



Oregon

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Program Year 2007 Workforce Information Core Products and Services Grant Annual Report



1. Continue to Populate the Workforce Information Database with state and local data.

A. Accomplishments

- Oregon has been using the latest version of the Workforce Information Database (WID) (V2.3) since it became available in the fall of 2004. We continue to update the database as releases become available.
- Oregon is working with other Analyst Resource Center member partners to develop WID v3.0.
- Maintenance was renewed on our Oracle database licenses in May 2008. This is now the responsibility of Oregon's "State Data Center".
- Oregon has attended all WID Database Consortium/Analyst Resource Center meetings during this program year.
- *Oregon Licensed Occupations 2007* were incorporated into Oregon Labor Market Information System (OLMIS) tools in January 2008.
- Estimated expenditures for this activity were \$29,893 and have not varied significantly.

B. Customer Satisfaction Assessment

- Because the WID database contains confidential information and operates at a level below the interest of our customers, we do not discuss it with Workforce Investment Boards or other customers per se. However, we do discuss OLMIS and data center products that reside on top of the WID database. These contacts with our customers indicate a high level of satisfaction with OLMIS information.

C. Recommendations for Improvements to Core Product

Oregon recommends moving to WID v3.0 when it becomes available.

2. Produce and Disseminate Industry and Occupational Employment Projections

A. Accomplishments

- Developed sub-state long-term industry and occupational employment projections for 2006-2016. Added to OLMIS tools in November 2007.
- Developed statewide short-term industry and occupational employment projections for 2007-2009. Sent to ETA in June 2008.
- Populated the WID Database with sub-state projections for 2006-2016. Completed in November 2007 and included in OLMIS tools at that time.
- Populated the WID Database with statewide projections for 2007-2009. Completed June 2008.
- Reviewed training opportunities for employment projections. Decision made not to send staff to training to conserve grant dollars.
- Estimated expenditures for this activity were \$18,600 (plus funding from other sources) and have not varied significantly.

B. Customer Satisfaction Assessment

- Contacts with WIBs, WIA providers, workforce development professionals, planners, and other customers indicate that the long-term projections are heavily used and are the unpinning for almost workforce development discussions in Oregon. They have been presented to the Oregon Legislature, State and Regional Workforce Investment Boards, State Board of Education, and many other customer groups. They are also used heavily within the OLMIS web site.
- Oregon has not previously published short-term forecasts so no assessment is available. Discussions with most customer groups have suggested there is little demand for these projections in Oregon. Discussions within the workforce information division's Technical Review Board produced agreement on the serious quality limitations of such short-term projections. These projections were not published, but were made available upon request.

C. Recommendations for Improvements to Core Product

- Eliminate the requirement for short-term projections. Make it an optional deliverable, so that those states whose customers request these projections can use grant funds to develop them, but states where short-term projections are not in demand are not forced to develop projections that will not be used.

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

A. Accomplishments

- Oregon published *Working In Oregon – Now and in the Future* in June 2008. This report for the governor and SWIB was targeted toward a major discussion going on in Oregon at the time: the apparent disconnect between the educational requirements implied by the state's official current and projected employment data and those advocated by business and education leaders. The purpose of the report is to explain that there is no disconnect or contradiction in the information being presented; rather, the "official" data speak of what is, or what is most likely to be, while the education requirements discussed by business and education leaders focus more on what have become known as "aspirational goals" for what Oregon could be.
- The report was written with authors from both the public and private sector. Two authors from the Employment Department assess Oregon's current economic condition and the most likely jobs outlook over the next ten years. Two authors from the private sector present the education-focused approach most favored by many policy-makers to ensure that Oregon is well-placed to attract high-paying, high-skill jobs in the future.
- Key findings from the report were:
 - ✓ Following the 2001-2003 recession Oregon added jobs at a rapid pace until 2006.
 - ✓ Construction, financial activities, and durable goods grew rapidly between 2003 and mid-2006 but slowed and turned downwards by mid-2007.
 - ✓ The Oregon unemployment rate has been edging up for the last twelve months.
 - ✓ Oregon's average wages have been rising, but in keeping with consumer prices.
 - ✓ The near future should bring a return to moderate job growth by the end of 2008 and slightly stronger growth in 2009.
 - ✓ Oregon employment will grow at a moderate pace between 2006 and 2016.
 - ✓ Broad workforce trends (e.g. Boomer retirements) are gradual, but we must pay attention to them and take action as needed.
 - ✓ Just over one-fourth of Oregon's projected growth and replacement openings will require post-secondary education or more as a minimum preparation.
 - ✓ More than half of Oregon's projected growth and replacement openings will demand post-secondary education or more from candidates who really want to be competitive for the positions.

