



Oregon

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Program Year (PY) 2015 Workforce Information Grants to States (WIGS) Annual Performance Report

- I. Workforce Information Database (WIDb)
 - A. Oregon upgraded to version 2.6 of the WIDb during PY 2015. Oregon continues to use new database structures as they become available and recommends changes to the existing WIDb structure through its participation in the Analyst Resource Center (ARC).
 - B. During PY 2015 Oregon updated the following core and supplemental tables:
 1. Monthly updates of Current Employment Statistics estimates at the state and county level;
 2. Monthly updates of Local Area Unemployment Statistics at the state and county level;
 3. Annual updates of the occupational wages at the state and sub-state areas;
 4. Annual updates of short-term industry and occupational employment projections at the state level;
 5. Biennial updates of long-term industry and occupational employment projections at the state and sub-state areas;
 6. Updates of the employer database as they are received from Infogroup®; and
 7. Quarterly updates of the Quarterly Census of Employment and Wages.
 - C. Oregon attended all ARC meetings during the PY 2015 grant period.
- II. Industry and Occupational Employment Projections
 - A. Oregon develops its long-term industry and occupational employment projections for Oregon and 19 sub-state areas on a two-year cycle using the Projections Suite and software.
 1. Statewide and sub-state areas long-term industry and occupational employment projections for 2014-2024 were completed and

submitted to ETA in June 2016. They were also published on QualityInfo.org in June 2016.

2. Statewide and sub-state areas 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 sub-state areas long-term projections are incorporated into the website's most popular tool, [Occupation Profiles](#) and in [Industry Profiles](#).

- B. Oregon develops its short-term industry and occupational employment projections every year. The 2015-2017 short-term projections were completed and submitted in February 2016.

III. Annual Economic Analysis and Other Reports

- A. In February 2016, the Oregon Employment Department published a special economic study titled *Oregon's Minimum Wage Jobs: Facts, Figures, and Context*. This report provides a data-driven economic analysis of minimum wage jobs and demographic information about the minimum wage workforce. The topic was selected because legislative proposals and ballot initiatives to raise Oregon's minimum wage were being discussed. Appropriate and unbiased information was needed by the Governor's Office, the Oregon legislature, local workforce boards, businesses, and community activists.

1. The report was based on various sources of labor market information. Analysis about the number of minimum wage jobs, the industries and occupations of minimum wage jobs, and where minimum wage jobs are located was based on employer data collected by the Oregon Employment Department in administration of the Unemployment Insurance tax system. Occupational estimates of employment at different low-wage thresholds were from the Occupational Employment Statistics program, a joint federal-state program with the Oregon Employment Department and the U.S. Department of Labor's Bureau of Labor Statistics. Estimates from the national Current Population Survey were used to describe the characteristics of minimum wage workers. Summaries of recent minimum wage research were taken from the book *What Does the Minimum Wage Do?* by Dale Belman and Paul J. Wolfson.
2. The report features analysis of minimum wage and low-wage jobs by industry, firm size, and county in 2015. The county estimates were developed in the process of writing the report. The estimates were based on a special analysis of Oregon's Unemployment Insurance administrative data. They helped policy makers evaluate how many jobs in an area pay a living wage and how many jobs will be directly impacted by an increase in the minimum wage. These estimates have been used by the Governor's Office, the state legislature, and local workforce boards.

3. A PDF copy of the report is available at this link: [Oregon's Minimum Wage Jobs: Facts, Figures, and Context](#).
 4. The findings of the report were presented on various occasions to state policy makers and others. Two examples of presentations based on the findings of this report are to the [Oregon Workforce Investment Board](#) and the [Oregon House Interim Committee on Business and Labor](#).
- B. Additional reports Oregon produced during the program year, linked to their PDF:
1. [Quarterly Job Vacancies Snapshots](#);
 2. [Increasing Difficulty Filling Vacancies in Oregon's Labor Market](#);
 3. [Oregon Help Wanted Online Ads](#);
 4. [Oregonians @ Work Fourth Quarter 2014](#);
 5. [Oregonians @ Work Second Quarter 2015](#);
 6. [Oregonians @ Work Third Quarter 2015](#); and
 7. [Oregon Business Employment Dynamics](#).

IV. Customer Consultations

- A. Because the WIDb operates at a level below the interest of its customers, Oregon does not discuss it with local workforce boards or other customers.
- B. Oregon does discuss its website, QualityInfo.org, and other data center products that rely on the contents of the WIDb. Contacts with its customers and online customer satisfaction surveys indicate a high level of satisfaction with its developed products.
- C. Oregon does not consult with customers regarding methodology or customer needs prior to developing the short-term and long-term projections.
1. 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. The Research Division made major contributions to Oregon's workforce system, providing data and analysis such as State of the Workforce Reports and information for sector strategies to local workforce boards for their strategic planning process. In addition, with the goal of further improving its service to local workforce boards, Oregon moved Research staff into local workforce board locations in Coos Bay, Bend, La Grande and Salem.
- G. Oregon's Research staff met regularly with state and local workforce board members and other key policy advisors or partners. This ensures that Research staff are 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 Research can offer them; and 4) presenting information.
 - 1. 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 local workforce board areas, and the gradual relocation of Research staff into local workforce board offices.
 - 2. Research staff attended almost all local workforce board meetings to provide information to enhance decision making.
 - 3. The Research Division Director met or communicated in other ways with the Governor's workforce policy advisor.
 - 4. 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.
 - 5. 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.
- 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 activities. 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.
- V. Activities Undertaken to Meet Customer Needs
- A. Oregon responded to more than 6,400 customer requests during the 2015 calendar year.
 - B. Oregon uses several methods for assessing customer needs on QualityInfo.org.
 1. Feedback is gathered through a "Contact Us" feature available from the homepage.
 2. Anecdotal information and feedback is gathered from Research staff, other Oregon Employment Department staff, and other key customers.
 3. Usability testing and assessment is conducted with end-users for all new development and any redevelopment projects.
 4. 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 engaged with customers through social media during PY 2015.
 1. The Workforce and Economic Research blog (OregonEmployment.Blogspot.com) received 11,546 visits.
 2. Research's Tweets (@OREmployment) were seen 111,000 times by businesses, media outlets, job seekers, legislators, the Governor, and other customers with an engagement rate of 0.97 percent. Research's followers increased by 248, bringing the total to 829, and Research was mentioned 85 times.
 - 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. Oregon continued producing vacancy surveys quarterly.
 1. 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.

