

FY 2010 Annual Program Performance Measures

DEPARTMENT: MICHIGAN DEPARTMENT OF ENERGY, LABOR & ECONOMIC GROWTH

APPROPRIATION UNIT: Sec 111 Workforce Development

PROGRAM: Bureau of Labor Market Information and Strategic Initiatives

TIMELINE: October 1, 2009 through September 30, 2010

PROGRAM MISSION STATEMENT (Customer-Focus Direction)

To provide quality economic and workforce data to meet contractual obligations and offer research and analysis to guide Michigan's policy makers, workforce boards, educators and economic communities.

VISION STATEMENT

To be a customer driven organization, recognized as the prime source of accurate, timely and objective economic and workforce information and analysis, supported by a culture that promotes the Department's core values and motivates employees to develop and grow.

PROGRAM STATEMENT

The Bureau of Labor Market Information & Strategic Initiatives provides labor market information, economic and workforce research and analysis, and program measurement data and services. It functions as the central information and research support group for the Department.

The Office of Labor Market Information

The Office of Labor Market Information (OLMI) is responsible for the development and maintenance of the workforce information system in Michigan. OLMI produces all of the official labor market information for the state and its regions, and is responsible for providing labor market analysis, products, and services to business, workforce and economic development, education, and other key customers.

The Office of Strategic Initiatives

The Office of Policy, Planning, and Strategic Initiatives is responsible for conducting research and analysis to guide policy and program development for DELEG, and responding to information requests from Michigan's workforce boards, MEDC, the Governor's office, and the general public.

FUNDING SOURCES

Bureau of Labor Statistics Grant – US DOL

Workforce Information Grant – US DOL

American Recovery & Reinvestment Act (ARRA) Grant – US DOL

LEGAL BASIS

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CUSTOMER IDENTIFICATION

The Governor's office, policy-makers, DELEG bureaus, Michigan residents/taxpayers, Michigan business community, chambers of commerce, State and local workforce boards, economic developers, schools/educators, students/jobseekers, entrepreneurs, regional planners, labor unions, business & economic consultants, researchers, the media, M-TEC Centers, Bureau of Labor Statistics, Employment & Training Administration, internal bureau sections, other federal, state and local agencies, as well as many state and private organizations

CRITICAL GOALS/MAJOR OBJECTIVES

The Michigan Department of Energy Labor & Economic Growth, Bureau of Labor Market Information & Strategic Initiatives (LMISI) is the source of a wide array of information on Michigan's labor market; including information on jobs, unemployment, wages, industries, and occupations. The bureau produces a diverse range of products and services that assist the state's workforce boards, economic development activities, educational institutions and many state and private organizations.

- Goal is to develop information, conduct research & analysis and provide products & services in the following critical areas –
 - Employment & Unemployment Data
 - Data on Industries
 - Data on Occupations
 - Wage information
 - Employer databases
 - Analysis of labor market trends
 - County and regional data analysis
 - Labor Market Information website availability
 - Presentations, training, conferences, publications, press releases on LMI information
 - Workforce and economic research
 - Detailed responses to internal and external workforce and economic requests for information

- Specific Objectives

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1. Populate the Workforce Information Database (WIDd) with state and local data
2. Produce and disseminate industry and occupational employment projections
3. Publish an annual economic analysis report for the governor and the SWIB
4. Post and expand content of products, information, and reports on the Internet
5. Partner and consult on a continuing basis with workforce investment boards and key talent development partners and stakeholders
6. Conduct special studies and economic analyses
7. Comply with BLS cooperative agreement required deliverables in a timely and accurate manner

PROGRAM EFFECTIVENESS and Efficiency (Current Year)

1. Populate the Workforce Information Database (WIDb) with state and local data

The Workforce Information Database (WIDb) contains current and historic labor market and related information, such as population demographics, economic indicators, and labor market measures such as employment, unemployment, industry, wage, and occupational information. It contains monthly, quarterly, and annual data for national, state and local levels of geography. This standardized database is an integral part of the data engine powering DELEG's Labor Market Information website: www.michigan.gov/lmi.

