

# State of Michigan: Workforce Information Grant Annual Report (PY 2014)



Prepared by:

State of Michigan

**Department of Technology, Management, and Budget**

Bureau of Labor Market Information and Strategic Initiatives

---

**Michigan Department of Technology, Management, and Budget  
Bureau of Labor Market information and Strategic Initiatives**

**Detroit Office:**

**Cadillac Place  
3032 W. Grand Boulevard Suite 9-100  
Detroit, Michigan 48202-6032  
Voice: (313) 456-3100  
Fax: (313) 456-3150**

**Lansing Office:**

**Victor Office Center  
201 N. Washington Square Suite 5 West  
Lansing, Michigan 48913  
Voice: (517) 241-9857**

---

**State of Michigan  
Workforce Information Grant  
Annual Performance Report  
PY 2014**

The Michigan Department of Technology, Management, & Budget (DTMB), Bureau of Labor Market Information and Strategic Initiatives (LMISI) is the official source of high quality demographic and labor market information for the state of Michigan and its regions. The Bureau provides national, state, and local partners and customers with accurate, objective, reliable, timely, accessible, and transparent information and insights.

LMISI submitted a PY 2014 grant plan to the USDOL, Employment & Training Administration (ETA) that included each of the deliverables defined by the Workforce Information Grant (WIG). The following is a summary of activities and accomplishments for each grant deliverable.

**i. Workforce Information Database (WIDb)**

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.

In April 2015, Michigan began the transition of WIDb database administrator duties from DTMB Customer Services to the Bureau of Labor Market Information and Strategic Initiatives. This involved the training of an LMI analyst to perform updates and maintenance of the WIDb database in addition to coordinating the transition with IT.

At the end of the program year (June 2015), the WIDb 2.5 core tables had been fully updated with the most current data available from the Bureau of Labor Market Information and Strategic Initiatives. Updated data tables included CES, EMPDB, INCOME, INDPRJ, INDUSTRY, LABFORCE, OCCPRJ, OESWAGE and POPULATN. In addition all of the Admin, Lookup and necessary Crosswalk tables were fully populated and current.

Core data, administrative, lookup, and crosswalk database tables for the WIDb 2.4 continue to be maintained and are kept current with timely information using maintenance and data release schedules. The WIDb 2.4 is an integral part of the data engine powering DTMB's Labor Market Information website: [www.michigan.gov/lmi](http://www.michigan.gov/lmi). Michigan is currently in a consortium of states that uses the State of Montana as the host for the LMI site and Workforce Information Databases. The WIDb 2.4 is currently used to run the Data Explorer tool on Michigan's LMI website. This website and the Data Explorer tool allow outside

---

customers customized and flexible access to many of the variables residing in the WIDb.

Reviews of the database for accuracy of content, timeliness and data gaps have been conducted by LMISI staff on a rolling basis as updates were made to the WIDb 2.4. Monthly updates to the CES and LABFORCE data tables were made as the data was released. Quarterly updates to the INDUSTRY table were made along with yearly updates to the OESWAGES table. The EMPDB table continues to be updated by Montana for Michigan's WIDb.

**ii. Industry and Occupational Employment Projections**

In August 2014, a new projections specialist was promoted from within the LMISI agency to run Michigan's projections program after a long-term vacancy forced significant delays in the program's deliverables. This staff person spent a significant amount of time in Projections Managing Partnership (PMP) training and learning from two national experts: George Putnam in Illinois and Anthony Hayden in New York.

Since taking over the projections program, the new staff has completed the previously-delinquent Michigan 2022 Long-term Industry and Occupational Projections, the Michigan 2015 Short-term Industry and Occupational Projections and the Michigan 2016 Short-term Industry and Occupational Projections. Significant progress has been made to two key aspects of the program. First, staff have reduced the delay in deliverables, cutting the time of the delay roughly in half during this period (from being over one year behind schedule to about six months). Secondly, time was successfully spent conforming the program's data and standards more in alignment to BLS standards.

Regional 2022 Long-term Industry and Occupational Employment Projections are expected to be completed by the end of the 2015 calendar year, and staff expect that there will be enough time to complete both the Michigan 2024 Long-term and 2017 Short-term term Industry and Occupational Employment Projections by June 2016. This will bring the program into full compliance by delivering all required products by June 2016.

The new projections specialist also participated in the annual PMP Summit in Portland, Oregon in June 2015 and has successfully improved Michigan's standing among peers in other states. Additionally, Michigan is now represented in the PMP's Communications Subcommittee as well as the national PMP Board of Directors.

**iii. Annual Economic Analysis and Other Reports**

Michigan produced and published the reports below for the use of the Governor's Office, the Workforce Development Agency (WDA), state and local workforce boards, and other internal and external partners and customers.

