Labor Market Information (LMI) as an Asset for Economic Development & Business Engagement

Presented by the U.S. Department of Labor, Employment and Training Administration
Today’s Objectives

- Come to this session to see how three LMI offices are converting data into actionable information and tools for their workforce and economic development customers.
  - How do they help workforce development staff and their business customers use the information and understand where it comes from?
  - What data are they using and where did it come from?
  - What factors have enabled these states to develop their capacity?
Today’s Agenda

- Introduction: History of LMI in Workforce Development
- Partnering in Michigan. Jason Palmer
- Visualization and Beyond in Utah. Carrie Mayne
- Innovating in Washington. Cynthia Forland
The History of LMI in Workforce Development in 5 Minutes or Less . . .

- The Morrill Act of 1862
- The Bureau of Labor Statistics
- The Wagner-Peyser Act 1933
- Federal Job Training Programs and the Workforce Innovation and Opportunity Act (WIOA)
20 CFR 678.430(a)(6): LMI for businesses

https://www.govregs.com/regulations/title20_chapterV_part678_subpartB_section678.430

(6) Provision of workforce and labor market employment statistics information, including the provision of accurate information relating to local, regional, and national labor market areas, including -

(i) Job vacancy listings in labor market areas;

(ii) Information on job skills necessary to obtain the vacant jobs listed; and

(iii) Information relating to local occupations in demand and the earnings, skill requirements, and opportunities for advancement for those jobs;
Guidance & Specific TA

WorkforceGPS: LMI Central

- Resources & Announcements [https://lmi.workforcegps.org/](https://lmi.workforcegps.org/)
- The Bureau of Labor Statistics' Advisory Committee Meetings and Activities [https://lmi.workforcegps.org/announcements/2016/05/09/10/16/BLS_Technical_Advisory_Committee](https://lmi.workforcegps.org/announcements/2016/05/09/10/16/BLS_Technical_Advisory_Committee)
Michigan
In Michigan, workforce development and LMI have a unique relationship . . .

I don’t work for a workforce or economic development agency!

But . . . they are both some of my most important customers!

I report to the DTMB Chief Deputy and to the State Budget Director. This arrangement has some challenges and some benefits.

My Department is focused on customer service, accountability, employee engagement, and innovation.
So, How Does It Work?

We negotiate an annual memorandum of understanding.

The process has supported high-quality, creative results. And, while we build flexibility into this process, it still requires careful thought and focus.
Happy Employees = Happy Customers

From a cultural perspective, the process has many benefits . . .

We focus on our customer.
We are allowed to innovate.
We engage our employees.
We are held accountable.

Dr. Leonidas Murembya receives an “Excellence” Coin from Christine Quinn
Will This Work For Me?

If your LMI team is outside your agency ...

Give it a shot. It may take some time to develop the relationship. And, it takes resources!

Or, even if the team is in your agency ...

It may be worth a try. The process forces discipline for both Administrators and LMI Directors. Again, it takes time and resources!
What Comes Out of It?

Special Studies

Returning Citizens (2017)
Foreign Born (2017)
Veterans: An Update (2017)
Labor Supply and Demand (2017)
Apprenticeships in Michigan (2016)
Michigan’s Long-Term Unemployed (2015)
Employment and Occupations in the Skilled Trades (2015)
Flint City Demographic and Labor Market Profile (2015)
A Look at Science, Technology, Engineering, and Math Talent in Michigan (2014)
Youth and Young Adults and the Michigan Labor Market (2014)
Regional Prosperity Initiative: Labor Market Information Supplement (2013)
Michigan Industry Cluster Reports and Updates (2013)
Michigan Veterans: A Workforce Study (2013)
What Comes Out of It?

Regular / Occasional Products and Services

Online Job Demand Analysis and Snapshots
Annual Planning and Workforce Analysis Report
LMI Certification / Training Program
Fast Facts Portal
WDQI Whitepapers
Michigan Job Vacancy Survey
LMI Training / Certification Program

- Participants equally represent workforce development and economic development organizations.
- Fundamentals of economic, demographic, and workforce information and real-world applications.
- Program completers invited to join quarterly conference calls designed to increase two-way communication.
Annual Planning Information and Workforce Analysis Reports

- Designed for all 10 Prosperity Regions with WIOA State Plan and Regional Plans in mind.
- More than 30 tables of labor market, economic, and demographic data and over 20 slides of analysis. All tied to WIOA.
- Topics include: Population, Labor Force and Employment, Barriers to Employment, In-Demand Sectors and Occupations, Online Ads, Employment Projections, and more.
Fast Facts Portal and MIEconomy Mobile App

- Our Fast Facts Portal was developed under last year’s MOU. It continues to be a great resource.