Core data, administrative, lookup, and crosswalk database tables (version 2.3) continue to be maintained and are kept current with timely information using maintenance and data release schedules. An annual review of the database for accuracy of content, timeliness and data gaps was conducted to insure currency. Michigan's Workforce Informer based Labor Market Information website, to a large extent, is populated directly from the WIDb Database. The website allows users customized and flexible access to nearly all values residing in the Workforce Information Database.

Statewide occupational licensing data for 2010 has been collected. All related licensed occupation WIDb tables will be populated with the new licensing information in PY 2010. The data will also be submitted to the America's Career Information website by the end of calendar year 2010.

2. Produce and disseminate industry and occupational employment projections

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Michigan completed its statewide short-term industry and occupational projections with a base period of second quarter 2009 and a forecast period of second quarter 2011. Michigan long-term industry and occupational forecasts from 2008 to 2018 were also completed. These were developed using the methodology, software tools and guidelines developed by the respective Short and Long-Term Forecast Consortiums and the MicroMatrix User's Group. The related ETA short-term and long-term forecast files were transmitted to the Projections Workgroup prior to the June 30, 2010 deadline. Related Workforce Information Database tables were also updated with these new forecasts.

The statewide long-term (2008 - 2018) forecast data and tables, as well as the statewide short-term (2009.q2 - 2011.q2) forecasts, were published and accessible on our LMI website on July 1, 2010.

3. Publish an annual economic analysis report for the governor and the SWIB

Michigan produced and published the reports below for the use of the Governor's office, the Council of Labor & Economic Growth (CLEG), and senior leadership of the Department of Energy, Labor & Economic Growth. Workforce Information grant funds were used directly and in combination with leveraged funding from other sources to produce these products.

- **Michigan Economic and Workforce Indicators – Summer 2010**

This economic indicator publication provides a biannual update on a variety of economic, employment, innovation, and workforce indicators. It is designed to deliver time-series analysis and comparative data with competitive states and regions. Indicators in this edition included employment and industry job measures, Michigan Jobs Lost and Gained during the Recession, Healthcare Employment Trends, Motor Vehicle Employment and Production, Per Capita Personal Income trends, Jobs in High-Tech Industries, Michigan Export Related Manufacturing Jobs, College Graduate/Tech Degree trends, and a summary of the Michigan Regional Green Jobs report.

- **Michigan Economic and Workforce Indicators - Winter 2010**

The Winter 2010 edition of the economic indicator report focused on several measures of the impact of the national recession, such as unemployment rates and job loss. It also highlighted analysis of indicators such as labor force demographics, job trends by size of firm, educational attainment of the workforce, migration patterns of young knowledge workers, and patents, among others.

4. Post products, information, and reports on the Internet.

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The Michigan LMI website is based on the Workforce Informer platform. Key features of the website are the ability to perform queries of the Workforce Information Database via the Data Explorer feature, produce customized profiles or comparisons of Michigan regions or detailed occupations, obtain employer contact information for a job search, or review information on training providers and training programs.

The site is loaded with current economic indicators on Michigan and the state's metro areas, counties, and cities. The site also contains many of DELEG's workforce information publications. Customers are able to access and customize information in a dynamic and interactive environment. Links to resources for career and economic information continue to be added.

LMISI continued to work on design changes to the labor market information website. A graphic was added to the home page, and the "What's New" section of the home page was reorganized and populated with short narrative descriptions of publications.

Michigan devoted significant staff time towards maintaining the quality and accuracy of the LMI website, and planning for alternatives for website hosting due to the pending loss of the current website vendor.

