



**State of Vermont  
Department of Labor**

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September 30, 2015  
Holly O'Brien  
Regional Administrator  
U.S. Department of Labor  
Employment and Training Administration  
John F. Kennedy Federal Building, Room E-350  
Boston, MA 02203

Dear Administrator O'Brien:

Enclosed you will find the Program Year 2014 Annual Report for the State of Vermont. This is in fulfillment of the annual reporting requirement detailed in TEG L 23-13.

The Economic & Labor Market Information (E&LMI) division within the Vermont Department of Labor is committed to the production of quality labor market data and the public dissemination of this information to the individuals and organizations that can benefit from it. ETA support makes this possible. Highlights from this past program year include the expansion of the E&LMI internship program (now in its third year) to include analytical and outreach experiences, as well as the development of a valuable partnership with a local philanthropic organization to produce materials on career and education awareness. Similar to the internship program, this partnership has been a statewide success.

We are proud of all that was accomplished in the past year. We look forward to building off of new and existing partnerships to best leverage our resources.

Sincerely,

A handwritten signature in blue ink that reads "Anne M. Noonan".

Anne M. Noonan  
Commissioner  
VT Dept. of Labor  
SWA Administrator

A handwritten signature in blue ink that reads "Frank Cioffi".

Frank Cioffi  
SWIB Chair

A handwritten signature in blue ink that reads "Mathew J. Barewicz".

Mathew J. Barewicz  
E&LMI Chief  
VT Dept. of Labor





**VERMONT  
PY2014 WORKFORCE INFORMATION GRANT  
ANNUAL PERFORMANCE REPORT**

**Introduction**

The Vermont Department of Labor's (VDOL) Economic & Labor Market Information (E&LMI) division completed all the required Program Year (PY) 2014 deliverables within the allotted time. As a team, E&LMI is proud of all that has been accomplished and the groundwork laid for future activity. Our team philosophy of "more information leads to better decisions" has fueled us to pursue new and different activities all the while staying true to our core functions. The project with the biggest impact continues to be the internship program initially started in the end of PY2012. The program operates much in the same way as initially designed with a focus on increasing outreach to and career awareness of Vermont's youth. During this last program year, E&LMI has added additional opportunities for interns interested in economic research. As a result, E&LMI will be releasing a comprehensive study of the Vermont "technology" industry in early PY2015. The majority of the tasks related to the project management, research, analysis and writing of this report were conducted by interns during the summer of 2015.

Additionally, in the past program year, E&LMI has looked to leverage resources and forge more meaningful partnerships. As examples, two partnerships in particular highlight E&LMI's commitment to producing quality information and promoting its usage. The first example is a partnership with a local philanthropic organization which produced and disseminated a career awareness brochure. The McClure Foundation's mantra "no good job in Vermont should go unfilled for lack of a qualified candidate" dovetailed with E&LMI's mission of promoting career awareness making the partnership symbiotic. In addition to wide distribution to all schools in Vermont, the brochure (Pathways to Promising Careers, available online at: <http://www.vtlmi.info/pathways.pdf>) was promoted by an aggressive marketing campaign orchestrated by the foundation and staffed by the E&LMI Chief which included radio, print and televised interviews.

The second partnership example to be highlighted here is with Saint Michael's College. Through this partnership a survey was developed for the class of 2016 and the recently graduated class of 2015. The purpose of the survey was to gain insight into students' internship activities, interest in working in Vermont after graduation and what factors influence that decision. E&LMI was also interested in gathering data about students' impressions about Vermont as a place to live and work. The survey was fielded in the summer of 2015 and full written results will be released in PY2015. These two partnerships were possible because of ETA support.

As a continuation from PY2013, E&LMI continues to provide on-going technical expertise and maintains an active role on committees relating to the health care workforce and the mature worker. These two issues remain a priority for the state and E&LMI involvement continues to pay dividends. These above activities do not distract E&LMI from its core function of providing topnotch analytical and economic support to Vermont's Statewide Workforce Investment Board (SWIB) and regionally distributed American Job Centers (AJC). The SWIB was reconstituted in

Vermont to be in compliance with pending WIOA implementation. E&LMI has seen this transition as a structural break with the past and a tremendous opportunity to promote the use of labor market information. Since being reformed, every SWIB meeting has prominently featured E&LMI by incorporating the E&LMI Chief and Assistant Chief into the meeting agenda, typically featured as keynote speakers.