- 
- **Michigan Economic and Workforce Indicators and Insights - Winter 2015**  
The Winter 2015 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 (GDP), Real-Time Online Job Demand, Educational Attainment, Minimum Wage, Migration of Michigan's Young Knowledge Population, Hires and Separations, Patents Issued in Michigan, Venture Capital, Job Creation and Job Destruction, Union Membership in Michigan and Middle-Skill Jobs.
  - **Michigan Economic and Workforce Indicators and Insights - Summer 2014**  
The Summer 2014 edition of the economic indicator report focused on several regular measures of jobs, employment, and unemployment. Additional indicators included in this report were, Education Program Completers, STEM Degrees, Employment in High-Tech Jobs, Regional Industry and Occupational Outlook Data, Automotive and Related Employment, and Export Related Employment.
  - LMISI worked with the Michigan Department of Treasury in the continued publication of **Michigan Key Labor Market and Economic Metrics**. 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 2014 and displayed on the Talent section of the Governor's MiDashboard website.
  - LMISI produced and published the **Summer 2015 Teen Job Market Forecast for Michigan**. This release was issued to the media and described the 2015 outlook for youth employment and summarized recent trends in Michigan. It also outlined typical industries and occupations that provide summer jobs for teens.
  - LMISI published the report **Demographic and Labor Market Profile: Detroit City** which uses several sources of data, including the American Community Survey, Local Area Unemployment Statistics, Quarterly Census of

---

Employment and Wages, Local Employment Dynamics, and Help Wanted Online®, to provide an overview of the labor market, population and other socio-economic indicators for the city of Detroit, in comparison to the state of Michigan.

- 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 produced two years of detailed employment and unemployment estimates for all cities and townships for Michigan and supplied to the Michigan State Housing Development Authority.

**iv. Customer Consultations**

Michigan uses a variety of tools, including verbal or written responses, and presentations to consult / communicate with a diverse group of partners, key customer groups and job seekers. Examples of these customers include; Governor's Office, Workforce Board Directors and Staff, Chambers of Commerce, Employer Associations, Economic Development Agencies, State Research Universities, Community Colleges, Local School Districts, Planning Commissions, Business Service Representatives, Workforce Board Partner Agencies, Veteran's Representatives, and Job Seekers.

- LMISI responded to nearly 7,900 customer requests during PY 2014.
- Michigan LMI produced a significant volume of information for the Governor's 2015 Economic Summit. This information included population and demographics, labor force, employment and unemployment trends, private sector employment growth since 2009 and occupational outlook and wage data.
- 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.
- The LMISI 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.

- 
- The LMISI bureau director attended weekly meetings with the State Budget Director to discuss labor market information needs, and to support the State Budget Office.
  - The LMISI bureau director traveled to the ETA Regional Office in Chicago to meet with Danielle Waddell to discuss the Bureau of Labor Market Information and Strategic Initiatives, its deliverables under the Workforce Information Grant, and its new regional strategy.
  - 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 LMISI bureau director attended quarterly Governor's Talent Investment Board meetings which offer insight into Michigan's labor market issues.
    - The LMISI bureau director attended Michigan Works! Directors' Council sessions to obtain guidance and support for developing labor market information projects.
    - LMISI provided a significant amount of statistical data to the Workforce Development Agency on labor force statistics and unemployed persons by Areas of Substantial Unemployment by county. Data on declining industries were also supplied by Michigan Works! Region.
    - 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.

**v. Activities Undertaken to Meet Customer Needs**

- LMISI implemented a regional LMI strategy during PY 2014. A regional specialist coordination position was created to enhance connections with regional customers throughout the state with three main goals: 1) a short-term goal of reconnecting with regional customers; 2) a medium-term goal of developing an LMI training program for regional users; and 3) a long-term goal of helping regional customers with LMI needed to develop their strategic plans as required by the new workforce development legislation, the Workforce Innovation and Opportunity Act (WIOA).
  - LMISI main activities this past year in achieving this goal were to: 1) conduct outreach to all 24 Michigan Works! Agencies (MWA), regional economic developers and other institutions involved in regional economics of the state; 2) establish an efficient way of responding to short requests for

---

LMI data from regional customers; and 3) provide regular presentations to the MWAs' workforce development boards. To better achieve this goal, analysts based in Lansing and Detroit have been assigned specific regions of the state (West and Northwest, Southwest, Central and Capital Area, Southeast, Flint-Saginaw and Northeast, and the Upper Peninsula).

