



Economic and Workforce Information Performance Report Program Year 2014

Purpose

The purpose of this report is to describe the core workforce information products and services that were provided to customers in support of the State of Missouri's economic and workforce development plans in Program Year (PY) 2014.

Plan Period

July 1, 2014 through June 30, 2015

Plan Narrative

- SECTION I: Performance Highlights
- SECTION II: Review of Deliverables
- SECTION III: Customer Outreach and Feedback
- SECTION IV: Product Links

SECTION I

Performance Highlights

The Missouri Economic Research and Information Center (MERIC) delivered a variety of targeted products and services to stakeholders in PY 2014. These outputs addressed a range of economic and workforce issues identified in the DOL-ETA Workforce Information Grant (WIG) Core Products and Services Plan. In that plan, MERIC completed 29 deliverables across 5 core product groups. Some highlights include:

Career Grades Report

The Career Grade Report, based on 2022 long-term occupation projections, grades each occupation based on percent growth, total openings, and wages to help job seekers, students, counselors, and planners easily understand future job opportunities. Grades are based on regional data and are included in the long-term projections tables available for download by workforce area.

STEM Reports

A series of STEM Reports and Data was developed to better understand these high paying, in-demand careers that can help drive innovation in Missouri's economy. A series of reports detailed the STEM-intensive industries and wages, openings, and real-time labor demand for STEM workers.

Labor Supply and Demand Reports

The popular Labor Supply and Demand Analysis of Missouri's workforce regions explored the mismatch between the jobs people are seeking (supply) and the jobs employers are hiring for (demand). The analysis identified gaps, particularly in STEM, Healthcare, and Business occupations, where high demand was met by few job seekers looking for those opportunities. This year a detailed Closing the Gap report highlighted career pathways and top in-demand regional jobs where gaps were the largest. Jobs were broken out by short-, moderate-, and long-term skilled positions to assist with career planning.

Regional Labor and Industry Analysis Reports

Understanding the overall labor and industry situation of a region is important as a precursor to the detailed sector strategies efforts workforce agencies are undertaking. MERIC produced a Labor Analysis Report and Industry Analysis Report for each of the workforce areas in Missouri to assist with the effort. Information on workforce education levels, age, supply gaps, commuting, and in-demand occupations was provided in the labor reports while the industry analysis focused on sector trends and clusters.

Expanded Training Webinars

A large outreach effort this year resulted in a Webinar Series on topics such as the Real-Time Job Summaries, the Career Grades, Labor Supply and Demand, Regional Analysis, and the Wage Explorer that reached over 750 customers.

2015 Missouri Economic Report

The Missouri Economic Report reviews the economic trends over the past year to include broad indicators such as GDP, unemployment, employment, and income as well as top job postings. Regional analysis of unemployment rates, wage and employment growth, and new business formations provided further details on economic vitality.

Career Poster

MERIC produced Career Posters this year for placement in Job Centers throughout the state. The Posters highlight the top graded jobs by low, medium, and high experience/education levels (NOW, NEXT, and LATER) to include entry-level and average wages. The poster included Spanish language subtitles.

SECTION II

Review of Deliverables

Core Product 1 - Workforce Information Database

1.1 Description

Populate, update, and maintain a database to include important workforce-related data elements such as employment projections, wages, educational programs, employers, and occupational licenses. The Workforce Information Database (WID) is used by the state to provide regional economic and workforce information and to feed data to ETA's national career information website.

1.2 Principal Customers

The WID database provides data to job seekers, workforce professionals, employers, economic developers, education and training professionals, the media, and researchers.

1.3 Support of State Economic and Workforce Development Plans

The Workforce Information Database will be the main data source for populating MERIC's web services. WID improves economic and workforce information delivery by allowing access by a wide array of customers. The Workforce Information Database supports a demand-driven information system by allowing customized data queries based on user needs.

