



Oregon

Kate Brown, Governor

Employment Department

Workforce and Economic Research Division

875 Union Street NE

Salem, Oregon 97311

503-947-1394

TTY-TDD 711

www.QualityInfo.org



Program Year (PY) 2014 Workforce Information Grants to States (WIGS) Annual Performance 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 PY 2014 Oregon updated the following core and supplemental tables:
 - 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 local workforce area;
 - iv. Annual updates of short-term industry and occupational employment projections at the state level;
 - v. Biennial updates of long-term industry and occupational employment projections at the state and local workforce area;
 - vi. Updates of the employer database as they are received from Infogroup®; and
 - vii. Quarterly updates of the Quarterly Census of Employment and Wages.
 - c. Oregon attended all ARC meetings during the PY 2014 grant period.
2. Industry and Occupational Employment Projections
 - a. Oregon develops its long-term industry and occupational employment projections on a two-year cycle using the Projections Managing Partnership (PMP) methodology and software.

- i. State and local workforce area long-term industry and occupational employment projections for 2012-2022 were completed and submitted to ETA in February 2014. The projections were published on QualityInfo.org in June 2014. A revised set of projections were prepared for Oregon's newly redefined local workforce areas in June 2015.
 - ii. Statewide and local workforce area long-term projections can be found as Excel downloads on QualityInfo.org on the Publications page in the [Employment Projections box](#), and both statewide and local workforce area long-term projections are incorporated into the website's most popular tool, the [Occupation Profiles](#).
 - b. Oregon develops its short-term industry and occupational employment projections every year. The 2014-2016 short-term projections were completed and submitted in February 2015.
- 3. Annual Economic Analysis and Other Reports

- a. Oregon has a long history of developing and publishing major, topic-focused reports at the request of the Governor, the state workforce board, and/or Oregon's local workforce boards. Examples in recent years include special reports focused on youth in the labor force, the declining labor force participation rate, and Oregon's relatively low per capita personal income.

In PY 2014, Oregon's Research Division was asked, by the Governor's Office and the state and local workforce boards, to focus on a very different series of analyses. All of the requests related to the fact that Oregon was (and still is) completely redesigning its workforce system. This work started a year or two before the passage of the Workforce Innovation and Opportunities Act and continues at the present time.

Specifically, Oregon's Research Division was asked to develop and present new information and analysis on the following:

- i. A wide range of information – including data describing local demographic, income, poverty, and labor force characteristics – to be used by the consultants hired to support Oregon's local workforce boards in the development of their strategic plans. Some of these boards are totally new, and have no historical information or documents on which to base their plans.
 - ii. A wide range of information – including industry establishments, wages, and historical and projected employment growth – and a data analysis tool to help Oregon's nine local workforce boards in their process of identifying their targeted industry sectors. Research staff not only collected, compiled, and analyzed all the data, they also provided a tool to the relevant consultants and local boards. In addition, central office and out-stationed Research staff contributed to the conversation by attending and presenting at various local

workforce boards' industry sector strategy forums in November and December 2014. The Industry Data for Identifying Sector Strategies (IDISS) analysis tool is attached to this report as two Excel .xlsx files.

- iii. A series of presentations to the Oregon Workforce Investment Board, specifically geared to supporting them as they developed a new strategic plan. This service consisted of two major presentations (which were developed more to promote discussion than as simple presentations), followed by a series of five weekly follow-up communications. All of the presentations were disseminated widely and published on the QualityInfo website:
 1. [March 13, 2015 – Oregon's State Workforce Plan: A Conversation;](#)
 2. [April 10, 2015 – Oregon's State Workforce Plan: Metro and Rural Area Jobs, Jobs per 1,000 People, and Business Establishments;](#)
 3. [April 17, 2015 – Oregon's State Workforce Plan: Replacement Openings, 2012-2022;](#)
 4. [April 24, 2015 – Oregon's State Workforce Plan: Number of Unemployed in Metro and Rural Areas;](#)
 5. [May 1, 2015 – Oregon's State Workforce Plan: Youth Report Summary \(with Updated Data\);](#)
 6. [May 8, 2015 – Oregon's State Workforce Plan: Part 2 of the Conversation;](#) and
 7. [June 5, 2015 – Additional Information About Oregon's Labor Market.](#)
 - iv. In each of these cases, the eventual "report" was presented not in the traditional way (e.g. a 40-page paper or online document), but in a newer, "whatever best meets the needs of the customer" style. We believe that a key to the success was not just the development of the data, nor the analysis of the trends, but the way in which Research staff attended, presented at, and provided expertise at state and local workforce board meetings relating to strategic planning and sector strategies. This was the work requested of the Research Division by "state policymakers (including the governor), as well as state and local workforce investment boards."
- b. Additional reports Oregon produced during the program year, linked to their PDF:
- i. [Quarterly Job Vacancies Snapshots;](#)
 - ii. [Oregon Job Vacancies;](#)