Many products were posted to the site during PY 2009. Examples include:

- Michigan Green Jobs Report – A Regional Analysis
- Michigan Economic and Workforce Indicators – Summer 2010
- Michigan Economic and Workforce Indicators – Winter 2010
- MiDash
- Michigan 2018 Employment Forecasts
- Michigan Hot 50 Jobs Brochures
- Annual Planning Information Reports – PY 2009
- An update to the MI-CAR career exploration site
- Local Employment Dynamics Updates
- Occupational Wages 2009
- WARN Notices 2009-2010
- Michigan Industry Highlights monthly analyses
- LAUS and CES monthly data updates
- DELEG Michigan and Regional Labor Force Trend Press Releases
- QCEW quarterly data updates
- Mass Layoff Analysis

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- o Michigan's Labor Market News
- o Michigan's Talent Bank Job Seeker Summaries

There were over 400,400 total visits to our website www.michigan.gov/lmi in PY 2009. During PY 2008, the site registered 394,000 total visits. This represents an increase of nearly two percent from PY 2008 to PY 2009.

5. Partner and consult on a continuing basis with workforce investment boards and key economic development partners and stakeholders

LMISI used a variety of means of consultation/communication with the Governor's office, DELEG leadership, the state workforce board, and local workforce board directors.

- LMISI provided technical assistance for the Governor's office and senior DELEG executive staff. Examples include:
 - o Produced for the Governor's office an analysis of simulations of upcoming workforce information indicators
 - o Provided the Governor's office and the Governor's press secretary with a summary of labor force statistics and trends on a monthly basis
 - o Produced two editions of the **Michigan Economic and Workforce Indicators** publication for use by the Governor's office and senior DELEG leadership
 - o The Governor's office made extensive use of the **Michigan Green Jobs Report 2009**. The Governor's green job initiative made significant ongoing use of the data; and the DELEG deputy director published an op/ed article in the Detroit Free Press that also highlighted the study.
 - o Produced information for the DELEG Deputy Director that could be used to assist in the evaluation of the employment outcomes of Michigan residents receiving training under the No Worker Left Behind program. This research effort has continued into PY 2010, and may involve the use of wage record data to track trainee outcomes.
 - o Responded on a frequent basis to urgent data and information requests from senior DELEG management.

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- LMISI also worked with the state and local workforce boards to receive consultation and input on workforce information services and to provide technical assistance and support on their information needs.
 - The bureau director attended quarterly meetings of the Council for Labor & Economic Growth (CLEG), the state workforce board. CLEG subcommittees were offered ongoing workforce information assistance.
 - Additional consultation with CLEG on their workforce information needs occurred via a conference call in August 2009 and a meeting in September 2009.
 - The bureau director attended Michigan Works! Association Director Council meetings. These sessions are attended by local WIB directors, and information is provided on current DELEG LMI initiatives. The sessions provide consultation opportunities, as input was received from the local WIB directors on their information needs.
- LMISI regional economic analysts consult closely with local Michigan Works! workforce agency directors on their workforce information needs. These economic analysts are physically located in Michigan Works! service centers so they are an integral part of the local strategy for service delivery. Examples of these consultation services to local workforce boards by LMISI regional staff include:
 - Regional staff prepared and distributed monthly regional employment updates to local workforce boards. These releases were provided electronically to workforce board directors, board members, and partner agencies. They were also at times distributed at board meetings with regional staff available to respond to questions. One local board posts this monthly regional update prominently on their website home page.
 - Regional and central labor market analyst staff provided ongoing consulting assistance to Workforce Development Boards.
 - LMISI has collaborated for over a decade with the Capital Area Michigan Works! workforce board in the presentation of an annual conference on key local workforce information issues. This year, our regional analyst worked with Capital Area Michigan Works! staff to develop a substantial amount of research and analysis and assisted in the presentation of research results at the following regional conference:
 - Presented *Creative Thinkers: The Future of Lansing's Creative Economy*, an extensive report on jobs in professional and scientific services in the Lansing Region for the Capital Area Michigan Works! annual Labor Market Information seminar. The DELEG regional economic analyst assisted with the data collection and analysis for the written report, and the presentation of the research at the conference. The audience consisted of various professionals from area businesses and educational institutions as well as workforce and economic developers.