- Our Key Labor Market and Economic Metrics is now a mobile application! Get instant access to the most current information and insights.
Utah’s LMI Shop

- Contained in the SWA along with WIOA, TANF, UI, Voc Rehab, Housing, Child Care, and Refugee Services

- Workforce Research and Analysis division collects and analyzes data, conducts research
  - External data—labor market information (BLS programs, Workforce Information Grant)
  - Internal data—federal reporting and ad hoc research on all SWA programs

- Our goal is to deliver our products and services in easily consumable formats for a wide array of customer groups
Addressing the needs of workforce development

Question: Is it true that teachers living in Utah border towns can cross the border to neighboring states and earn considerably higher salaries?

First Answer: Cost-of-Living and Wage Ratios for Elementary School Teachers (SOC 25-2021) in Mountain West Metros

![Cost-of-Living Index Ratio and Wage Ratio Diagram]
Better answer through collaboration and feedback

Cumulative and Ratio Analysis of Wages - Adjacent Counties in States Bordering Utah

[Graph showing cumulative difference for various comparisons]

https://public.tableau.com/profile/jeremias.solari#!/vizhome/CumulativeandRatioAnalysisofWages/CumulativeandRatioAnalysis
Addressing the needs of workforce development

- Question: What data can you provide to assist in the site selection process?

- First Answer:
  - Ad hoc responses pulled together in various formats
  - Data provided varied depending on which regional economist responded
  - Timeliness also varied depending on current workload
Better answer through collaboration and feedback
Addressing the needs of workforce development

- Question: How can our workforce development board conduct a macro-assessment of occupations in demand?
- First Answer:

<table>
<thead>
<tr>
<th>Welders, Cutters, Solderers, and Brazers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use hand-welding, flame-cutting, hand soldering, or brazing equipment to weld or join metal components or to fill holes, indentations, or seams of fabricated metal products.</td>
</tr>
</tbody>
</table>

**Occupation Outlook**

This occupation is expected to experience about average employment growth with a high volume of annual job openings. The need for replacements, rather than business expansion, is projected to make up the majority of job openings in the coming decades. Job prospects should be good for welders trained in the latest technologies. However, welders who do not have up-to-date training may face strong competition for jobs.

**Wages**

<table>
<thead>
<tr>
<th>Area Name</th>
<th>Hourly Inexperienced</th>
<th>Hourly Median</th>
<th>Annual Inexperienced</th>
<th>Annual Median</th>
<th>On the Job Training</th>
<th>Education</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cache</td>
<td>$13.24</td>
<td>$16.53</td>
<td>$27,940</td>
<td>$35,210</td>
<td>Moderate-term on the job training</td>
<td>High school diploma or equivalent</td>
<td>None</td>
</tr>
<tr>
<td>Central Utah</td>
<td>$16.72</td>
<td>$23.06</td>
<td>$32,710</td>
<td>$47,960</td>
<td>Moderate-term on the job training</td>
<td>High school diploma or equivalent</td>
<td>None</td>
</tr>
<tr>
<td>Eastern Utah</td>
<td>$14.50</td>
<td>$21.77</td>
<td>$30,150</td>
<td>$45,280</td>
<td>Moderate-term on the job training</td>
<td>High school diploma or equivalent</td>
<td>None</td>
</tr>
<tr>
<td>Ogden-Clearfield Metro</td>
<td>$13.60</td>
<td>$17.83</td>
<td>$26,290</td>
<td>$37,090</td>
<td>Moderate-term on the job training</td>
<td>High school diploma or equivalent</td>
<td>None</td>
</tr>
<tr>
<td>Provo-Crem</td>
<td>$11.69</td>
<td>$16.83</td>
<td>$24,320</td>
<td>$35,010</td>
<td>Moderate-term</td>
<td>High school</td>
<td>None</td>
</tr>
</tbody>
</table>
Better answer through collaboration and feedback

http://jobs.utah.gov/wi/data/occupation/occupationdash.html
In Washington, the LMI shop is in the SWA and is responsible for:

- BLS current labor force statistics programs
- ETA’s Workforce Information Grant
- Operational and performance data and analysis for UI and One-Stop systems
- In-depth research and program evaluation
Need for Real-Time Information

- State Board for Community and Technical Colleges (SBCTC) asked for information on real-time employer demand
- Subscribed to The Conference Board’s Help Wanted OnLine/WANTED Analytics
- Consulted with SBTC in developing monthly reports on top employers, occupations, skills and certifications
## Top 25 occupations advertised online