## **I. Accomplishments**

### **A. Populate Workforce Information Database**

Version 2.6 of the Workforce Information Database (formerly ALMIS Database) was maintained throughout the year such that it is current. In addition to maintaining data for counties, labor market areas and towns, data items were also updated for local Workforce Investment Boards (WIB).

A considerable amount of E&LMI staff time was dedicated to converting existing online data products to be consistent with the new 2015 Labor Market Area definitions.

Base activities were completed within planned milestones. Spending totaled \$40,000.

### **B. Industry and Occupational Projections**

The 2012-2022 long-run occupational projections at the sub-state level were completed in PY2014. The statewide 2012-2022 long-run occupational projections were completed in PY2013. Both were published on our website within the same program year of completion.

Information and tables about the statewide and sub-state long-run projections can be accessed at: <http://www.vtlmi.info/occupation.cfm>

Short-run, statewide occupational projections were completed for 2014 - 2016. Electronic publication of these occupational projections was announced on our website and via our email contact list. See: <http://www.vtlmi.info/occupation.cfm> .

Base activities completed within planned milestones. Spending totaled \$90,000. As was introduced at the start of this report, a valuable career and education awareness tool was developed and aggressively promoted. This work was done by E&LMI in partnership with a local philanthropic organization. Discussion is already under way on developing a new product based on the upcoming 2014-2024 occupational projections data.

### C. Publish Annual Economic Analysis Report for Governor and state WIB

The E&LMI unit compiled, published and distributed (electronically) an annual economic and demographic profile of the Vermont economy entitled: Vermont Economic and Demographic Profile, 2015. The publication can be obtained at: <http://www.vtlmi.info/profile2015.pdf> . This document will serve to meet the contract requirement for summary of the state economy.

We continue to use LED data which is a substantial enhancement to earlier versions of this report. For each county we provide a profile of worker demographics, Quarterly Workforce Indicators (QWI), and labor and commuter shed analyses. This adds a regional component to the publication. The commuter shed maps cross political boundaries and establish where workers live and where residents work by county and town.

All activities completed within planned milestones and expenditure levels. Spending totaled \$50,000

### D. Occupational and Career Information Products

This web application is updated and maintained by E&LMI staff. During the past program year, E&LMI have incorporated two new career information products to the website. The first product, Pathways to Promising Careers brochure, was previously described in the introduction of this report. The second product is a written summer of the long-term occupational projections (<http://www.vtlmi.info/projlt.pdf>). This product was developed in response to data users requesting more synthesized information about the occupational trends in Vermont. While historically E&LMI has catered to the big data user by providing downloadable files with full datasets, there has been a recent push from more casual data users to provide more summary style reports. This publication on the long-term projections is meant to satisfy the latter.

Due to dedicating E&LMI resources to the new labor market area definitions (which went into effect in January 2015), the conversion to Standard Occupational Classification (SOC) 2010 is not fully complete. In the interim, several partial updates have been implemented to ensure maximum website functionality and data quality. An example of this would be the new occupational categories related to healthcare which were part of the 2010 SOC update. As reported to E&LMI by our field staff in the AJCs, it was crucial to have this information updated. Now, as a result of these “patches”, a job seeker would be able to accurately research “LNA” on the E&LMI website. Full conversion to the 2010 SOC will be completed in PY2015.

The Occupational Information Center can be found at [www.vtlmi.info/oic.cfm](http://www.vtlmi.info/oic.cfm). Updated and current licensed occupation information can be found at <http://www.vtlmi.info/licocc.cfm> .

Based on the May 2014 OES data, we completed the occupational wage estimates statewide and three sub-state areas using the North Carolina EDS software and added the information to our Occupational Information Center on the web.

Occupational wage estimate tables are available at [www.vtlmi.info/occupation.cfm](http://www.vtlmi.info/occupation.cfm).

All activities completed within planned milestones and expenditure levels. Spending totaled \$30,000.

#### E. Provide Information and Support to WIBs

This past program year has seen a resurgence in activity in the statewide WIB under the new WIOA guidelines. As a small state, Vermont has only one recognized WIB. During this year, E&LMI was a feature presenter at all full SWIB meetings providing a wealth of information to equip the board. The succession of presentations built on each other such that a comprehensive data picture was presented to board members to better assist them in distinguishing between facts and fictions about the Vermont economy.

