

**State of Ohio Annual Report**  
**One-Stop Workforce Information Grant Accomplishments**  
**July 1, 2007 – June 30, 2008**

This report is a summary of accomplishments by the State of Ohio in meeting the requirements of the PY 2007 grant.

**1. Continue to populate the Workforce Information Database with state and local data:** The Ohio Bureau of Labor Market Information (LMI) has been maintaining version 2.4 of the database this past year. Data are being reported for Ohio counties, economic development regions, One-Stops/workforce investment areas, metropolitan areas, the state and the nation. All core tables have been populated according to guidelines.

The database is maintained through an interface with the remote hosting service in conjunction with the Internet application (see #4 below). Many databases are updated monthly, while others are maintained quarterly, annually or biennially as appropriate.

Occupational licensing data for 2006 were sent to the National Crosswalk Service Center (NCSC) for posting on America's Career Information Network, posted on the Ohio Career Tabloid page of the LMI *Classic* website (<http://OhioLMI.com/Jobs/Careers.htm>); and loaded into the Occupational Supply/Demand System (OSDS at <http://occsupplydemand.org>). Occupational licensing data continue to be updated on an annual basis, rather than the required biennial basis.

In addition, LMI continues as the State Coordinator for the Integrated Postsecondary Education Data System (IPEDS), which is the human resource accounting system for the state and the collection system for structured training data for the Workforce Information Database. During the PY 2007, the LMI secured endorsement of the IPEDS surveys from the Ohio licensing board for career colleges and schools, which will lead to a major expansion of the IPEDS human resource accounting system in PY 2008 with the addition of approximately 190 new proprietary schools and colleges to the Ohio IPEDS surveys.

**2. Produce and disseminate industry and occupational employment projections:**

The employment projections were completed using the Projections Suite software provided by the Projections Managing Partnership. Extracts for the Workforce Information Database were created and loaded. Ohio continued as Technical Co-chair of the Technical Issues and Research Committee of the Projections Workgroup until a retirement in December 2007. Reports are available from the Projections page of the LMI *Classic* website (<http://OhioLMI.com/PROJ/Projections.htm>).

- a. Produced the short-term outlook, 3<sup>rd</sup> Quarter 2007 to 3<sup>rd</sup> Quarter 2009 and distributed according to procedures established by the Projections Managing Partnership (June 2008). The short-term projections are available at: <http://OhioLMI.com/proj/projections/ShortTermForecast.pdf>.
- b. Produced the long-term (2006-2016) job outlook for the state and distributed according to procedures established by the Projections Managing Partnership

- (June 2008). Long-term projections are available through the Ohio Workforce Informer data query (<http://OhioWorkforceInformer.org>).
- c. Long-term projections are central to many projects and information systems including *Ohio Health Care Employment: Labor Market Trends and Challenges*, *Ohio's Graying Labor Force: Aging through 2016*, the Ohio Skills Bank Data Tool at <http://OhioLMI.com/asp/sb/SkillsBank.htm>, the Ohio Career Information System (OCIS) at <http://www.ocis.org>, and the Occupational Supply Demand System (OSDS) at <http://occsupplydemand.org>. These projects are listed in section 6, below.
  - d. A related product that provides an overall outlook for employment for Ohio and each of the eight large metropolitan areas is the monthly *Ohio Leading Indicators* publication at <http://OhioLMI.com/PROJ/LeadingIndicators.htm>. This indicator series and its components were also inputs used in short-term industry forecasts.

**3. Publish an annual economic analysis report for the governor and the GWPAB:** *2008 Ohio Economic Analysis: Changing Course* was published in June 2008. This analysis covered a broad spectrum of workforce and economic issues facing Ohio, including income, productivity, migration, unemployment, poverty, education, demographics and skills. The geographic analysis focused on conditions in the eight major metropolitan areas and on Ohio's economy compared to neighboring states and the nation. The report also summarizes recent Ohio workforce and economic development initiatives. In the month following its posting on the *LMI Classic* web site, this report was accessed twice as often the job banks page, which is usually our highest-volume web page. This publication is available at <http://OhioLMI.com/research/2008OhioEconomicAnalysis.pdf>.

