

FY 2009 Annual Program Performance Measures

DEPARTMENT: MICHIGAN DEPARTMENT OF ENERGY LABOR & ECONOMIC GROWTH

APPROPRIATION UNIT: Sec. 112, Workforce Development

PROGRAM: Bureau of Labor Market Information & Strategic Initiatives

TIMELINE: October 1, 2008 through September 30, 2009

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

LEGAL BASIS

PA 245, 2008

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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 information requests

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- Specific Objectives

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

PROGRAM EFFECTIVENESS AND EFFICIENCY (current year)

1. Continue to 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 January 2007 was collected and loaded into related WIDb tables. All related licensed occupation WIDb tables were updated and submitted to the America's Career Information website by August 2008.

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2. Produce and disseminate industry and occupational employment projections

Michigan completed its statewide short-term industry and occupational projections with a base period of second quarter 2008 and a target of second quarter 2010. Sub-state long-term industry and occupational forecasts from 2006 to 2016 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 forecast files were transmitted to the Projections Workgroup prior to the June 30, 2009 deadline. Related Workforce Information Database tables were also updated with these new forecasts.

The sub-state long-term (2006 - 2016) forecast tables and reports, as well as the statewide short-term (2008.q2 - 2010.q2) forecasts were published on the LMI website in March 2009 and July 2009, respectively.

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's Economic and Workforce Indicators – Winter 2009**

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, Business Employment Dynamics, Gross Domestic Product by Industry, Workforce Education, Engineering and Scientific Occupations, Migration of Young Knowledge Population, Industrial R&D, Patents, and Venture Capital.

- **Michigan Green Jobs Report 2009**

Michigan was the second state in the nation to conduct a comprehensive employer survey to measure the number of green jobs in the state economy. The **Michigan Green Jobs Report 2009** utilized these survey results along with additional analytical data to provide the first complete analysis of Michigan green job levels, trends, industry and occupational characteristics, wage rates, educational requirements, career ladders, and skill sets. The report was disseminated to 1,400 participants at the "Green Today, Jobs Tomorrow" statewide conference in May 2009. The report specifically supports the Governor's Green Job Initiative, and the research results were highlighted by Michigan Governor Jennifer M. Granholm in a weekly radio address.

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4. Post and expand content of products, information, and reports on the Internet.

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.

Many products were posted to the site during PY 2008. A few examples include:

- Michigan Green Jobs Report 2009
- Michigan Economic and Workforce Indicators – Winter 2009
- Measuring the Global Competitiveness of Michigan's Workforce
- MI-CAR website
- Michigan 2016 Employment Forecasts
- Michigan Career Outlook Brochures
- Local Employment Dynamics Updates
- Occupational Wages 2007
- WARN Notices 2008-2009
- Michigan Industry Highlights Analysis
- Mass Layoff Analysis
- Michigan's Labor Market News
- Michigan's Talent Bank Job Seeker Summaries

There were over 394,000 total visits to our website www.michigan.gov/lmi in PY 2008. During PY 2007, the site registered 330,000 total visits. This represents an increase of over 19% from PY 2007 to PY 2008.

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

Michigan uses a variety of means of consultation/communication with the state workforce board and local workforce board directors.

- The LMISI director attends all quarterly meetings of the state workforce board, the Council of Labor & Economic Growth (CLEG)
- LMISI consulted with the CLEG Accelerating Re-employment/Workforce Systems committee to get feedback on LMI products and services. LMISI met with this committee via conference call in August 2008 and presented examples of numerous workforce information products/services and received feedback on their usefulness and how access to these products can be enhanced. A similar session was held with the full CLEG board in September 2008.
- 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.
 - 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 annual conferences 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 the research results at two regional conferences:
 - *After the Recession, Now Where Are The Workers?* A research report was published on regional demographic shifts and potential future workers shortages in the Lansing metro area. The purpose of the report was to educate community leaders about the impact of an aging workforce on future business in the area. The study results were released at the conference and attracted over 125 attendees from the workforce board, education, local economic development agencies, and private business.
 - *Shades of Green* This study built on the **Michigan Green Jobs 2009** report and examined the topic of green jobs in the Lansing metro area. The purpose of the study was to estimate the impact of the green economy in the local region, and to develop a baseline for future study on the topic as it relates to workforce and economic development. A luncheon

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presentation of the research on Capital Area green jobs was delivered to approximately 150 attendees. The audience was comprised of individuals largely from economic development, workforce development, education, business and media.