E&LMI continues to maintain datasets tailored to regional areas consistent with how local planners organize their efforts towards meeting local workforce needs. Interestingly, the migration to the new labor market area definitions in early 2015 caught many local planners off guard or mid-project. As a result, several personalized data requests were handled by E&LMI to assist ongoing regional planning activity. The updated 'regions' page can be accessed at [www.vtlmi.info/region.cfm](http://www.vtlmi.info/region.cfm).

Employment by WIB can be found at [www.vtlmi.info/indnaics.htm](http://www.vtlmi.info/indnaics.htm); unemployment by WIB is available at [www.vtlmi.info/labforce.cfm](http://www.vtlmi.info/labforce.cfm); and Labor Exchange data by WIB is accessible at [www.vtlmi.info/laborexchange.cfm](http://www.vtlmi.info/laborexchange.cfm).

E&LMI continues to have a seat on the Executive Committee of the largest sub-state WIB in the State of Vermont – the Lake Champlain Workforce Collaborative which has a catchment area of the Burlington-South Burlington labor market area. This area accounts for one-third of Vermont's population and approximately 40% of Vermont's covered employment. In addition, E&LMI presentations were made during PY2014 to local associations with close ties to the sub-state WIBs such as Northland Job Corps and local Career Technical Education (CTE) planning boards.

Base activities completed within planned milestones. Spending totaled \$35,000.

#### F. Improve Electronic Workforce Information Delivery System

During PY2014, E&LMI assembled a team to assess the vtlmi.info website. While this work is still ongoing, some important questions have been raised which have

merited exploration of hiring outside, private consultation. The key questions currently being explored relate to structure and maintenance of the data management functions of the website. Until these questions are answered, decisions about the user experience cannot be explored. The team is projected to work into PY2015 and develop an implementation strategy for PY2016 as resources allow. In the interim, the online system has remained up to date and functioning in its current version. E&LMI continues to add new products while at the same time streamlining so that the user experience is positive. In addition, during PY2014, the vtmi.info website products and services were updated to include the appropriate ETA disclaimer as provided by E&LMI federal partners.

Base activities completed within planned milestones. Spending totaled \$25,000. Additional online/electronic opportunities were identified which were not able to be addressed within the program year due to changes in departmental priorities and limited staff resources. In future program years, spending for this line item may increase significantly due to the use of consultation services and ultimately implementation of a new online platform.

#### G. Training & Consulting Initiatives

In Vermont, the E&LMI division continues to be a go-to source of economic information and is known as a willing partner/presenter. At the end of this report, Attachment A highlights PY2014 outreach supported by ETA. It is important to note, these outreach activities do not include outreach conducted by interns. Examples of E&LMI outreach efforts from PY2014 include but are not limited to:

- Work Groups and Technical Support
  - Healthcare Workforce Development – studying the pipeline of healthcare and healthcare related occupations as well as studying the impacts on healthcare occupations due to the change in the delivery system (ongoing)
  - Researching Mature Workers as part of the Commission on Successful Aging (ongoing)
  - Legislative Study Groups on the following topics:
    - Paid Leave
    - Child Poverty
    - Vermont Scholars program
  - Special projects
    - Gender equity
    - Clean energy
    - Transportation
    - WIOA implementation –“in” versus “out of school” youth
- Publications & In-Depth Analyses
  - Publication of quarterly newsletter highlighting labor market trends
  - Monthly Economic & Travel Indicators publication

- Make Vermont Home – produces daily feed of available jobs to AJCs and allows analysis of hard to fill positions and skills
- Analyses on the impact of state funded (VTP & WETF) training programs on participants wages
- Unemployment Insurance Trust Fund modeling and reporting
- Lastly, as a result of ETA funding, E&LMI was able to:
  - Host on two separate occasions young people interested in economics via a job shadowing program
  - Present to a wide audience of individuals interested in the economic landscape of Vermont ranging from parent night in a high school to a leadership training institutes
  - Prepare numerous smaller custom data analyses at the request of our data user population on an ‘as needed basis’
  - Handle countless media inquiries - both print and televised
  - Be available to elected and appointed officials with custom information and explanations to assist them in their decision making process
  - And in general promote the use of E&LMI data to anyone and everyone who could benefit including new Americans and veterans.

