

Workforce Information Grant, PY 2014

Annual Performance Report

Minnesota Labor Market Information Office

Grant Goals and Strategies

Grant Goal: Provide information to support increased employment and sustainable economic growth in Minnesota.

Grant Strategies:

- Contribute to state and local workforce investment system strategic planning, service delivery, and transformational efforts.
- Provide accurate and comparable data, information services, and resources to job seekers, staff in the workforce investment system, and businesses to facilitate informed decisions about the services, training, and career paths that lead to good jobs.
- Provide actionable information, research, analyses, and interpretive studies to state and local policy makers to support the development of data-driven policies and service delivery strategies.

Deliverable i. Workforce Information Database (WIDb)

Status

Continue to populate the WIDb with state and local data

Time Line: Ongoing

PY2014 Status: Complete

Web address: <http://mn.gov/deed/data/>

Description

This deliverable is integral to the goal of disseminating LMI information because all of the data tools on our website pull directly from the WIDb and by updating the requisite tables in the WIDb we keep our website up-to-date. We also use the WIDb to pull data for research, reports, special requests and presentations. Lastly we give other organizations, including State Colleges and Universities and Metro Council, direct access to our publically available data through the WIDb.

Deliverable ii. Industry and Occupational Projections

Status

Continue to develop and post quarterly short-term forecasts

Time Line: Quarterly

PY2014 Status: Complete

Web address: <http://mn.gov/deed/data/data-tools/employment-outlook.jsp>
Develop and post 2012-2022 long-term regional employment projections
Time Line: Biennial
PY2014 Status: Complete
Web address: <http://mn.gov/deed/data/data-tools/employment-outlook.jsp>

Description

We produced 2012-2022 regional long-term employment projections and 2-year forecasts as the national production schedule dictates. We also produced and disseminated quarterly 1-year forecasts.

Long-term projections are one of our most popular data products and are incorporated into a number of career information products including our new Career Profile tool. Employment projections are also included in Occupations in Demand and our OES detailed occupation pages which link from the OES as well as JobSTAT tools.

Deliverable iii. Annual Economic Analysis and Other Reports

Status

Produce annual economic analysis: June 2015 issue of Minnesota Economic Trends.
Time Line: Annual
PY2014 Status: Complete
Web address: <http://mn.gov/deed/newscenter/publications/trends/june-2014/index.jsp>

Produce 4 issues of Minnesota Economic Trends
Time Line: Quarterly
PY2014 Status: Complete
Web address: <http://mn.gov/deed/trends>

Produce 12 issues of Minnesota Employment Review which includes LAUS, CES, business incorporations, residential building permits, purchasing managers' index, and help wanted advertising and other data of interest as appropriate, 12 feature articles, and 6 regional spotlights

Time Line: Monthly
PY2014 Status: Complete
Web address: <http://mn.gov/deed/review>

Description

We publish two periodicals, our monthly Minnesota Employment Review and our quarterly Minnesota Economic Trends. Review is an opportunity to compile our monthly data and provide monthly and annual analysis for customers. This is also where we publish our Minnesota and U.S. Leading Index and 10 economic indicator data series including business incorporations, residential housing permits, and the purchasing managers' index among others. We include a Regional Spotlight in every other issue on a topic of regional interest. Topics range from regional economic and workforce initiatives, to population and labor force, to career information. We also run a monthly feature article on a topic of interest.

The June 2015 Trends issue, our annual state of the state's economy issue, examines how the Minnesota economy is doing six years after the end of the recession. The overview story takes a broad look at the state economy focusing on employment growth, unemployment rates, job vacancies, wage and salary trends, job growth projections and much more. Six other stories break down the economy by state region. The other six stories cover each region's industry employment and labor force measures.

Other PY2014 issues of Trends featured articles on wages in Minnesota including an analysis that shows that Minnesotans who left their jobs and found new jobs during the recession earned lower wages at the median in their new jobs compare with those who left jobs and found new work after the recession earned higher wages in their new jobs. Other issues focused on STEM fields – science, technology, engineering and math with a discussion of how career prospects are strong for people with STEM degrees, even in professions outside the field. The health care sector, in particular, offers excellent job opportunities and good pay for people with STEM-related degrees. Other topics covered in PY2014 included how the approaching gray wave of retiring baby boomers will affect the labor force and economy in Minnesota and a career profile on precision metal manufacturing, focusing on three people who have worked in the industry – a punch press operator, a welder and a sheet metal worker. Precision metal manufacturing is a growing industry in Minnesota with a high demand for workers with the right skills or the willingness to learn them.