- 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:
 - A statewide webinar, *LMI: What Can It Tell You About Local Workforce Trends?* was held for over 350 local workforce agency staff members in September 2008. The session introduced information on career and labor market resources and how they can be utilized on-the-job by front-line workforce staff.
 - LMISI prepared a comprehensive 25-page *Economic and Labor Market Analysis* document that was incorporated into the Michigan two-year strategic planning document required by the U.S. Department of Labor.
 - LMISI regional staff participated in a workgroup, which included Michigan Works! staff, regional training providers, and area non-profit organizations, to provide information and assistance to 1,000 hourly and salaried workers affected by a major General Motors plant closure in Wyoming (Grand Rapids) Michigan. Our regional analyst supplied customized information on the local job outlook and average wages for available jobs, and supplied the on-site resource room with relevant LMI publications.
 - Staff continued to provide ongoing information support to *Regional Skills Alliances* throughout the state, including sector alliances in IT, Health care, Construction, Manufacturing, and the Plastics industry. Analysis of industry job trends, business establishment information, labor supply and commuting patterns, and wage rates are examples of the types of information support provided.
 - An LMISI regional analyst was invited to speak at the 2008 United Auto Workers Region 1D Annual Leadership Retreat. Two presentation/training sessions were provided. The first session provided an overview of the state economy, highlighting job losses in UAW industries, wage trends in UAW industries, and industry forecasts for all industries. The second session provided training for UAW servicing representatives in LMI websites and information resources.
 - Regional staff assisted a local university in the development of regional industry job information for defined “sectors” such as information technology. The goal of the project was to assist the regions in identifying and targeting services towards the “knowledge economy”.
 - An LMISI regional analyst developed an informational display area in one Great Lakes Bay Michigan Works! service center. This display brought together several LMI resources in one, well-organized, visible spot. This display services job seekers who are researching careers or meeting with service center staff.

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- Staff assisted community colleges in curriculum development by supplying forecast information on occupational demand and labor supply. Community colleges are attempting to align program offerings with occupational areas or industry sectors likely to be in demand.
 - Regional staff provided consulting assistance to local workforce boards attempting to revise their lists of “in-demand” occupations for the Michigan *No Worker Left Behind* program.
 - Local workforce board directors in Southwest Michigan worked with our regional analyst in data development on migration patterns, the educational attainment of area residents, and local poverty indicators.
 - Regional staff assisted a local workforce board in developing a template of regional economic and workforce indicators. This template will be used by business service staff in responding to potential business attraction or retention opportunities.
- 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:
 - **Michigan’s Career Outlook 2014 brochures** – Data was developed from the regional 2014 occupational forecasts to update the content of this career information for Michigan and 18 regions in the state. These brochures provide information on high-growth rate occupations, occupations that supply large numbers of annual job openings, and high-growth occupations requiring different levels of education and training. These brochures were supplied to all local workforce board resource rooms in November 2008.
 - Produced **Annual Planning Information** 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 majority of the report content was completed by July 2009, and reports were to be delivered by fall 2009 to all local workforce boards in print and electronic format. Report content will also be accessible to other users via the labor market information website.
 - **Michigan’s Hot 50 Jobs Brochure** – Work began during PY 2008, but was not completed, on the update of this publication. It highlights Michigan occupations that will have long-term growth potential, significant annual job openings and high average hourly wages over the next ten years. The brochure is intended to provide valuable career information to students in high school, vocational and community colleges as well as jobseekers. The product will likely be distributed to local workforce boards and school districts in the fall of 2009.

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- 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 Penetration Reports** were provided quarterly to all 25 Workforce Development Boards. This product provides boards with information on the share of businesses in their region utilizing the Michigan Talent Bank labor exchange system. It serves as an indicator of the WIB's degree of penetration in the employer market and provides comparisons with other local boards.