E&LMI also participated in the LED conference in Washington D.C., which was sponsored by the United States Census Bureau in PY2014.

Base activities completed within planned milestones. Spending totaled \$168,000. Additional outreach opportunities were identified which were not able to be handled due to limited staff capacity.

## II. Customer Satisfaction

Customer satisfaction is tracked by maintaining statistics on the usage of printed and electronic products. The data for PY2014 and PY2013 is presented below:

### Comparison Table: PY2014 vs. PY2013 E&LMI Website Activity

Web Activity Report - Publications<sup>1</sup>  
Vermont Labor Market Information - www.vtlimi.info

Publication Series	Program Year 2014* 07/01/14 - 06/30/15*			Percent of Total			Program Year 2013** 07/01/13 - 06/30/14**			Percent Change			Numeric Change		
	Visitors <sup>2</sup>	Visits <sup>3</sup>	Views <sup>4</sup>	Visitors <sup>2</sup>	Visits <sup>3</sup>	Views <sup>4</sup>	Visitors <sup>2</sup>	Visits <sup>3</sup>	Views <sup>4</sup>	Visitors <sup>2</sup>	Visits <sup>3</sup>	Views <sup>4</sup>	Visitors <sup>2</sup>	Visits <sup>3</sup>	Views <sup>4</sup>
TOTAL - pubs and non-pubs	91,348	227,379	702,415	100%	100%	100%	85,457	210,723	643,415	7%	8%	9%	5,891	16,656	59,000
census - employment	29	48	51	0%	0%	0%	162	279	302	-82%	-83%	-83%	-133	-231	-251
census-qwi	929	3,326	4,305	1%	1%	1%	1,042	3,727	5,054	-11%	-11%	-15%	-113	-401	-749
oes	2,064	5,615	9,072	2%	2%	1%	2,213	5,220	11,145	-7%	8%	-19%	-149	395	-2,073
construction prevailing wage	1,710	2,387	2,527	2%	1%	0%	1,271	1,736	1,874	35%	38%	35%	447	651	653
county profiles	1,289	3,829	4,356	1%	2%	1%	1,075	4,354	4,707	20%	-12%	-7%	214	-525	-351
cpi	546	1,189	1,219	1%	1%	0%	443	645	652	23%	84%	87%	103	544	567
economic and travel indicators	1,165	9,375	13,369	1%	4%	2%	1,113	6,767	8,713	5%	39%	53%	52	2,608	4,656
employer database	2,682	19,879	101,625	3%	9%	14%	2,832	18,564	79,384	-5%	7%	28%	-150	1,315	22,242
fringe benefits	463	916	1,015	1%	0%	0%	347	538	561	33%	70%	81%	116	378	454
gross flow	774	1,966	2,212	1%	1%	0%	520	1,286	1,379	49%	53%	60%	254	680	833
income	743	1,354	1,481	1%	1%	0%	727	1,025	1,110	2%	32%	33%	16	329	371
labor exchange	2,246	22,895	205,866	2%	10%	29%	3,265	26,826	242,738	-31%	-15%	-15%	-1,019	-4,131	-36,872
laus	2,333	8,779	11,964	3%	4%	2%	2,419	6,208	9,104	-4%	41%	31%	-86	2,571	2,860
licensed occupations	2,679	9,470	11,512	3%	4%	2%	2,861	9,348	12,382	-6%	1%	-7%	-182	122	-870
newsletter	1,190	4,676	5,244	1%	2%	1%	1,315	10,817	13,490	-10%	-57%	-61%	-125	-6,141	-8,246
occupational info center	69,516	147,139	259,539	76%	65%	37%	62,224	137,217	233,514	12%	7%	11%	7,292	9,922	26,025
oes	1,573	3,502	3,979	2%	2%	1%	1,710	2,537	3,005	-8%	38%	32%	-137	965	974
press release	1,024	2,315	2,425	1%	1%	0%	1,082	1,710	1,815	-5%	35%	34%	-58	605	610
projections	1,389	3,472	3,971	2%	2%	1%	997	1,613	1,812	39%	115%	118%	392	1,859	2,159
qcew	3,081	14,901	19,885	3%	7%	3%	3,333	9,694	13,469	-8%	54%	48%	-252	5,207	6,416
regions	4,025	15,439	19,605	4%	7%	3%	5,037	15,142	19,338	-20%	2%	1%	-1,012	297	267
unemployment compensation	1,365	4,787	5,322	1%	2%	1%	1,244	3,393	3,816	10%	41%	39%	121	1,394	1,506

1 - includes all means of online data distribution - static (htm) and interactive (cfm) web pages and downloadable files (pdf, xls)

2 - Each Visitor is a unique hostname or IP address with one or more visits.