Deliverable iv. Customer Consultations

Status

Implement results of PY2013 website usability testing

Time Line: Ongoing
PY2014 Status: Complete
Web address: <http://mn.gov/deed>

LMI website and products continuous improvement effort

Time Line: Ongoing
PY2014 Status: Complete
Web address: <http://mn.gov/deed>

Customer satisfaction and feedback survey PY2014

Time Line: Annual
PY2014 Status: Complete
Web address: Report attached and summarized below

Description

Customer consultations in PY2014 included the following:

- Minnesota State Colleges and Universities Office of Program Planning: ongoing consultation with the MNSCU Office of Program Planning staff and college administrators resulted in additions and changes to the Graduate Employment Outcomes tool (data display for WDQI).

- DEED Unemployment Insurance attorneys: A presentation of the new Career Profile tool to Minnesota's UI attorneys resulted in a short list of tweaks to the tool that will be made in PY2015.
- DEED Workforce Development Division (WDD): Ongoing consultation with DEED's WDD on the new Career Profile tool resulted in an expansion of the initial project plan. The new project include collecting higher education program/course data (formerly done by Iseek which DEED is no longer funding), calculating program measures from WDQI data and displaying program measures and WIOA certified programs/courses flags within the tool. This is an ongoing collaborative project through PY2015 that leverages non-WIG resources while at the same time enhancing Career Profile.
- DEED Vocational Rehabilitation Services: VRS professionals asked for the addition of work experience requirements by occupation and for a crosswalk of occupations to categories of limited ability, such as limited sight or limited hearing, to help disabled persons target their search. We plan to add work experience requirements to Career Profile and to take further steps toward developing a crosswalk to categories of limited ability in PY2015.
- Local and state WIBs: Presented Career Profile and other tools at GWDC quarterly meeting. Received feedback on tool to incorporate into future changes.

This round of the LMI Regional Analyst Customer Consultation Satisfaction Survey was completed in May 2015. The cumulative summary report covers customers served between January 1, 2014 and March 31, 2015. The response rate was 61 percent with 479 completes and 786 valid email addresses. Feedback was overall very positive. A summary of the report is at the end of this document and the complete report is attached.

Customer feedback resulted in a plan to develop Regional Profiles, which is underway. These are used by WIBs, businesses and others for planning and grant applications.

Deliverable v. Activities Undertaken to Meet Customer Needs

Status

Update Occupations in Demand (OID) statistics

Time Line: Annual in June

PY2014 Status: Complete

Web address: <http://mn.gov/deed/oid>

Conduct Job Vacancy Survey, produce statistics and highlights

Time Line: Published August 2014 and March 2015

PY2014 Status: Complete

Web address: <http://mn.gov/deed/jvs>

Produce regional Occupational Employment Statistics

Time Line: Updated June 2014

PY2014 Status: Complete

Web address: <http://mn.gov/deed/oes>

Produce Minnesota Business Employment Dynamics

Time Line: Updated quarterly

PY2014 Status: Complete

Web address: <http://mn.gov/deed/QCEW>

Give presentations and trainings as requested

Time Line: Ongoing

PY2014 Status: Complete

Web address: <http://mn.gov/deed/data/talk-to-experts>

Respond to WIB, DEED staff, media, legislative, governor's office, commissioner requests and other customers' requests

Time Line: Ongoing

PY2014 Status: Complete

Web address: <http://mn.gov/deed>

LMI telephone and email Helpline

Time Line: Ongoing

PY2014 Status: Complete

Web address: <http://mn.gov/deed/data/talk-to-experts/>

Keep customers updated on our products and services

Time Line: Ongoing

PY2014 Status: Complete

Web address: <http://mn.gov/deed> (in page footer)

Description

The Occupations in Demand web tool, developed a number of years ago in collaboration with the Dislocated Worker Program and the Youth Services unit, uses JVS data as well as UI Stats and OES. These data, updated annually, are used by Dislocated Worker counselors as well as the iSeek regional web pages.