LMI maintains a presence with the state and local Workforce Investment Boards and One-Stops through presentations to these groups; targeted products for their use (e.g., the Ohio Skills Bank Data Tool); and assistance with planning processes (e.g. grant application reviews). LMI also has regular support staff representation at the Governor's Workforce Policy Advisory Board. We have also been providing assistance to the Emerging Workforce and the Third Age subcommittees of the GWPAB. The Emerging Workforce subcommittee is focusing on youth employment, and the Third Age subcommittee is focusing on mature workers and the aging workforce.

**4. Post products, information and reports on the Internet:** The Bureau of Labor Market Information maintains two websites to disseminate information: *Ohio Labor Market Info (LMI) Classic* (<http://OhioLMI.com>) and *Ohio Workforce Informer* (<http://OhioWorkforceInformer.org>). The *Classic* site is a legacy system designed in-house which has been in operation for more than fifteen years. It has the advantage of broad flexibility, since we can readily design customized applications for data presentation and easy access to a wide array of reports and publications. The Workforce Informer is a product of a consortium of states designed to easily access information populated in the Workforce Information Database (#1 above) with an interface geared toward meeting the needs of different types of customers. Because it is database driven, it has many query and download options with more flexibility in loading data for

individual geographic regions as soon as they become available. The web sites complement each other; and they effectively respond to different segments of the market for labor market information, leading to increased use by LMI consumers overall.

The *LMI Classic* site remained an important source of labor market information for our customers. During PY 2007, the *LMI Classic* site averaged 21,866 unique visitors (unique IP addresses) each month, with an average of over 112,00 page views monthly. Comparable usage statistics for the Ohio Workforce Informer web site were 200,720 sessions and 41,178 unique visitors for PY 2007, about 16,726 sessions and 3,431 unique visitors per month. Unfortunately, the host server for Workforce Informer was attacked in May, and many functions were inaccessible or non-operational for up to two weeks.

Based on the usage statistics from the *LMI Classic* web site, the top consumer demand areas for labor market information in PY 2007 were the jobs and careers folder, which includes links to career resources and job search materials; the projections folder, which includes long-term employment projections and Ohio leading economic indicators; and the research folder, which includes reports such as the *Ohio Economic Analysis*, *The Graying of the Ohio Labor Force*, and the job search manual about keywords entitled *What's in a Word*. The job bank page is the most commonly accessed page on the *Classic* web site. Section 6, below, includes recent products of the LMI.

**5. Partner and consult on a continuing basis with workforce investment boards and key talent development partners and stakeholders:** LMI has continued assisting One-Stop staff through training and services provided by the local labor market analysts (LMAs) and the Business Resource Team (BRT). The LMAs and BRT members around the state have been training extensively on the use of workforce information to better support their local workforce investment boards. In addition, there have been specific tasks and outreach highlighted in the following:

- a. *Navigating the World of Workforce Information*, an employer workshop, continued to be a high priority (see the training summary below) in providing workforce information to LWIBs and the business community that they serve.
- b. LMI continued to provide wage record follow-up analysis of the clients of the Ohio Rehabilitation Services Commission (ORSC). Over the past decade, the LMI led an unusually successful, inter-agency effort to utilize labor market information and wage records as tools to follow and report on the labor market experiences of the customers of the ORSC. These wage record follow-up reports started with the ORSC class of FFY 1993; and recently, the LMI completed the follow-up tables for the FFY 2003 rehabilitation class in FFY 2004. With the project-generated, follow-up data one year, two years, and three years post closure, the ORSC received the following, major benefits: 1) received \$3.8 million in new monies from the Social Security Administration for training reimbursements, as a direct result of the wage record documentation generated by this inter-agency project about formerly lost clients; 2) documented high employment retention rates for rehabilitation customers 1-3 years post case closure, which helped to secure state funding for the ORSC match to federal funding (roughly four federal dollars for each state dollar invested in the ORSC).