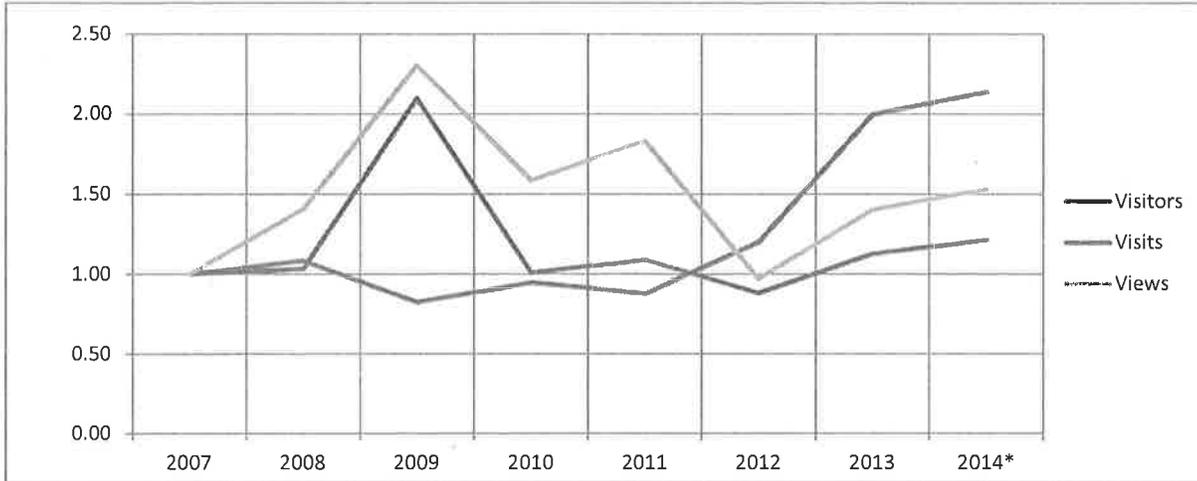
3 - Each Visit is a series of views where the time between views is less than 30 minutes.

4 - Each View is a single web page consisting of one or more hits.

\* - data for Sept 2014 - Feb 2015 was unavailable due to migration to new server and database system

\*\* - data for Sept 2013 - Feb 2014 excluded for counts comparable to PY 2014

For the past several years, E&LMI publications have been exclusively distributed in electronic form. This makes the tracking of usage by data product easier and more comprehensive. The above table details a comparison of PY2014 versus PY2013 online activity. Internal domain traffic is excluded from this report. In addition, the absolute levels above do not reflect actual activity because tracking was disrupted by the migration to a new server. Historical data has been reconciled such that the percent comparisons are valid as presented. As such, E&LMI saw increases in visitors (+7%), visits (+8%) and views (+9%).



\* 2014 estimated from six months of data and change for comparable periods from 2013

Past efforts in previous years to increase the amount of online user feedback received has leveled off. As such, the response rate to the online survey has been poor albeit positive. Below is a table detailing the overall assessment of E&LMI by its data users. The data was collected on a five-point scale where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

PY2014 - Online User Responses:	
The information was:	Overall Rating
Easy to find	5.0
Timely	5.0
Detailed Enough	5.0
Easy to Understand	5.0
Helpful	5.0
In a useful format	5.0
Overall, I am satisfied with the website	5.0

As detailed in the above table, E&LMI data was seen in a positive context at levels consistent with the previous year's results. However, the number of completed survey was not ample enough to have a statistically significant sample. E&LMI will reach out to ETA federal partners to best assess how to move forward. It is important to assess E&LMI's ability to meet the data user community's needs via an online platform because as indicated in the user feedback collected in PY2014, this is a diverse population. The three most common uses for information on vtlmi.info were: training, budgeting/planning/policy making and starting or expanding a business. Demographically speaking the most common reported age group was 19-24.