- Staff visits occurred in 16 of the 24 Michigan Works! Agencies.
- 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.
- 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.
- Regional labor market analyses are produced monthly that coincide with the release of local area unemployment statistics. These reports are sent to over 500 regional customers that include news media, MWAs, economic developers, schools (K-16), private businesses, and others.
- 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:
  - Labor Force Status of Older Workers
  - Labor Market Information Websites
  - LMI Training and Methodology
  - Lansing-East Lansing MSA Labor Market Conditions
  - Future Job Demand for Michigan Services of the Blind
  - Demographic Trend in Michigan
  - Demographic and Labor Market Trends
  - Michigan's Aging Population
  - Population and Demographics
  - Detroit City's Demographic and Labor Market Profile



- 
- LMI Certification Program for Local Users
  - Michigan LMI New Initiatives and Strategies
  - Calhoun ISD Long-term Occupational Employment Outlook 2020
  - The State of the Labor Market Since the Recession
- The Customer Focus Group Report will synthesize qualitative data garnered from separate focus groups with key customer groups. These groups include Michigan Works Associations, economic developers, community college and four year university customers, and the office of the Governor. The report will be used to better understand and meet the needs of these groups in future products and services.

**vi. New Tools and Resources**

- Using leveraged funds, LMISI conducted the survey design and data collection stages of a **Job Vacancy Survey**. This study will attempt to assess current labor demand and job characteristics. It will identify reemployment difficulty for job seekers, unmet demand or workforce shortages for policymakers and hiring difficulty for employers across Michigan.
- Using leveraged funds, LMISI produced a new **WDA/LMISI Fast Facts Portal** tool which is a web-based application linking labor market information and workforce development data that allows LMISI customers and the general public to view official, high quality labor market and demographic information.

**vii. Efforts to Create and Support Partnerships and Collaboration**

- The **West Michigan Talent Assessment and Outlook** was an innovative and visual presentation which provided analysis and insight about the current state of the West Michigan labor market, and was the result of a collaboration between the Department of Technology, Management and Budget and Talent 2025 along with its network of West Michigan industry, education, and economic and workforce development leaders.
- The LMISI Bureau Director works frequently with the Governor's office, Governor's Talent Investment Board (GTIB), Michigan Works Director's Council, and the Workforce Development Agency (WDA) to gain insight, guidance and support in the development of new labor market information products.
- LMISI collaborated with the state and local workforce boards and provided an analysis of the state's economic conditions to WDA for the development of a statewide strategic plan required by the new Workforce Innovation and Opportunity Act (WIOA). The project included "an analysis of the current workforce, employment and unemployment data, labor market trends, and the educational and skill levels of the workforce, including individuals with barriers to employment, including individuals with disabilities".

- 
- LMISI staff is working with the Center for Educational Performance and Information (CEPI) to create a Workforce Longitudinal Data System (WLDS) database which will link education (K-20) to workforce data.
  - LMISI staff serve on various national boards, including the Projections Managing Partnership (PMP) Board of Directors and Communications Subcommittee, and the LMI Institute Board of Directors.

**viii. Activities to Leverage LMI-WI Funding**

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 continue to produce a number of labor market information products.

- LMISI continued to conduct research using The 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.
- 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.
- LMISI continued to produce **Real-Time Labor Demand Snapshots** during PY 2014. This product supported the Governor's Regional Prosperity Initiative by providing information on total online ads, ads by occupation, advertising employers, and location of advertised jobs for each of the 10 Prosperity Regions.
- LMISI published the report **A Look at Science, Technology, Engineering, and Math (STEM) Talent in Michigan**. This study explored STEM occupations as important drivers of the Michigan economy, contributing innovation, technological advancement, and valuable skills to our workforce. This study used traditional labor market information as well as a content analysis of job advertisements to examine this set of Michigan occupations.
- LMISI published the **2014 Cluster Workforce Updates**. These publications were intended to revise the key occupation tables found in the Cluster Workforce Analysis publications released in January 2013. With an emphasis on occupations, this report provided an analysis of important indicators, including employment, earnings, education and training requirements, and real-time and projected demand.

- 
- LMISI published the **Career Outlook 2020** brochures for Michigan's 18 Economic Forecast Regions (EFRs). These provide information on high-growth occupations by level of education, occupations that supply large numbers of annual job openings, and occupations with large numbers of online job vacancies. These brochures are useful to students, jobseekers, and persons seeking a career change.
  - 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.
  - Ongoing collaboration continued with the Dislocated Worker section in the Workforce Development Agency on labor shed maps for reports identifying characteristics of dislocated workers.
  - LMISI continued to populate the Regional Prosperity Initiative Data Dashboard for the Workforce Development Agency to provide accurate and easily accessible data on the newly formed Prosperity Regions. The data provided in an intuitive dashboard format includes the unemployment rate, the labor force, and private sector jobs count.

**ix. Recommendations to ETA for Changes and Improvements to WIG Requirements**