The Job Vacancy Survey is a major undertaking during second and fourth quarters of every year. Our sample of 10,000 units biannually allows us to produce statistics for 20 industries, about 750 occupations, 13 substate regions and 4 size classes. We publish data on the website as well as a summary of findings.

Our econometrician compiles Business Employment Dynamics (BED) which measures gross job gains and losses at Minnesota establishments and tracks changes in employment at the establishment level, including establishment openings, closings, expansions, and contractions. These data are derived from the Quarterly Census of Employment and Wages (QCEW) program, linked across quarters to give a longitudinal history for each establishment that allows for tracking employment changes over time at each establishment. BED statistics are available on a quarterly and annual basis by detailed industry at the state, regional, county, and city levels. These statistics provide very detailed information on the dynamics inherent in the Minnesota labor market.

The LMI Office handles media, governor's office, commissioner and legislative requests as well as questions from the general public. Requests range from short interviews or requests for data to longer-term research projects including number of people and employers impacted by an increase in the minimum wage, number of green jobs, and prospects for youth summer employment. Staff, including regional analysts, handled over 300 special requests in PY2014. These requests take from 5 minutes to a day or two to handle depending on the amount of analysis that is needed. Analysis handled over 2,000 Helpline requests during the same period.

Regional Analysts and others gave over 300 presentations and trainings for about 11,350 people in PY2014.

We continue to maintain our website with the most current data and analysis. All publishable data are available for viewing, querying and downloading, and all published analysis as well as many presentations, are available on our website. Customers can receive updates on new data availability through an email subscription service called GovDelivery. We currently have 8,488 subscribers for Labor Market Updates and 2,022 for Local Look regional LMI newsletters (some subscribers may be registered for more than one list). We have another 1,500 for snail-mail hardcopies of Trends and Review.

Deliverable vi. New Tools and Resources

Status

NEW Career Profile

Time Line: Updated as needed

PY2014 Status: Complete

Web address: <http://mn.gov/deed/data/data-tools/career-profile/>

Graduate Employment Outcomes Tool

Time Line: Updated annually

PY2014 Status: Complete

Web address: <http://mn.gov/deed/data/data-tools/graduate-employment-outcomes>

Description

Career Profile is our newest tool and is the result of the website usability testing effort that we undertook in PY2013. It offers a wide range of occupational information in a simple and easy-to-use online tool and is convenient all-in-one information source to learn about an occupation's wages, demand, education requirements and opportunities, and more. The tool was built for job seekers, career explorers, and employers but it was also built specifically to meet job counselors' needs, incorporating the results of extensive collaboration with the Workforce Development Division here at DEED. Ongoing customer consultation and feedback is providing guidance in our efforts toward continuous improvement on this key data tool.

The Graduate Employment Outcomes Tool, which was built using primarily WDQI Grant funds and only secondarily WIG funds, links data on post-secondary program graduates and UI wage records to show how many recent Minnesota graduates found Minnesota jobs one and two years after graduation. It also shows the median wages earned and the top industries where graduates found jobs. Users can search by year, location, award type, institution type, and instructional program. Updated every year and continuously improved using customer feedback, this tool will help education planners, career counselors and students make good education

decisions. We have been able to leverage state funding to for ongoing work on this tool and the WDQI dataset.

Deliverable vii. Efforts to Create and Support Partnerships and Collaborations

Status

Collaboration and consultation with state and local WIBs

Time Line: Ongoing
PY2014 Status: Complete

Collaboration with MnSCU Program Planning Office and various units of DEED

Time Line: Ongoing
PY2014 Status: Complete
Web address: www.careeronestop.org and <http://www.iseek.org/lmiwise>

Produce monthly economic analysis (for distribution) and highlights (for website)

Time Line: Monthly
PY2014 Status: Complete
Web address: <http://mn.gov/deed/newscenter/press-releases/index.jsp>

Description

By the end of PY13 the Regional Analyst unit was fully staffed for the first time in several years despite turnover of the supervisor in early 2014. In PY14, we used the WIG money to cover half of these positions and the other half is State of Minnesota funded provided through the Job Skills Partnership Board.

