

8. Activities to Leverage LMI-WI Funding

a. Part of the funding strategy for Oregon's LMI activities is to charge customers for projects that go beyond what can reasonably be expected from base funding sources. However, the base funding provides the infrastructure that allows Oregon to take on those additional "special" projects. It is fair to say that Oregon leverages the WIGS and other base funding to allow us to take on other, paid projects for economic development entities, WIBs, community colleges, and others.

9. New Tools and Resources

a. Oregon's Systems Development team continued work on QualityInfo Next Generation during the 2012 program year. The complete redesign of the state's labor market information website is a major undertaking that saw major progress during the winter and spring of 2013 and continuing to the present. Major accomplishments include: the development of a detailed project plan; a complete redesign of the site's most popular LMI tool – the Occupational Information Center; a new look and feel for the site's homepage incorporating a responsive layout that displays content fluidly on any device from a PC monitor to a smartphone; and a revised timeline with a completed site by August 2014.

10. Recommendations to ETA for Changes and Improvements to WIGS Requirements

    a. Oregon recommends moving to the WIDb v3.0 when it becomes available.

    b. Either eliminate the requirement for short-term industry and occupational projections, or change the timing or methodology to make the data more current upon its release.

        i. Those states whose customers request these projections can use Workforce Information Grant funds to develop them.

        ii. Short-term projections could become in demand if they contained more timely information.

    c. Oregon is disappointed that the specific references to electronic LMI dissemination (whether websites, blogs, etc.) have been removed from the core deliverables for the PY 2013 grant. Given the limited LMI funding that many states received, using some of the WIGS money to build and maintain an excellent web presence is a crucially important and indispensable tool. Electronic dissemination is the most efficient and cost effective method of delivering LMI.