- iii. [Oregon Help Wanted Online Ads](#);
- iv. [Oregon's Falling Labor Force Participation](#);
- v. [Training Oregonians for the Right Jobs](#); and
- vi. [Oregon Business Employment Dynamics](#).

4. Customer Consultations

- a. Because the WIDb operates at a level below the interest of our customers, we do not discuss it with local workforce boards 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 local workforce boards, Workforce Innovation and Opportunity Act (WIOA) 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 the 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. We made major contributions to Oregon's workforce redesign effort, providing data and analysis to help identify the geographic boundaries of Oregon's new workforce areas, to identify and serve "targeted sectors" in the local workforce areas, and to support the strategic planning process in existing and new local workforce areas. In addition, with the goal of further improving our service to local workforce boards, we moved Research staff into local workforce board locations in Portland, Eugene, and Medford.
- g. Oregon's Research staff met regularly with state and local workforce board members and other key policy advisors or partners. This ensures that Oregon's Research staff is adhering to a key principle of the WIOA: "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. Research out-stationed staff have always had close relationships with their local workforce boards. Those relationships have increased even further with the implementation of Oregon's workforce redesign, the introduction of some new workforce board areas, and the gradual relocation of Research staff into local workforce board offices.
 - ii. Research staff attended almost all local workforce board meetings to provide information to enhance decision making.
 - iii. The Research Division Director met or communicated in other ways with the Governor's workforce policy advisor.
 - iv. The Research Division Director attended several Oregon Workforce Investment Board meetings during the program year, providing information and expertise, and participating in policy discussions relating to strategic planning, industry sectors, general economic trends, and performance measures.
 - v. The Research Division Director attended several Oregon Workforce Partnership meetings during the program year. The Oregon Workforce Partnership is made up of the nine executive directors of Oregon's local workforce boards. The Research Division Director has also met personally, often more than once, with Oregon's local workforce board directors, even including most of the newly hired directors of the new boards.
 - h. The Research Division Director met with a variety of workforce, education, and economic development partners and customers, contributing LMI expertise and resources to policy, resource, and other decision-making. Many Research staff participated and provided information subsequent to these meetings.
 - i. The Research Division Director met regularly with the leadership from Oregon's Department of Community Colleges and Workforce Development.
5. Activities Undertaken to Meet Customer Needs
- a. Oregon responded to more than 7,200 customer requests during the 2014 calendar year.
 - b. Oregon uses several 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.
 - iv. QualityInfo.org usage is tracked via Google Analytics. These usage statistics provide valuable data about what works and does not work on the site.
 - c. The Research Division engages with customers through social media.
 - i. The Workforce and Economic Research blog (OregonEmployment.Blogspot.com) received 9,500 visits.
 - ii. Our Tweets (@OREmployment) were seen 77,500 times by businesses, media outlets, job seekers, legislators, the Governor, and other customers with an engagement rate of 1.14 percent. Our followers increased by 203, bringing the total to 581, and we were mentioned 133 times during the program year.
 - d. Oregon continues its participation in the Census Local Employment Dynamics (LED) project, and provides LED data (including new mapping tools) to local workforce boards 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 Geographic Information System (GIS) resources in support of providing accurate local labor market information to local workforce boards.
 - g. As described above, Oregon's Research staff, both in central office and those out-stationed across the state, committed a massive amount of time and expertise to supporting the state and local workforce boards in strategic planning and sector strategies work.
 - h. Oregon continued producing vacancy surveys quarterly.
 - i. Per customer request Oregon added an "Are these vacancies difficult to fill?" question to the survey and developed a publication specifically to report the responses to this question.
 - i. In Spring 2014, a series of economic forums were held around Oregon. At these forums, employers noted that young adults are not aware of local job opportunities. As a result, the Oregon Employment Department Workforce Analysts began targeted outreach to the education community around the state, with a focus on high schools, to help inform young adults of all the career opportunities available to them. Workforce Analysts now serve the education community, in addition to the business community, to assure both educators and students have the labor market information they need for youth to make informed decisions about their education and future career opportunities.
 - i. In February 2015, the Southern Oregon Workforce Analyst made several presentations to students regarding labor market