Attachment A: Level of Demand for Labor Market Information Products and Services, Program Year 2014 (July 2014-June 2015)

Customer Presentations and Training Activities		Target Groups (select yes for all the applicable target groups)										Level of activity	
Name of Customer Presentation or Training Activity	Initials	Job Seekers, Job Counselors	Business Service Representatives	Economic Developers	State and local Workforce Board Members and staff	Administrators, Planners, Policy Makers	Teachers, School Counselors	Other target group (please identify)	Number of presentations or training sessions	Number of audience members or training participants			
TAA & WARN Act presentation	MJB	No	Yes	Yes	No	No	No		1	15			
UVM Presentation - Senior Seminar	MJB	No	No	No	No	No	Yes		1	9			
Council on Child Poverty	MJB	No	No	No	Yes	No	No		1	23			
VT Scholars Fund	MJB	No	No	Yes	Yes	Yes	Yes		2	17			
Healthcare Workforce Work Group	MJB	No	Yes	No	No	No	Healthcare professionals		1	29			
Commission on Successful Aging	MJB	No	No	No	No	Yes			1	12			
Burlington Workforce Collaborative	KS	No	Yes	Yes	No	No			1	14			
BTV AJC staff - LMI training/presentation	MJB	Yes	No	No	Yes	Yes	at day session - tools & new occ data community organizers		1	12			
Northeast Kingdom Committee	MJB	No	Yes	Yes	Yes	Yes			1	56			
VT Tech Jam - KS presentation	KS	Yes	Yes	No	No	Yes			1	40			
VT Tech Jam - Outreach	KS (NA, BK)	Yes	Yes	No	No	No			1	50			
Rapid Response - VT Yankee	MJB	Yes	No	No	No	No			2	24			
Health Impact Assessment - Earned Leave	MJB	No	No	Yes	No	No			2	40			
VSAC / Lamotte Union HS Career Day	KS	Yes	No	No	No	Yes	Healthcare professionals		5	40			
Vermont Insights Working Group	KS	No	No	Yes	No	Yes			4	36			
U-32 Panel highlighting math based occupations	MJB	No	No	No	No	Yes			1	3			
UVM Applied Macro course	KS	Yes	Yes	Yes	No	Yes			3	37			
Statewide Workforce Investment Board	mp/ks	No	Yes	Yes	Yes	No			1	56			
Statewide Workforce Investment Board	mp/ks	No	Yes	Yes	Yes	Yes			1	76			
Northland Job Corps	KS	Yes	Yes	No	Yes	Yes			1	65			
Lake Champlain Regional Chamber (bimonthly)	KS	Yes	Yes	No	No	Yes			1	3			
VT Rural Development Conference	KS	No	Yes	No	Yes	Yes			6				
Mount Mansfield Union High School	mp/b	No	No	No	No	No	Sophomore Night		1	70			
Leadership Champlain - Day on the Economy	mp/b	No	Yes	No	No	No			1	56			
Northland Job Corps Pt. 2	KS	Yes	Yes	No	Yes	Yes			1	40			
VT Small Biz Summit	ks	Yes	Yes	No	No	No			1	15			
Vermont Leadership Institute	ks	No	Yes	Yes	No	Yes			1	25			
UVM Job Fair	ks	Yes	Yes	No	No	Yes			1	25			
UVM Public Communications course	ks	No	No	No	No	No			1	50			
Malletts Bay School	mp/b	Yes	No	No	No	Yes	4th grade teachers		1	7			
CCV Montpelier	na	Yes	No	No	No	No	Career Readiness Certificate class		1	6			
House Appropriations	mp/b	No	No	No	Yes	Yes			1	14			
GBIC Board of Directors	ks	No	Yes	No	Yes	No			1	15			
YouthBuild	mp/b	Yes	No	No	No	Yes	with apprenticeship		1	9			
Vermont Adult Learning - White River Job office	ks	Yes	No	No	No	No			1	5			
Statewide Workforce Investment Board	ks	No	Yes	Yes	Yes	No			1	65			
VSAC education conference / Lake Morey	ks	Yes	No	No	No	No			1	18			
Rapid Response - Fairpoint	mp/b	Yes	No	No	No	No			1	35			
Champlain College - Financial Literacy	mp/b/ks	No	Yes	Yes	No	No			1	4			

Your comments: The above information does not include several job shadowing opportunities conducted by VT E&LMI staff for young workers of varying age and education level.

Total = 55 1,075