Washington state, July 2016


<table>
<thead>
<tr>
<th>Rank</th>
<th>SOC</th>
<th>Title</th>
<th>All job postings¹</th>
<th>New job postings²</th>
<th>Average annual wages</th>
<th>Median annual wages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>29-1141</td>
<td>Registered Nurses</td>
<td>9,459</td>
<td>3,583</td>
<td>$81,705</td>
<td>$74,061</td>
</tr>
<tr>
<td>2</td>
<td>15-1132</td>
<td>Software Developers, Applications</td>
<td>8,336</td>
<td>2,120</td>
<td>$123,894</td>
<td>$113,271</td>
</tr>
<tr>
<td>3</td>
<td>15-1199</td>
<td>Computer Occupations, All Other</td>
<td>4,929</td>
<td>1,657</td>
<td>$83,015</td>
<td>$72,127</td>
</tr>
<tr>
<td>4</td>
<td>53-3032</td>
<td>Heavy and Tractor-Trailer Truck Drivers</td>
<td>3,926</td>
<td>1,997</td>
<td>$46,391</td>
<td>$45,456</td>
</tr>
<tr>
<td>5</td>
<td>11-2021</td>
<td>Marketing Managers</td>
<td>3,854</td>
<td>1,154</td>
<td>$143,327</td>
<td>$139,654</td>
</tr>
<tr>
<td>6</td>
<td>41-2031</td>
<td>Retail Salespersons</td>
<td>3,366</td>
<td>1,425</td>
<td>$30,261</td>
<td>$22,918</td>
</tr>
<tr>
<td>7</td>
<td>41-1011</td>
<td>First-Line Supervisors of Retail Sales Workers</td>
<td>2,599</td>
<td>1,226</td>
<td>$46,785</td>
<td>$44,518</td>
</tr>
<tr>
<td>8</td>
<td>43-4051</td>
<td>Customer Service Representatives</td>
<td>2,576</td>
<td>1,304</td>
<td>$37,796</td>
<td>$35,986</td>
</tr>
<tr>
<td>9</td>
<td>21-1093</td>
<td>Social and Human Service Assistants</td>
<td>2,318</td>
<td>1,174</td>
<td>$35,231</td>
<td>$34,997</td>
</tr>
<tr>
<td>10</td>
<td>43-1011</td>
<td>First-Line Supervisors of Office and Administrative Support Workers</td>
<td>2,211</td>
<td>1,198</td>
<td>$58,748</td>
<td>$57,235</td>
</tr>
<tr>
<td>11</td>
<td>35-4061</td>
<td>First-Line Supervisors of Food Preparation and Service Workers</td>
<td>2,161</td>
<td>983</td>
<td>$37,674</td>
<td>$35,956</td>
</tr>
</tbody>
</table>
Occupational Tool

- User-friendly tool with local information by occupation, including:
  - Job description
  - Educational requirements
  - Wages
  - Employment trends (i.e., “in demand,” “balanced” and “not in demand”)
- Based on employment projections and online job postings
Occupational Tool

- Recently updated tool to:
  - Utilize clean, modern design
  - Recognize and adapt to mobile devices
  - Include maps

- Soft launch to stakeholders; incorporated feedback before “going-live”
Updated Look and Function

Select occupation to determine demand status in county:
Software Developers, Applications

Demand status (no color = not available)
- balanced
- in demand
- not in demand

Occupation: Software Developers, Applications
# Updated Look and Function

## Nursing Assistants

**In demand**

### Southwest Washington WDA: Clark, Cowlitz, Wahkiakum counties

Soc Code: 31-1014  
Updated: 7/27/2016

### Job description

Provide basic patient care under direction of nursing staff. Perform duties such as feed, bathe, dress, groom, or move patients, or change linens. May transfer or transport patients. Includes nursing care attendants, nursing aides, and nursing attendants. Excludes “Home Health Aides” (31-1011), “Orderlies” (31-1015), “Personal Care Aides” (39-9021), and “Psychiatric Aides” (31-1013).

### Education and training

According to the Federal Bureau of Labor Statistics (BLS), the typical level of education that most workers need to enter this occupation is: **Postsecondary non-degree award**. Additional training, experience, licenses or credentials may be required. Learn more at BLS.

### Pay

<table>
<thead>
<tr>
<th>Description</th>
<th>Average annual salary</th>
<th>Average hourly wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average annual salary</td>
<td>$25,547.00</td>
<td>$12.28</td>
</tr>
<tr>
<td>Average hourly wage</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Employment trends

<table>
<thead>
<tr>
<th>Description</th>
<th>Short-term trend</th>
<th>Growth</th>
<th>Long-term trend</th>
<th>Growth</th>
<th>Average annual growth rate (2014-2024)</th>
<th>1.7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated employment (2014)</td>
<td>2,059</td>
<td></td>
<td>Average annual total openings (2014-2024)</td>
<td>298</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Employment resources

- Find employers
- Search job openings at WorkSource

### Explore careers

Find out more about this occupation at CareerOneStop

---

**U.S. Department of Labor, Employment and Training Administration**
Any Questions?
Contact Information

For questions regarding the information in presentation, send an email to*: 

DOL.WIOA@dol.gov

*Please use Business Engagement as the subject line.
Thank you!