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- LMISI regional and central office staff generated a variety of information products and provided technical assistance and consulting services to local workforce boards and other key partners in business, education, and economic development. Examples include:
 - One of the major workforce initiatives launched by the Department of Energy, Labor & Economic Growth was the **No Worker Left Behind** training program. The program exceeded its goals by enrolling over 130,000 workers in funded training in under three years. Workers needed to pursue training in high-demand occupations. LMISI assisted Michigan Works! agencies in developing lists of in-demand occupations by providing workforce information on specific regional occupations.
 - Numerous presentation or training sessions were targeted to local workforce boards or workforce development audiences, including the City of Detroit, Macomb-St. Clair, Oakland County, Capital Area, Calhoun, Career Alliance, Region 7B, and more.
 - Consulted with the Southeast Michigan Works! Agencies Coalition, Career Transition Workgroup, to understand and develop products and training to meet the information needs of Michigan Works! case workers and business service representatives.
 - Another major workforce initiative of the department was the ongoing promotion of employer-led, sector-specific **Regional Skills Alliances** (RSAs) and **Sectoral Skills Alliances** (SSAs). LMISI regional staff provided workforce information support to several of these alliances, who are often evaluating trends in detailed sub-industries or comparing local economic indicators with neighboring regions. Regional staff have provided ongoing technical assistance or served on steering committees for some of these alliances.
 - Regional staff utilized the Local Employment Dynamics On-the-Map tool to provide profiles of the regional labor supply to economic developers and workforce professionals. These analyses illustrate commuting flows of residents and workers and the demographics, income levels, and industry distribution of workers in customized geographic areas.
 - Regional staff produced industry profiles for local workforce boards that were used for business attraction efforts. These profiles highlighted industry-specific information on job trends and wages, workforce and labor supply indicators, and employment forecasts and wages for key occupations.
 - LMISI staff assisted local boards and state staff with economic and workforce data for use in grant applications.

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- Presentations and training sessions on a wide variety of labor market topics were delivered to over 1,200 attendees during PY 2009.
- During PY 2009, the bureau's Labor Market Analysis Section recorded over 13,500 labor market information contacts. This included responding to specific labor market information requests or providing informational documents via email and other media. Some of these requests involved basic dissemination of labor market indicators such as employment and unemployment, occupational wages, industry employment, occupational outlook, state and local career trends, and occupational skills information. Many others required much more in-depth data production and analysis, or consulting with customers on the application and use of workforce information.
- LMISI also produced information products targeted specifically for local workforce board strategic planning needs or for the use of local board staff or service center clients. Examples of these products include:
 - Produced **Annual Planning Information – PY 2009** reports for each of 25 local Michigan Works! agencies. These customized documents provide information and analysis on key local economic, demographic, and labor market indicators. They are utilized by workforce boards to develop annual plans, grants, service center program plans, environmental scans, local demand occupation lists, and in strategic planning. The reports were provided in electronic and print format and made available to all users via the labor market information website.
 - Developed an electronic product for local boards that will include all of the statistical planning data previously published in the **Annual Planning Information** reports. The development work began in PY 2009, and the initial delivery of the product is slated for the fall of 2010, followed by quarterly updates.
 - Distributed **Michigan's Hot 50 Jobs** brochures and posters to all Michigan Works! service centers. This publication presents information on Michigan occupations that will have long-term growth potential over the next ten years, significant levels of annual job openings, and above average hourly wages. The brochure is intended to provide valuable career information to jobseekers as well as students.
 - Twice annually, multiple copies of the **Analyst Resource Center Employer Database** were supplied to service centers of Michigan Works! agencies that have signed license agreements. These databases supply valuable employer contact information for the use of jobseekers in the local service centers.
 - The **Michigan Talent Bank Job Seeker Summaries** were produced quarterly for all 25 Workforce Development Boards and loaded on the DELEG labor market information website. This product provides boards with information on the occupational and

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educational distribution of Talent Bank job applicants in each Michigan Works! region. This provides local boards a tool to shed light on the characteristics of the available regional labor pool. An occupational distribution of job orders in the Michigan Talent Bank by workforce board region was also provided.