- c. We continued to support the Occupational Supply Demand System (<http://occsupplydemand.org>). Additions to the Ohio data of the OSDS include a table to identify high-demand, high-wage, and high-skill occupations, the ability to specify data for the WIRED region (Appalachian counties), and benchmarks for evaluating annual wage data. LMI continued supporting the National Supply Demand Consortium.
- d. The SkillsLink program assists job seekers unemployed due to mass layoffs, especially in auto-related manufacturing industries. LMI provides a summary of potential employment opportunities (firm names and addresses) by occupation, in accordance with the occupational/industry distribution, within a specified radius of the plant location to target job search activities toward employers likely to provide job opportunities. During PY 2007, services were provided for 50 layoff events for which a job analysis was requested.
- e. LMI continues to market and train LWIB staff and others to use our electronic products known as “The LMI Pro Suite.” Applications of the LMI Pro Suite include the development of outplacement plans for down-sizing corporations and analyses of labor availability and costs to attract new firms. LMI supported the needs of Ohio’s workforce systems in the national arena through membership on the National Association of State Workforce Agencies (NASWA) LMI Committee, board membership of the National Labor Market Information (LMI) Training Institute, supporter of the national LMI Forum, and representation on the Workforce Information Council.

Here is a summary of training and presentation activities during PY 2007: 1) 144 participants attended 10 one-day LMI training workshops, including employer human resource staff members attending the *Navigating the World of Workforce Information* business outreach sessions; 2) eight workforce development professional staff attended two intensive, three-day *LMI Pro Suite* training sessions; and 3) the LMI labor market analysts made 70 presentations during PY 2007 attended by 1,476 workforce development professionals, educators, business representatives, economic developers, and job seekers. Training evaluations consistently ranked instructor performance and materials highly.

Customer service requests for data and analysis to LMI by phone, e-mail, and letter averaged more than 109 per month during PY 2007. These requests for labor market information were popular with private businesses, including private research organizations, which averaged more than 31 LMI consumer service requests each month.

LMI has established tools for feedback and outcome monitoring. We established an online survey for comment on our Internet- based products and services (<http://OhioLMI.com/feedback.htm>) and a desktop menu for recording customer inquiries with our office. We regularly distribute presentation and training assessment surveys. The “Quarterly Activities Report” of the Business Resources Team is an example which is available upon request. We also consider usage statistics as significant indicators of the value of our services.

LMI distributed 844 sets of the Analyst Resource Center Employer Database CDs from *InfoUSA* in PY 2007 (1<sup>st</sup> and 2<sup>nd</sup> editions of the 2008 Analyst Resource Center Employer Database on disks) to meet demand from One-Stop offices, county Job and Family Services offices, job development staff and others, including local and state offices of the Ohio Rehabilitation Services Commission. These employer directories were important employment placement tools that provided job developers with individual company names, physical location business address and web site address, business telephone number, North American Industrial Classification System (NAICS) code, contact person and human resource executive for the firm, credit rating of the company, and a radius search option. The ability to sort the employer data by company name, industry code, region, state, county, city, township, zip code and business employment size category was invaluable for professional job developers so that they could develop customized lists of companies for contacts. The employer database on disks allowed job developers to take the information with them into the field for use with their laptop computers. Access to this database, coupled with the occupation/industry matrix and employment projections, opened up the non-posted “hidden job market” of employment opportunities for job seekers not only through the websites, but also through customized reports and label-generating capabilities in the SkillsLink program mentioned in 5.d. above, and the OSDS noted in 5.c.