1.4 Deliverables

1.4.1 Maintain and update WID to most current version

- COMPLETED Version 2.5

1.4.2 Maintain and update WID version license files

- COMPLETED License files updated minimum of every two years
- COMPLETED Submit 2014 License data to National Crosswalk Service Center

1.4.2 Update lookup and crosswalk tables

- COMPLETED NAICS, SOC, CIP crosswalks
- COMPLETED O*NET

1.4.3 Populate employment projections

- COMPLETED 2014-2016 Short-term Projections

1.4.4 Populate core and non-core tables

- COMPLETED As information becomes available

1.4.5 Populate Bureau of Labor Statistics data

- COMPLETED Current Employment Statistics (CES)
- COMPLETED Local Area Unemployment Statistics (LAUS)
- COMPLETED Quarterly Census of Employment and Wages (QCEW)
- COMPLETED Occupational Employment Statistics (OES)

1.4.6 Deliverables Support Activities

- COMPLETED Server-side database maintenance and management
- COMPLETED Recovery and back-up maintenance
- COMPLETED Establish and manage production database

1.4.7 Provide ad hoc WID database technical and policy support to main customer groups

- COMPLETED Provide as needed

Core Product 2 - Employment Projections

2.1 Description

Produce employment projections, which include industry and occupational datasets, as this information is highly valued for career guidance, employment, education and training, economic development programs, and other uses. Projections must follow methodology, software, and guidelines specified by the Projections Managing Partnership.

2.2 Principal Customers

Employment projections are useful to job seekers, workforce developers, workforce investment boards, education and training providers, and economic developers. Customers use this data to make informed career choices and to direct policies towards specific occupations and industries.

2.3 Support of State Economic and Workforce Development Plans

This product group supports improved economic and workforce information products by providing the foundation for a whole series of forward-looking career and industry analyses. Projections data supports identifying targeted occupations and industries.

2.4 Deliverables

2.4.1 Produce industry and occupation employment projections

- COMPLETED Short-term 2014-2016 Industry Projections (Statewide and 2 Sub-state Regions)
- COMPLETED Short-term 2014-2016 Occup. Projections (Statewide and 2 Sub-state Regions)

2.4.2 Provide ad hoc technical and policy support to main customer groups

- COMPLETED Provide as needed

Core Product 3 - Economic, Workforce, and Labor Market Research Products

3.1 Description

Develop accurate and actionable economic, workforce, and labor market research that enables customers to make informed decisions about services, training, and career paths and supports the development of data-driven strategies by policy makers.

3.2 Principal Customers

Principal customers targeted for this core product group include the governor's office, workforce investment boards, workforce and economic developers, regional planning organizations, current and prospective businesses, educational and training providers, and other state-level policy makers.

3.3 Support of State Economic and Workforce Development Plans

This product supports improved economic and workforce information delivery by coupling value-added, responsive research with customer-focused presentation. Research is leveraged when possible to meet the goals of various stakeholders.

3.4 Deliverable Examples Include:

3.4.1 Produce Annual Economic Analysis Report

- COMPLETED Develop and post an economic report that includes the analysis of Gross Domestic Product, employment, unemployment, occupations, critical industries, and skills needs of employers.

3.4.2 Produce and Disseminate Economic Indicators

- COMPLETED Release monthly, quarterly, and yearly economic indicators on population, cost of living, PMI, inflation, incomes, etc. that assist customers in a better understanding of current trends.

3.4.3 Produce Employment Projections Products

- COMPLETED 2012-2022 STEM Job Top Openings
- COMPLETED STEM Jobs Overview Report
- COMPLETED 2012-2022 Career Grades Report and Regional Sheets
- COMPLETED Top Career-Grade Jobs Poster for Missouri's Job Centers

3.4.4 Update Job Seeker and Workforce Developer Regional Summary Pages

- COMPLETED Update summary pages targeting regional Job Center staff and job seekers with new projections data, relevant information links, average wage, and top employer information.

3.4.5 Produce Target Industry Briefs

- COMPLETED Develop industry briefs that show the employment numbers, location quotient analysis, and top occupations for target industries. The briefs assist developers with a better understanding of the largest employers and concentrations in Missouri as well as the top occupations those industries need.

3.4.6 Produce Rapid Response Labor Availability Briefs

- COMPLETED Provide as requested for business expansion or prospect needs to highlight available workers in a customized area. Briefs include occupational employment statistics on number employed and wages, active job seekers looking for work in selected occupations, and number of students graduating from area colleges in selected programs of study. These products are for use in business attraction situations and therefore not posted to public website.