The RAs provide presentations and complete special requests on demand for a wide range of audiences including employer groups, workforce development and economic development groups, students, job seekers and job counselors, WIBs and many others. They also provide about 50 LMI training sessions annually for Workforce Center and partner staff.

Our SWAs, SWIB and LWIBs rely on the production and dissemination of regional labor market information for strategic planning. Using the EDS system, we produced regional OES, regional projections, and regional job vacancy survey statistics. These data sets are used in economic and workforce development planning. They are also used in career information including Career Profile.

We work directly with the MNSCU program planning staff (funded through a contract with MNSCU) to support their efforts toward a responsive, non-duplicative, demand driven set of course offerings across all campuses. We continued to collaborate with MNSCU on training for their on-line LMI tool for program planning – LMIwise - that all campuses are required to use when proposing new programs or ending old programs.

We have a strong working relationship with our DEED business services representatives (BSRs) and provide them with training as well as brochures and information to use when they speak with businesses and industry groups. We met with the UI attorneys here at DEED and provided training for them on using LMI in their decisions. We also provide brochures for UI to send out to job seekers. Finally, we have a strong working relationship with the staff of the

GWDC (SWIB) and regularly present at their meetings. We plan to continue to build these partnerships.

viii. Activities to Leverage LMI-WI Funding

Description

- Minnesota Job Skill Partnership Board support of Regional Analysis team
- Participation in grant applications
- Expansion of Career Profile to include WIOA flags and program/course outcome measures
- Work with real-time job postings data
- Continuation of Minnesota legislatively appropriated funding over next biennium

The Job Skills Partnership Board contributes admin money earmarked for research to help fund the Research Analyst Unit. Without this \$500,000 over and above WIG funding we would not be able to maintain a fully staffed team with one analyst in each Planning Region (one shared region) and a unit supervisor. In fact the amount was doubled from last the previous year. The discussion this year is how to make this funding more stable – legislative appropriation for example – since this JSP money is technically for one-time projects and pilots.

LMI participated with others in DEED in a grant application for a Workforce Innovation Fund grant. The award was just announced on September 28th and Minnesota did receive the grant.

LMI also participated with MN Department of Education, Minnesota Office of Higher Education and others on a SLEDS grant application which was awarded to Minnesota in August. We are excited to be part of this important work. Our portion of the funding will be used to develop and roll out a workforce supply/demand tool.

Started in PY14, the project to come into compliance with WIOA requirements around displaying WIOA certified program/course flags and outcome measures will be in full project mode in PY15. In PY14 we added the WIOA flags to Career Profile.

LMI is engaged in analysis of and analysis using real-time job postings data. We conducted analysis on the representativeness of real time data in HWOL/Wanted Analytics (WA) (DOL/ETA funded HWOL license) and dug into coding problems WA has in smaller rural regions. We participate on an employer led effort (The Itasca Project) to incorporate labor market data and real time data into decision making and received one WA license as part of this effort. LMI incorporated the free US.jobs feed from CareerOneStop into Career Profile so that job seekers and others have direct access to job postings through the MN LMI tool. We will be further enhancing this access in PY2015.

State funding for LMI was approved for PY2015-16 at the same level as in the previous biennium. Work includes the Cost-of-Living data set and website as well as continued enhancement of LMI web tools.

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

Description

We have two recommendations:

- Some of our customers have identified an update to the Employee Benefits Survey as a serious need in Minnesota. The last survey we ran was eight years ago and customers feel that the data are getting stale. Moreover with the Affordable Care Act coming online over the next two years it is more vital than ever to have a baseline and ongoing time series of employer costs for employee benefits. This survey is a major undertaking and we currently simply do not have the staffing resources to do the job adequately while continuing to do the other work that customers have come to expect. We are currently seeking other support. We urge ETA to support states in their efforts to run an employee benefit survey eight years after the ETA supported Employee Benefits Consortium successfully developed and tested the methodology for this complex survey.
- Provide supplemental support for workforce alignment projects such as a job vacancy survey and skills gap surveys. Workforce alignment continues to be the important labor market topic of the day and yet very little data exists. So much of what is reported as fact and used in workforce planning is based on anecdote rather than fact because data have not been collected and compiled in a systematic way. Supplemental funding at this point could lead to a better informed debate and ultimately better decision making around workforce alignment.