- ✓ More than 90 percent of Oregon's high-demand, high-wage openings will require post-secondary education or more from job applicants who want to be competitive.
 - ✓ Educational attainment is the biggest single factor influencing the prosperity of individual Oregonians, the state's economy, and state and local government's fiscal health and ability to deliver services.
 - ✓ The more education citizens acquire, the better their job prospects and income.
 - ✓ The stronger the labor force, the more competitive the economy and the more adequate the government revenue from individual and business taxes.
- Funding from other sources was used to produce this product.

B. Customer Satisfaction Assessment

- There has been high customer interest in this product, starting with a series of presentations on the subject in early 2008 (e.g. Legislative committees, State Board of Education, meetings with business and education leaders) and continuing through publication of the report.
- In just the past two weeks, we have received requests for many more copies of the publication, as well as requests to share it with audiences as diverse as Oregon's State Board of Education, Oregon Career Information System Board, and Oregon Career Readiness Certificate Steering Committee.
- Customers have been particularly pleased that the Employment Department took a new, perhaps risky, step, in including private sector consultants and business leaders in the writing of this report.

C. Recommendations for Improvements to Core Product

- Change the wording of this deliverable, making it clear that a special report must be developed, but giving states complete freedom to design and develop whatever report, on whatever subject, is of most interest to their customers. Current wording of the deliverable appears more restrictive than this, though contacts with ETA staff suggest their intent is for great flexibility.

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

A. Accomplishments

- Oregon has ensured that all data and components of the Oregon Labor Market Information System (OLMIS) www.qualityinfo.org are maintained in a timely and accurate fashion.
- During this program year, Oregon added a tool for finding high wage, high demand, and high skill occupations to the Occupational Explorer.

- Oregon completed work on refactoring the individual OLMIS applications, moving them to Java Server Page (JSP) architecture and implementing the latest Java container.
- Oregon completed work on a new graphical user interface during this program year and implemented the new interface in July 2008. This interface was developed based on feedback from tests of OLMIS/qualityinfo.org users.
- Working with the State Data Center, Oregon began the process of moving the OLMIS/qualityinfo.org databases and application to a new blade and virtual server environment in October of 2007. This work is scheduled to be complete in November of 2008.
- Oregon began development of a new data analysis tool specifically designed for Oregon's WIRED grantee. This tool will be delivered in October 2008.
- In addition to the improved technology, some 95 new or revised articles and over 400 new or revised weekly, monthly, or annual publications were added to OLMIS during this program year. These ranged from articles about occupations such as *Railroad Jobs Chug Along in Oregon* or *Radiologic Techs Provide an Inside View of Patient's Health*, to articles about specific counties such as *The Dollar, Exports, and Jackson County Transportation Equipment Manufacturing*, to more regional articles such as *Real Estate Trends in the Mid Columbia and Basin*, to statewide analysis such as *The State of Manufacturing in Oregon*, to articles about specific industries such as *Oregon Dairy Industry Moving Forward*.
- Estimated expenditures for these activities were expected to be \$303,067 and have not varied significantly.

B. Customer Satisfaction Assessment

- Oregon uses several different methods for assessing customer satisfaction with OLMIS. We use the feedback garnered through the "Write Us" feature available on the OLMIS home page. We also use anecdotal information and feedback from Research staff, other Employment Department staff, and end customers.
- In addition, Oregon posted an online Internet based customer satisfaction survey on OLMIS fourth quarter of 2007.
- We include customer satisfaction surveys in all publications (or once each year for those publications delivered monthly).
- These assessment methods indicate that our customers have a high degree of satisfaction with the variety of information and tools available within the OLMIS website and with the information itself. 89% of the survey respondents indicated that they understood the information presented on OLMIS, while 81% said the information was timely enough for their purposes. 76% indicated that they easily found the information

they were looking for, and 78% indicated that the information had sufficient geographic detail. 80% of respondents would give OLMIS a grade of B or better. These numbers do not vary significantly from 2006.

C. Recommendations for Improvements to Core Product

- No recommendations for change to this core product. Improvements and additions to www.qualityinfo.org will continue to be made on an ongoing basis.

5. Partner and consult on a continuing basis with Workforce Investment Boards and Key Talent Development Partners and Stakeholders.