- H. The Research Division was heavily involved assisting local workforce boards in their first year of existence, sharing labor market information with students around the state, and providing customized analysis for businesses and community organizations. Below is a sample of a few ways Research staff stationed in communities around the state have helped their local workforce boards, students making career decisions, and organizations working to attract new opportunities for their communities.
1. An economist participated on the Ashland Chamber of Commerce's "Economic Analysis Team", that was responsible for data and content for the Chamber's "Business Portal" website. The portal functions as a single point of entry for business and entrepreneurs wanting information about doing business in the City of Ashland. In addition to an Economic Dashboard of various statistics about Ashland, the portal also highlights different sectors of the economy. Data on these sectors includes number of businesses, total wage and payroll employment, and examples of Ashland companies included in those industry sectors. In addition to work on the Chamber's Business Portal, the economist also provided narrative analysis of local economic trends for the "Living and Doing Business in Ashland" publication. The economist provided total payroll employment, number of businesses, and total employment of Ashland's broad industry categories, from the Oregon Employment Department's geocoded Quarterly Census of Employment and Wages database.
 2. Several workforce analysts had direct contact with students throughout the state during the program year. In Central Oregon, the workforce analyst gave a presentation to a group of middle and high school students about career options and the data that could help them make career decisions. She followed up with one of those students who recently graduated from high school and is employed at McDonald's about how to apply for apprenticeships and/or possibly go back to school. Another workforce analyst in the Portland area presented to a career planning workshop with about 50 middle-school students in an after-school program about in-demand work skills, career paths, online tools for finding job and career information, technical training, and educational programs. While in Klamath Falls, a workforce analyst presented to a class at Oregon Institute of Technology. Students in this class went on to participate in several projects dedicated to economic development initiatives, projects that caught the eye of local economic development leaders.
 3. In early 2016, the Eugene MSA Regional Economist did an extensive analysis of the local labor market for the Local Workforce Board's State of the Workforce report. The data-driven analysis was used by the board to choose the targeted sectors and help set

the policies described in the report. Targeted sectors were selected by using location quotient analysis; wage data; high-wage, high-demand occupational data; and industry and occupational forecasts. These sectors were then defined more precisely using combinations of NAICS codes to produce trend and forecast analysis. A policy for teen and young adult training was adopted from analysis of labor force data about labor force participation and unemployment.

VI. 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 340 new or revised articles and more than 292 new or revised weekly, monthly or annual publications are available on QualityInfo.org. These ranged from articles about occupations such as [*Welding – Beyond the Sparks and the Arc*](#), to regional articles such as [*Housing Market Activity on the Rise in Northwest Oregon*](#), to statewide analysis such as [*Who Are the Working Poor*](#), to articles about specific industries such as [*Today's Aerospace – Tomorrow's Unmanned Aerial Systems*](#).
- C. Oregon's Systems Development team enhanced a number of tools on the recently redesigned website QualityInfo.org in PY 2015. The most notable was adding the ability to the job search tool, [Job Finder](#), to filter by city, by distance from a city, display a count of jobs in the results by city, and count of jobs by occupation. A new tool called [Industry Profiles](#) was developed that provides employment and wages, occupations of employment, occupational wages, and news items at the industry level in Oregon or one of its 19 sub-state areas. This tool relies heavily on the Industry and Occupational Matrix.
- D. In early 2016, the Research Division completed an online [subscription service](#) for the products and content that are published on QualityInfo.org. This service began as a request from the Oregon Legislature to reduce the amount of hard copy mailings distributed to its customers. Now through the use of the subscription service the Division has almost entirely eliminated hard copy mailings and its customers receive the content directly into their email inbox. In the first six months of the service more than 1,600 customers have subscribed and the Division has sent out over 155,000 links to content on QualityInfo.org.

VII. 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 occupational long-term projections for 2014-2024 provide two of the five factors in Oregon's Occupational Prioritization for Training methodology. Updating the Occupational Prioritization for Training using the new projections began during PY2015 and will be completed during PY 2016.
- 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, the LMI Institute Board of Directors, and Chair the Workforce Information Advisory Council.
- G. The Research Division, in collaboration with the state's Office of Community Colleges and Workforce Development and the Oregon Workforce Investment Board, has developed new workforce system performance measures. Research staff led efforts to publish customer satisfaction survey information online.
- 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.
 - 1. Oregon Research staff gave at least 19 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.
 - 2. In addition, staff gave more than 222 presentations to various audiences throughout Oregon during the program year.

VIII. 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.

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

- A. Oregon has no recommendations for changes or improvements to the WIGS requirements.