6. Conduct special studies and economic analyses

Information grant funds were used directly and in combination with leveraged funding from other sources to produce these products.

- Michigan received a national award from the Workforce Information Council (WIC) for the research report **Michigan Green Jobs Report 2009**. This DELEG study received the national **2010 Product/Service Award for Economic & Demographic Research**, as part of the national WIC annual competition. This report was the second of its kind in the nation, and provided the first estimate of the number of Michigan green jobs based on a comprehensive employer survey. The report presented information on the industry and occupational sources of green jobs, and also used additional LMI resources and administrative data to shed light on green job growth trends, wages, and career ladders.
- Michigan's experience in conducting one of the first employer surveys to measure green jobs and the comprehensive nature of our written analysis provided opportunities during PY 2009 to share these experiences in a number of forums:
 - The LMISI director and staff attended the **WIC Green Jobs Study Group** session in San Diego in July 2009. Michigan provided input to representatives from the Bureau of Labor Statistics and state workgroup members, who were charged with developing a proposal on how the national employment statistics system can effectively define and measure the number, types and characteristics of green jobs.
 - The LMISI director and staff contributed to a **LMI Training Institute webinar** in November 2009 on the topic of conducting green job employer surveys. This national webinar was designed to provide best practice information for the many states embarking on ARRA-financed Green Job grant projects that included green job surveys. The webinar included information from Michigan and California on their green job survey techniques.
- DELEG also produced a follow-up regional companion study to this report, entitled **Michigan Green Jobs Report: A Regional Analysis**. This detailed study presented the results of the green jobs employer survey for five Michigan regions. It provided the first detailed profile of the key industry and occupational sources of green jobs in each Michigan region, and provided cross-regional comparisons of the green economy.

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- **Michigan Economic and Workforce Indicators – Summer 2010** - This economic indicator publication provides a biannual update on a variety of economic, employment, innovation, and workforce indicators. It is designed to deliver time-series analysis and comparative data with competitive states and regions. Indicators in this edition included employment and industry job measures, Michigan Jobs Lost and Gained during the Recession, Healthcare Employment Trends, Motor Vehicle Employment and Production, Per Capita Personal Income trends, Jobs in High-Tech Industries, Michigan Export Related Manufacturing Jobs, College Graduate/Tech Degree trends, and a summary of the Michigan Regional Green Jobs report.
- **Michigan Economic and Workforce Indicators - Winter 2010** - The Winter 2010 edition of the economic indicator report focused on several measures of the impact of the national recession, such as unemployment rates and job loss. It also highlighted analyses of indicators such as labor force demographics, job trends by size of firm, educational attainment of the workforce, migration patterns of young knowledge workers, and patents, among others.
- Produced a new LMI electronic dashboard product, entitled **MiDash**. This monthly spreadsheet product, available on the LMI website, provides an interactive, at-a-glance summary of labor market and economic indicators in Michigan. Users can select specific geographic areas and display labor force and industry trends over time. Data and graphics are dynamically displayed. Additional datasets include online job vacancies, mass layoffs, auto production, the Michigan retail index, and more.
- LMISI purchased access to the detailed Conference Board's **Help Wanted On-Line** tool for Michigan. Research began on evaluation of the job vacancy database, with a focus on developing products for workforce boards and others that provide a real-time snapshot of the characteristics of job openings in local regions.
- **MI-CAR**, Michigan's Career Automated Researcher, is a free, career exploration and planning website designed especially for Michigan students. It provides information on over 850 occupations, O*NET Interest Profiler and Work Importance Profiler assessment tools, access to over 300 career videos, and the latest wage and forecast data available from LMISI. In early 2010, a new feature was added to provide MI-CAR users with information on postsecondary education and training providers that offer instructional programs related to their selected occupation. A feature that displays jobs related to the selected occupation for which Michigan employers are hiring will be added in late 2010.
- LMISI populated the Skills Projection Database with occupational forecasts for Michigan and all forecast regions. This allowed for the production of skills gap analyses which were utilized in a number of presentation modules.
- The **Michigan's Hot 50 Jobs** brochure and poster were widely distributed to Michigan intermediate school districts, community colleges, and universities. A substantial supply was also sent to all 25 local workforce boards, and to selected state government agencies.