3.4.7 Produce Rapid Response Labor Analysis Support and Summaries

- COMPLETED Provide as requested for larger layoffs to summarize current job ads in the region to assist in worker support efforts. Also provide summary briefs for workforce professionals to highlight available workforce to existing businesses by summarizing type of workers, average wages, willingness to commute, home location, etc. Briefs based off DWD common-worker surveys. Both products are for use in layoff situations and therefore not posted to public website.

3.4.8 Real-Time Labor Analysis Products

- COMPLETED **Real-Time Labor Market Summaries developed for State and WIA regions** using the Burning Glass Labor/Insight tool, leveraged to provide job seekers, Job Center workforce staff, training providers, and planners with real-time, local labor demand information.
- COMPLETED **Real-Time Target Industry Labor Analysis** briefs show the top in-demand occupations and employers for selected targeted industries. Top ten occupations broken out by typical education/experience requirements. Also shows top basic and specialized skills needed and certificates demanded.
- COMPLETED **Healthcare Occupation Career Pathway Summaries** produced quarterly at state and WIA regions to highlight demand for selected jobs, top employers, and wages using Real-Time Labor Analysis and OES data.
- COMPLETED **Advanced Manufacturing Occupation Career Pathway Summaries** produced quarterly at state and WIA regions to highlight demand for selected jobs and wages using Real-Time Labor Analysis and OES data.
- COMPLETED **Healthcare Occupation Summaries** produced twice a year to provide detailed business demand analysis for selected jobs to include skills and certifications needed.

- COMPLETED **Advanced Manufacturing Occupation Summaries** produced twice a year to provide detailed business demand analysis for selected jobs to include skills and certifications needed.
- COMPLETED **Missouri and WIA Region Labor Supply and Demand Gap Analysis Report.** This report will update last year's analysis of employer job demand and what occupations job seekers are looking for.

3.4.9 Longitudinal Data System Research Products

- COMPLETED Update the *Wage Explorer* web tool with 2007-2011 higher education graduates and 2013 wages. This tool allows the public to explore regional training programs and the work outcomes of completers. Information includes wages, industry, demographics, and region of training completers who were linked to employment records.

3.4.10 Leveraged Product Releases

- COMPLETED **Missouri Agriculture Prevailing Wage Survey** provides wage rates and other survey results for temporary workers employed in the state to support agricultural operations.

3.4.11 Provide Ad Hoc Research Products

- COMPLETED See Product Links section for additional research conducted this year.

Core Product 4 - Web Accessible Information

4.1 Description

Post grant-funded workforce information products on the Internet and disseminate deliverables through other electronic media and means of distribution when feasible to facilitate additional use by the core customer groups and stakeholders.

4.2 Principal Customers

Mass availability of information via the internet and targeted distribution by other electronic media formats permits accessibility of workforce and economic information to the general public, customer groups, and policy makers.

4.3 Support for Economic and Workforce Development Plans

- 4.3.1 Public availability of economic and workforce research and data through a website and newsletter helps customer groups make better, data-driven decisions.
- 4.3.2 MERIC will continue efforts to redevelop the website to improve dynamic data delivery of economic and workforce information. A large scale re-design effort will be dependent of obtaining leveraged grant funding but incremental improvements will be implemented when feasible.

4.4 Deliverables

- COMPLETED The Missouri Economic Research and Information Center (MERIC) operates, in cooperation with the Missouri Office of Administration's Information Technology Services Division, a website located at <http://www.missourieconomy.org>.
- COMPLETED MERIC produces two articles weekly on topics of economic and workforce conditions, new products and tools, and helpful information sources to post on the Trendsights section of the MERIC website.
- COMPLETED MERIC continues to partner with the DED communications team for distribution of economic conditions releases on a regularly scheduled basis to state media outlets.
- COMPLETED MERIC partners with the DWD jobs.mo.gov website to deliver a Career Explorer Tool that provides interactive occupational and training provider information to job seekers.

Core Product 5 - Partnership and Consultation with Key Customer Groups

5.1 Description

Partner and consult with key customer groups to augment resources, improve program outcomes, and help labor market and workforce data influence planning and program decisions.

5.2 Principal Customers

Key customer groups include workforce area boards, employers, education providers, economic and workforce developers, and related state agencies, such as the Departments of Higher Education (DHE), Elementary and Secondary Education (DESE), Labor (DOLIR), and Social Services (DSS).