A. Accomplishments

- Oregon's LMI Director has attended almost all OWIB meetings and will continue to do so. In addition, he has visited several local WIBS during the course of the 2007 program year.
- Out-stationed Research Division staff have personally visited every local WIB at least once. This activity is ongoing. In fact, some out-stationed staff routinely attend local WIB meetings.
- Research Division staff completed and published *Occupations in Demand* by region in April 2008.
- Oregon's LMI Director sought input from chairs, vice-chairs, and executive staff of Oregon's statewide and local WIBs regarding the questions to be asked on the *Oregon Employer Survey*.
- Oregon has completed work on a prototype GIS based internet tool for distributing Quarterly Census of Employment and Wages information.
- Oregon continues its participation in the Census Local Employment Dynamics (LED) project, and provides LED data (including new mapping tools) to WIBs and other customer groups.
- Oregon continues to build and develop its GIS resources in support of providing accurate local labor market information to local WIBS.
- Examples of identifying and providing needed information support include:
 - ✓ Presented an analysis of our industrial and occupational employment projections to the Region 1 WIB, including a breakout of high-demand, high-wage occupations and educational requirements for many occupations.

- ✓ Retirement, Baby-Boom, "Will There Be Enough Workers" presentations to the Oregon Workforce Investment Board and to the Region 5, Region 6, and Region 8 Workforce Investment Boards.
- ✓ Submitted an Industry-Occupation report on the six industries that the WICCO Board suggested the field office industry teams focus on for Region 15. The report showed the top high-demand occupations for each industry along with projected growth and replacement openings.
- ✓ Presented occupational data (with wages, education requirements, training certificates and institutes offering training certificates) for Region 3's targeted industry clusters.
- ✓ Provided brief, in-person, economic updates at Region 14 quarterly WIB meetings.
- ✓ Attended region 7 and 8 meetings and provided presentations on current economic conditions.
- ✓ Provided Oregon Coast Community College information on health care employment and occupations
- ✓ Presented employment projections and local economic conditions to Economic Development Council of Tillamook County
- ✓ Reviewed grant application for Columbia County transportation project (Connect Oregon
- ✓ Attended R1WIB and R4WIB board meetings throughout the year.
- ✓ Presented on health care occupational projections and wages to Tongue Point Job Corps Center (Astoria)
- ✓ Provided input to help local WIB determine "key industries" for possible areas to target workforce training.
- ✓ Participated on local "business resource team", members included Title 1B, community college, economic development. Frequently update the group on local workforce trends and economic conditions, provided information to businesses looking to expand or downsize about local labor market and research division products, publications and services
- ✓ Provided summaries of high growth, high demand occupations to local economic development for use in targeted business recruitment and retentions strategies

These are just a few of the literally hundreds of information requests that Oregon LMI staff responded to from state and local workforce investment boards and other local partners.

- Estimated expenditures for these activities were expected to be \$110,472 (plus funding from other sources) and have not varied significantly.

B. Customer Satisfaction Assessment

- Information gathered from WIB members (from a formal customer satisfaction survey in the spring of 2008) indicates that Research Division staff efforts to provide WIBs with high quality, timely, and localized information and products result in a high level of satisfaction at both the state and local level.

- As indicated above, some local WIBs now expect their local out-stationed Research Division staff to be at all WIB meetings to provide information to enhance decision making.

C. Recommendations for Improvements to Core Product

- Based on feedback from WIBs, Oregon will continue developing or assisting in developing, more regional, focused information for local WIBs.

6. **Conduct special studies and economic analyses.**

A. Accomplishments

Oregon began two special surveys during this program year -

- *Oregon Job Vacancy Survey* - A survey of employers to determine the number of job vacancies they had in Oregon. The survey gathered information about educational and licensing requirements, if the position required previous experience or not, the length of time the vacancy had been open, if the position was temporary or not, the starting wage offered, and whether or not the vacancy was for a newly created position. This report is scheduled to be published October 3, 2008.
- *2008 Oregon Employer Survey* - A survey of over 5,000 Oregon employers to identify current and future workforce skill needs, training methods, employee benefits and retention strategies, and how Oregon employers are planning for an increase in the number of workers reaching retirement age. Reports will be available at the statewide level and for the 15 Workforce Investment Board regions, as well as a report focused on rural areas and a regional interstate report that includes portions of Washington State. This report is scheduled to be published October 20, 2008.
- Oregon produced and published Oregon Wage Information 2008 in June 2008.
- Funding from other sources was used to produce these products.

B. Customer Satisfaction Assessment

- Oregon Wage Information is widely used by businesses, workforce development staff, career and guidance counselors and others as a tool for determining wages and career choices.

B. Recommendations for Improvements to Core Product

- Based on feedback from report customers, Oregon will continue to focus efforts on one or two reports of significance to a large audience and smaller reports for smaller audiences.