6. Conduct special studies and economic analyses

- A major study was completed by LMISI on Michigan green jobs and the green economy. Michigan was the second state in the nation to conduct a comprehensive employer survey to measure the number of green jobs in the state economy. The **Michigan Green Jobs Report 2009** utilized these survey results along with additional analytical data to provide the first complete analysis of Michigan green job levels, trends, industry and occupational characteristics, wage rates, educational requirements, career ladders, and skill sets. The report was disseminated to 1,400 participants at the "Green Today, Jobs Tomorrow" statewide conference in May 2009. The report specifically supports the Governor's Green Job Initiative, and the research results were highlighted by Michigan Governor Jennifer M. Granholm in a weekly radio address.
- LMISI completed a third edition revision of the economic indicator project, **Michigan's Economic and Workforce Indicators – Winter 2009**. This publication supplies senior department leadership and the Governor's office with 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, Business Employment Dynamics, Gross Domestic Product by Industry, Workforce Education, Engineering and Scientific Occupations, Migration of Young Knowledge Population, Industrial R&D, Patents, and Venture Capital.
- The report **Southeast Michigan's 21st Century Workforce: Regional Labor Market Trends and Forecasts** was prepared for the Southeast Michigan Works! Agency Coalition. It provided an in-depth analysis for a seven-county Michigan region on recent labor market trends, identification of competitive advantage and competitive employment performance sectors, information on regional labor supply from the Local Employment Dynamics program, long-term job outlook for regional industries and occupations, and information on key skills, knowledge, and work activity gaps.

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- LMISI provided information support on a continual basis to the Governor's office and DELEG executive staff.
 - LMISI prepared county or regional profiles on multiple occasions for the Governor's office and other users
 - Information on employment and unemployment trends was frequently provided to the Governor's office as briefing material used in events around the state.
 - A document was prepared for the Governor's office on trends in the Michigan auto sector from 2000-2008.
 - A detailed briefing document was prepared for DELEG senior management on Michigan's unemployment situation, the characteristics of the unemployed, auto and manufacturing job trends, the impact of national recessions on the state economy, and Michigan occupations with a positive long-term job outlook for high-skill and mid-skill workers.
- LMISI published on a monthly basis the **Michigan Labor Market News**. This print and web-based report provides information on the state's labor market and industry trends, as well as trends in the state's metro areas and regions. It also provides short articles on a variety of economic and 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 2009. These were issued to the media via a department press release.
- Bureau staff responded to 9,500 requests for workforce information during PY 2008. Some of these requests involved basic dissemination of labor market indicators such as employment and unemployment, wage, 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 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 1,300 persons attended these presentation sessions during PY 2008. Examples of these presentation topics include:

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- Occupational Outlook and Green Jobs in Michigan
 - After the Recession: Where Are the Workers in the Capital Area Region?
 - LMI: What Can it Tell You About Local Workforce Trends?
 - Tools and Websites Useful for Measuring Labor Supply
 - Shades of Green: Green Jobs in the Capital Area
 - Occupational Outlook in the Grand Rapids Metro Region
 - Labor Market Information: A Source for Organized Labor
 - Job Trends in Finance and Insurance
 - Recent Unemployment Trends in Michigan
 - Future Economic Trends: Michigan 2006-2016
 - A Look at the Muskegon Area Labor Market
 - Local Wage Trends
 - Where are the Jobs? Southeast Michigan Job Outlook
 - LMISI Products and Services
 - LMI Website Training for Business Service Staff
 - Workforce Information Resources & LMI Website Training
 - Workforce Board Presentations on Regional Labor Market Trends
- Produced quarterly customized **Michigan Talent Bank Job Seeker Summaries**, which provide demographic detail on the applicant pool for all 25 Michigan Works! agencies. Workforce boards were provided with customized data for their region on the number of Talent Bank applicants by occupation, the occupational distribution, as well as information on the educational attainment of applicants. State data was also supplied for comparison. In addition, information was supplied on the occupational distribution of Michigan Talent Bank job orders. These profiles were also provided to the public on the DELEG labor market information website.

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PROGRAM IMPROVEMENT PLANS FOR FY2010

- Improve the bureau's operating efficiency by 5%. 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 four new projects for 2009
 - Green Job Initiative – Regional Analysis
 - Auto Transformation Report
 - On-Line Jobs In Demand/Vacancies
 - Dashboard Reporting of Workforce and Economic Data

- Develop and implement a marketing plan to increase awareness and use of LMISI's products and services to current and new customers.

CHALLENGES FOR FY 2010

- 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.

- As LMISI moves to enhance its research and analysis capability to meet changing state and competitive needs, 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 are eligible for retirement. A significant effort to address succession planning is needed to insure knowledge, quality and performance levels are maintained.