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- Published a monthly workforce information newsletter, **Michigan's Labor Market News**. This publication presents data and narrative on Michigan and metro area employment and unemployment trends, as well as job changes by industry sector. It also includes short analytical articles on a variety of labor market topics.
- Two press releases were issued for each month of the program year. One release focused on the State of Michigan, providing analysis to the media and the public on the state employment, unemployment, and unemployment rate trends and significant movements in payroll jobs. The second monthly release presented similar information for Michigan's 17 regional labor markets. The releases focused on employment trends both over the month and over the past year. LMISI central office and regional staff provide expert analysis to supplement these press releases via numerous interviews with print and electronic media.
- LMISI generated **Michigan Teen Summer Job Outlook** forecasts for the summer of 2010. These were issued to the media via a department press release.
- LMISI staff developed customized presentation modules targeted at customer groups such as Workforce Board members, workforce board staff, employers, educators, and economic developers. Other sessions were designed to deliver career and occupational information to clients of Michigan Works! service centers and high school or community college students. Over 1,200 persons attended these presentation sessions during PY 2009. Examples of these presentation topics include:
 - Michigan and Southeast Michigan Employment Situation 2009
 - Workforce Information: How Can it Assist in Business Development?
 - Creative Thinkers: Future of Greater Lansing's Creative Economy
 - Michigan's Green Jobs Report
 - Michigan Green Jobs Survey Methodology
 - Economic Benefits of Education and Tools for Job Search
 - Economic Profile of the Transportation Industry in Flint
 - Labor Market Snapshot of Michigan Women in the Economic Downturn
 - LMI Website Training for Workforce Board Staff and Partners
 - Future Economic Trends – Michigan 2008-2010
 - State and County Unemployment Rates – How Are These Produced?
 - Local Employment Dynamics – New Regional Indicators
 - Current Trends and Outlook for Jobs in Detroit & Southeast Michigan
 - Workforce Board Presentations on Regional Labor Market Trends

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7. Comply with BLS Cooperative Agreement deliverables

Each deliverable from the five BLS program (CES, LAUS, MLS, QCEW and OES) were met per the prescribed delivery schedule and at the quality levels. CES, OES and QCEW programs were evaluated by the regional BLS office and found to be in compliance. An internal state audit also found LMISI to be in compliance with program requirements and in support of all federal grant directives policies and procedures.

PROGRAM IMPROVEMENT PLANS FOR FY2011

- Restructure bureau operations given the major modifications to the BLS programs and associated funding. Focus on BLS program cost to delivery products and sufficient tools and training to conduct business.
- Grow the breath and scope of the research and analysis organization. Undertake three new projects for 2011
 - Conduct the 2nd Michigan Green Job Survey and Report
 - Tri-State Auto Transformation Report
 - On-Line Jobs In Demand
- Develop a relationship with the University of Michigan to enhance the Bureau's technical skills and leverage University resources.

CHALLENGES FOR FY 2011

- Manage bureau expenses and resources to budget levels without compromising product and service quality, performance or timeliness of responses. Meet all contractual and state required deliverables.

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- As LMISI moves to enhance its research and analysis capability to meet changing state need sand competitive challenges, the bureau must upgrade its workforce skills and tools to be successful. In addition, LMISI needs to address resources in light of the changing BLS and ETA strategic shifts in program content.
- LMISI staff demographics are such that many key personnel have/are retiring, necessitating a significant effort be undertaken to recruit and train replacement staff and insure knowledge, quality and performance levels are maintained.