5.3 Support of State Economic and Workforce Development Plans

Customer-focused product and service delivery will ensure that labor market and workforce research is better understood and utilized. These stakeholders provide valuable feedback on how information is used and can leverage resources to provide mutually beneficial outcomes that add value for our customer groups.

MERIC will continue to collaborate and consult with key customer groups to leverage and improve outputs:

- 5.3.1 MERIC maintains regional staff liaisons for workforce areas so that Job Center staff and other local customers have a direct contact to assist with labor market and workforce questions.

- 5.3.2 Researchers maintain close working relationships with staff in the Divisions of Business and Community Services and Workforce Development to ensure open communications and quick responsiveness to information needs.
- 5.3.3 MERIC staff present LMI and workforce data to key customers, such as Job Center professionals, to inform customers, maintain relationships, and receive feedback.
- 5.3.4 Continue to work with DWD, DESE, DHE, DOLIR, and DSS to maintain and update longitudinal education-to-workforce information developed through the prior Workforce Data Quality Initiative (WDQI) Grant. Work this year with partner agencies to renew the data sharing agreement which is up for renewal December 2014.
- 5.3.5 MERIC continues to work with the Missouri Community College Association's 13-school consortium to deliver a variety of real-time occupational analysis products, such a monthly job advertisement reports, and specific career research related to health care and advanced manufacturing. MERIC uses real-time job information and occupational analysis to assist the colleges in building better industry-driven curriculums.
- 5.3.6 MERIC will continue to partner with University of Missouri economic development organizations, such as the Business Research and Information Development Group (BRIDG), to leverage products were feasible and valuable to key customer groups.
- 5.3.7 MERIC is a partner in Missouri Connections, a workgroup providing career planning information to students and job-seekers. This public outreach project includes the DED, DESE, DHE, and the Missouri Chamber of Commerce.
- 5.3.8 MERIC will collaborate with the St. Louis Community College to produce a leveraged report that surveys local employers about the workforce environment is Missouri's largest metropolitan area.
- 5.3.9 MERIC will partner with the Missouri Chamber of Commerce, DHE, and DESE to update data and research on STEM occupations and industries for a web portal being developed by the chamber.

5.4 Deliverables

5.4.1 Workforce Investment Area Regional Liaisons

- COMPLETED Continue Point of Service (POS) regional support for WIA areas.

5.4.2 Technical and Policy Support to WIBs, Partners, and Customer Interest Groups

- COMPLETED Maintain and answer MERICData e-mail inquiries from the MERIC website.
- COMPLETED Develop and conduct presentations for workforce partners either on-site or in webinars as requested.

5.4.3 MERIC Customer Needs and Satisfaction Surveys

- COMPLETED Maintain MERIC web-based survey to receive broader customer input

5.4.4 Provide ad hoc technical and policy support to main customer groups

- COMPLETED Examples include:
In partnership with DWD a new memorandum of agreement was developed with DHE, DESE, DOLIR, and DSS to share information in the workforce longitudinal database through 2018.

SECTION III

Customer Outreach and Feedback

MERIC researchers used a project tracking system to document 732 research and information products and 290 customer inquiries and technical assistance outputs in PY 2014. Products were developed by incorporating customer feedback from past activities and from requests for new information. MERIC liaisons are assigned to each workforce area so that customers can quickly reach a research professional with questions and comments concerning LMI data. MERIC also has a telephone and e-mail hotline so that inquiries can be directed to subject-matter experts for a response.

MERIC staff provided training through webinars and at the annual Governor's Conference on Economic Development, at Job Centers, and at numerous other events throughout the year. In PY14 MERIC staff held 45 training webinars or presentations providing information to over 2,230 people and gaining valuable insight into current customer needs. The large increase in customer contact, up from 567 people last year, was largely due to the efforts of the newly hired MERIC Workforce Manager who made a strong push to increase outreach efforts.

The team at MERIC always stands ready to assist customers as information and research needs arise. A few examples include MERIC assistance to DWD and MCCA with grant applications, specialized presentations and assistance around sector strategies, and serving with other state agencies and the Missouri Chamber of Commerce to gather information on STEM job and industry demand.