information at the Ashland High School Career Day. After the initial presentation, a teacher was very enthused about the information being presented. The teacher took the Workforce Analysts' business cards and walked around the event informing other teachers that every student should learn about the latest job trends and they should utilize the information the Workforce Analyst has to offer. The teacher also introduced the Workforce Analyst to the school principal, who had several ideas about how the Workforce Analyst could assist the school to help students prepare for their future careers.

- ii. In March 2015, the Central Oregon Workforce Analyst was invited by the regional Career and Technical Education (CTE) coordinator to present at a regional CTE meeting. At this meeting, the Workforce Analyst met all of the career counselors/career administration from all of the local school districts, assuring that they are aware of the information and resources available through the Workforce Analyst. The Workforce Analyst presented occupational employment and projections data, and the CTE staff subsequently used that information to determine what programs they should fund based on where the projected occupational demand lies. The labor market data was used to make important decisions that would ultimately expose students to programs related to high-demand occupations.

6. New Tools and Resources

- a. Oregon has ensured that all data and components of the Oregon Labor Market Information System (as presented on the QualityInfo.org website) are maintained in a timely and accurate fashion.
- b. More than 595 new or revised articles and more than 211 new or revised weekly, monthly or annual publications are available on QualityInfo.org. These ranged from articles about occupations such as [*Wind Turbine Service Technicians: Climbing to New Heights*](#), to regional articles such as [*State of Jefferson: An Economic Perspective*](#), to statewide analysis such as [*Population Growth Faster Among Minority Groups*](#), to articles about specific industries such as [*Lights, Camera...Oregon! The Perfect Scene for the Film Industry*](#).
- c. Oregon's Systems Development team finished work on a complete redesign of QualityInfo.org in PY 2014. The redesign of the state's labor market information website was a major undertaking that took more than three years to complete. Major accomplishments include: use of industry-standard open source software; a complete redesign of the site's most popular LMI tools – including Occupation Profiles and Job Finder; a complete redesign of 11 additional tools on the site; 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 complete user testing and training of power users.

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 workforce boards, Oregon has not only met a need to respond to customer requests, 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 workforce boards, 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 2012-2022 provide two of the 10 factors in Oregon's Occupational Prioritization for Training methodology. Occupational Prioritization for Training was updated during PY2014.
- e. Oregon continues to share best practices and ideas regarding application and website development with members of the ARC consortium.
- f. Oregon Research staff serve on two BLS Policy Councils, the Projections Managing Partnership Board of Directors, and the LMI Institute Board of Directors.
- g. The Research Division led efforts, in collaboration with the state's Department of Community Colleges and Workforce Development and the Oregon Workforce Investment Board, to develop new workforce system performance measures. Research staff and management led several work groups creating new measures of workforce system customer satisfaction, targeted sectors engagement, skill gain, and employment and wage metrics for those served by the system.
- h. Out-stationed Research Division staff members have regular contacts with their local workforce board. Many Research staff are co-located in local workforce board offices and they frequently attend local workforce board meetings.
 - i. Oregon Research staff gave at least 18 presentations with local workforce board members in attendance during the program year. These presentations included information ranging from occupational employment trends and wage rates to labor availability and industry trends.
 - ii. In addition staff gave more than 336 presentations to various audiences throughout Oregon during the program year.

- i. The Research Division’s Business Group expanded its area of focus to become the Business and Education Group. It is made up of ten economists with the working title of “Workforce Analysts”. These economists focus on delivering workforce and economic information to Oregon businesses and, as of February 2015, Oregon’s high school students and those who help them make career decisions. The Workforce Analysts strive to make economic information accessible, understandable, and relevant so customers can apply the information in making better economic decisions.
- 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, local workforce boards, community colleges, and others.
- 9. Recommendations to ETA for Changes and Improvements to WIGS Requirements
 - a. Oregon has no recommendations for changes or improvements to the WIGS requirements.