**6. Conduct special studies and economic analyses:** Besides the annual report required and discussed in item 3 above, there were several major endeavors which culminated in these value-added products:

- a. In July 2007, the *Workforce Analysis* reports for all of Ohio’s Workforce Investment Areas (WIA), including the twelve One-Stops in WIA 7, were updated to include 2006 data on population, employment, unemployment rate, per capita income, and new residential building permits. The original publications and the updates are available at <http://OhioLMI.com/wa/waWIA.htm>.
- b. In October 2007, the LMI produced *Workforce Analysis* reports for each of Ohio’s twelve Economic Development Regions (EDRs). These reports are similar to those produced for the Workforce Investment Areas. These reports were produced to support joint workforce development efforts with the Ohio Department of Development and the Ohio Board of Regents. They are available at: <http://OhioLMI.com/wa/waEDR.htm>.
- c. Economic Development Profiles, based on Quarterly Census of Employment & Wages summary data, include the number of establishments, number of employees, total wages paid and average annual wage for privately owned businesses for the years 2000 to 2006. These data are available for the state, major metropolitan areas, Workforce Investment Areas, and counties. These profiles are available at <http://OhioLMI.com/asp/edeps/EdepsNAICS.htm>.
- d. The bureau prepares a quarterly *State of Ohio Workforce* report for the Ohio legislature, at [http://OhioLMI.com/wf\\_quarterly/OhioWorkforce.htm](http://OhioLMI.com/wf_quarterly/OhioWorkforce.htm).
- e. In February 2008, the LMI produced *Ohio’s Graying Workforce: Aging through 2016*. This report examines trends and issues associated with an aging workforce, the approaching retirement of the baby boom generation, and the implications for workforce development. This report is at:

- <http://OhioLMI.com/research/Graying2016.pdf>.
- f. In anticipation of economic and workforce development efforts targeted at industry sectors, the LMI produced *Ohio Health Care Employment: Labor Market Trends and Challenges*. This publication examined trends in the health care industries and occupations in Ohio. It also examined the ‘output’ of training and education programs compared to projected demand for occupations in the EDRs. This report is at: <http://OhioLMI.com/research/Healthcare.pdf>.
  - g. We are providing support for the Ohio Skills Bank (OSB) project of the Ohio Board of Regents. The OSB will identify high-demand occupations, determine whether there is an adequate supply of qualified workers for these occupations, and work to align training and education programs in order to meet the labor supply needs for the occupations. The LMI has created an online OSB Data Tool that displays EDR data on industry and occupational employment, wages, and projected demand combined with education and training information. The OSB Data Tool is at: <http://OhioLMI.com/asp/sb/SkillsBank.htm>.
  - h. The LMI continues to support the analysis of America’s Job Bank transactions data with further research into the calendar year 2005 and 2006 AJB job order and resume data. An analysis of 2004 AJB transaction data was the basis for *What’s in a Word: Maybe Your Next Job*, an innovative job search and training resource, with empirically-based research recommendations about keywords for resumes and training for occupational skill shortages. *What’s in a Word: Maybe Your Next Job* is available at: <http://OhioLMI.com/research/WhatsInaWord.pdf>.
  - i. The LMI produced an analysis of regional skill shortages. The goal was to improve the economic returns on public training investments. The training investment review process requires labor market information about both the supply and demand conditions of specific occupational labor markets. This applied research reviewed six different models and their indicators of occupational skill shortages. The report focused on the Dayton MSA, but the analysis could be applied to any MSA. The research documentation is available at: <http://OhioLMI.com/research/skill/DaytonResearch.pdf>.
  - j. The LMI has provided support services to the Office of Workforce Development’s Rapid Response unit. In spring of 2008, Ohio learned that the GM’s Moraine light truck and SUV assembly plant would close in 2010 and that shipper DHL was going to end its relationship with companies at the Wilmington Air Park. These companies are in the southwest corner of the state, and their closings and reductions could displace over 10,000 workers. The LMI use staffing patterns to identify the most common occupations for these employers, then identified likely employers within 60 miles of each work location. The LMI provided the Rapid Response team with lists and maps of possible employers by occupation as well as other support data.

**Summary:** Overall, we feel we have been very successful in completing the items outlined in the “Statement of Work Deliverables.” We remain flexible in responding to customers’ needs and continue to better align LMI with Workforce and Economic Development.