MERIC continues to respond to customer demand for rapid response labor supply and demand analysis by dedicating staff and tools to assist in these efforts. Staff responded to 10 requests for labor availability analyses as businesses looked to locate or expand in Missouri. When large layoffs or closings occurred, MERIC researchers worked with DWD in 29 projects to develop customized labor analysis reports to assist impacted workers or to provide related workforce analysis. Both products have been very well received as MERIC dedicates significant time to ensuring this information is of the highest quality.

The redevelopment of the MERIC website is still in need but will likely require significant investment to modernize and improve information delivery. Progress has been slower than desired given the limited information technology resources available to meet overall department needs. However, last year MERIC was successful in partnering with the Missouri Community College Association (MCCA) to gain federal grant funds to improve the state's employment and training provider web system and career exploration tool. Through a four-year Trade Act grant MERIC will assist the MCCA and DWD develop an education performance scorecard system that will improve web information delivery.

MERIC developed a wide range of products and services this past planning year to assist in state workforce and economic development goals. The flexibility of the ETA Workforce Information grant to tailor products to state needs continues to be an outstanding feature of this program. MERIC looks forward to the on-going partnerships it has developed with ETA, DWD, and other stakeholders to advance the use and knowledge of labor market and workforce information to drive better decisions.

SECTION IV

Product Links

Employment Projections

Industry Projections: http://www.missourieconomy.org/industry/ind_proj.stm

Statewide Industry Projections:

Long-Term (2012-2022)

http://www.missourieconomy.org/xls/mo_industry_projections_2012-2022.xls

Short-Term (2014-2016)

https://www.missourieconomy.org/xls/ind_proj_2014.xls

Regional Industry Projections:

Long-Term (2012-2022) and Short-Term (2014-2016)

http://www.missourieconomy.org/xls/wia_industry_projections_2012-2022.xls

Short-Term (2014-2016)

https://www.missourieconomy.org/xls/reg_ind_proj_2014.xls

Occupational Projections: http://www.missourieconomy.org/occupations/occ_proj.stm

Statewide Occupational Projections:

Long-Term (2012-2022)

http://www.missourieconomy.org/xls/mo_occupational_projections_2012_2022.xls

Short-Term (2014-2016)

https://www.missourieconomy.org/xls/mo_occupational_projections_2014-2016.xls

Regional Occupational Projections:

Long-Term (2012-2022)

http://www.missourieconomy.org/xls/wia_occupational_projections_2012-2022.xls

Short-Term (2014-2016)

https://www.missourieconomy.org/xls/wia_occupational_projections_2014-2016.xls

Economic and Workforce Studies

Missouri Career Grades Report:

https://www.missourieconomy.org/pdfs/career_grades.pdf

STEM Occupation Reports:

STEM Overview: https://www.missourieconomy.org/pdfs/stem_occ_booklet.pdf

STEM and Education: https://www.missourieconomy.org/pdfs/stem_ed_booklet.pdf

STEM Top Openings: https://www.missourieconomy.org/pdfs/stem_top_openings.pdf

STEM Labor Demand: https://www.missourieconomy.org/pdfs/stem_labor_demand.pdf

STEM Projections: https://www.missourieconomy.org/xls/stem_2012_2022_2013_wages.xls

State and Regional Labor Market and Real-Time Jobs Summaries:

<http://www.missourieconomy.org/customer/statewide.stm>

Regional Industry Analysis Reports:

https://www.missourieconomy.org/regional/industry_analysis.stm

Regional Labor Analysis Reports:

https://www.missourieconomy.org/regional/labor_analysis.stm

Labor Market and Real-Time Jobs Summaries:

<https://www.missourieconomy.org/customer/statewide.stm>

Target Industry Briefs:

Advanced Manufacturing http://www.missourieconomy.org/pdfs/ti_mfg.pdf

BioScience http://www.missourieconomy.org/pdfs/ti_bio.pdf

Energy Solutions http://www.missourieconomy.org/pdfs/ti_energy.pdf

Financial and Prof. Services http://www.missourieconomy.org/pdfs/ti_finance.pdf

Health Science and Services http://www.missourieconomy.org/pdfs/ti_health.pdf

Information Technology http://www.missourieconomy.org/pdfs/ti_it.pdf

Transportation and Logistics http://www.missourieconomy.org/pdfs/ti_trans.pdf

Target Industry Real-Time Labor Briefs:

Advanced Manufacturing http://www.missourieconomy.org/pdfs/mo_mfg.pdf

BioScience http://www.missourieconomy.org/pdfs/mo_bio.pdf

Energy Solutions http://www.missourieconomy.org/pdfs/mo_energy.pdf

Financial and Prof. Services http://www.missourieconomy.org/pdfs/mo_finance.pdf

Health Science and Services http://www.missourieconomy.org/pdfs/mo_health.pdf

Information Technology http://www.missourieconomy.org/pdfs/mo_it.pdf

Transportation & Logistics http://www.missourieconomy.org/pdfs/mo_logistics.pdf

Part I: Missouri Labor Supply and Demand Analysis:

http://www.missourieconomy.org/pdfs/statewide_labor_supply_n_demand_analysis.pdf

Part II: Closing the Labor Supply and Demand Gap:

https://www.missourieconomy.org/pdfs/closing_the_supply_demand_gap.pdf

Customer Service Careers Occupation Brief:

https://www.missourieconomy.org/pdfs/customer_service_brief.pdf

Starting and IT Career - St. Louis:

https://www.missourieconomy.org/pdfs/it_brief_stl_start_it_career.pdf

IT Careers - Kansas City:

https://www.missourieconomy.org/pdfs/kc_full_employment_brief_dec14.pdf

In-Demand Computer Programming Languages:

https://www.missourieconomy.org/pdfs/prog_lang.pdf

Education Pays:

https://www.missourieconomy.org/occupations/education_pays.html

2013 Manufacturing Industries Brief:

https://www.missourieconomy.org/pdfs/2013_manufacturing_brief.pdf

2014 County Average Wage:

<http://www.missourieconomy.org/indicators/countywage.stm>

2014 Industry Concentrations Brief:

http://www.missourieconomy.org/pdfs/industry_concentration_2014.pdf

2014 Business Formations:

https://www.missourieconomy.org/pdfs/new_business_formation_2014.pdf

WIA County Demographics:

https://www.missourieconomy.org/xls/civillian_labor_force_data.xls

Leveraged State of 2014 St. Louis Workforce STEM report (Overview):

<http://www.stlcc.edu/workforce-solutions/st-louis-workforce/Reports/2014-Report-to-the-Region.pdf>

Leveraged Real-Time Healthcare and Manufacturing Career Pathway Reports:

http://www.missourieconomy.org/occupations/rt_career_pathway_reports.stm

Leveraged 2014 Agriculture Prevailing Wage Survey and Report:

https://www.missourieconomy.org/pdfs/combined_agriculture_survey_rpt.pdf

Leveraged Wage Explorer with 2014 updates:

http://www.missourieconomy.org/occupations/wage_explorer.stm

Economic Indicators and Reporting

2015 Missouri Economic Report:

https://www.missourieconomy.org/pdfs/2015_mo_economic_report.pdf

Economic Indicators:

<http://www.missourieconomy.org/indicators/index.stm>

Cost of Living:

http://www.missourieconomy.org/indicators/cost_of_living/index.stm

Economic Share by County:

<http://www.missourieconomy.org/indicators/share/share.stm>

Missouri Exports

<http://www.missourieconomy.org/indicators/international/index.stm>

Metro Exports:

http://www.missourieconomy.org/indicators/international/metropolitan_exports.stm

Missouri Gross Domestic Product:

<http://www.missourieconomy.org/indicators/gsp/index.stm>

Metro Gross Domestic Product:

http://www.missourieconomy.org/indicators/gsp/gsp_metro.stm

Income Measures:

<http://www.missourieconomy.org/indicators/income/index.stm>

Inflation Measures:

<http://www.missourieconomy.org/indicators/inflation/index.stm>

Purchasing Managers' Index:

<http://www.missourieconomy.org/indicators/pmi/index.stm>

Taxable Sales:

http://www.missourieconomy.org/indicators/taxable_sales/index.stm

Employment and Unemployment Measures and Maps:

<http://www.missourieconomy.org/indicators/unemp/index.stm>

Economic Diversity Brief:

https://www.missourieconomy.org/pdfs/edi2013_brief.pdf

E-Learning Webinars:

https://www.missourieconomy.org/e_learning/webinars.stm

Weekly Trendsights News Articles:

<http://www.missourieconomy.org/newsletter/newsindex.stm>

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