

**State of Ohio Annual Report
One-Stop Workforce Information Grant Accomplishments
July 1, 2010 – June 30, 2011**

This report is a summary of accomplishments by the State of Ohio in meeting the requirements of the PY 2010 grant.

During PY 2010, in addition to producing and disseminating its 'regular' products, the Ohio Bureau of Labor Market Information (LMI) engaged in special efforts to develop information about green jobs; support OhioMeansJobs.com, the State of Ohio's online job bank; and provide technical assistance to the Office of Workforce Development, LMI's parent office in the Ohio Department of Job and Family Services. Two ARRA Labor Market Information Improvement grants focused on green jobs, one grant aimed at the auto industry and the other at training and education for green jobs. LMI has been supporting OhioMeansJobs.com by maintaining and updating the Career Exploration tool, which is linked to the job bank, by producing reports about online job postings using Wanted Analytics, and by assisting with processing data for postings job-seeker resumes on job bank site. Finally, LMI has been providing the Office of Workforce Development technical assistance in producing and upgrading performance reports to provide better data to those in the field. These efforts are detailed below in the sections that match the appropriate deliverable.

1. Continue to populate the Workforce Information Database with state and local data: The Ohio Bureau of Labor Market Information has been maintaining version 2.4 of the database, and we are in the process of transitioning to version 2.5. Data are 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 as an Access database on an internal server. Many databases are updated monthly, while others are maintained quarterly, annually or biennially as appropriate. Parts of the database that are used in online tools are copied into other databases rather than allowing queries to access the master database.

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. Reports are available on the projections page of the *Ohio Labor Market Information* website (<http://OhioLMI.com/PROJ/Projections.htm>).

- a. Produced the state short-term employment outlook, 3rd Quarter 2010 to 3rd Quarter 2012, and distributed according to procedures established by the Projections Managing Partnership. The short-term projections are available at: <http://OhioLMI.com/proj/projections/ShortTermForecast.pdf>.
- b. Produced the long-term (2008-2018) job outlook for Ohio's 12 Economic Development Regions. Projections for the eight major Metropolitan Statistical Areas are currently being developed and will be posted by the end of the year. The long-term employment projections for the state, MSAs, and Economic Development Regions are available at <http://OhioLMI.com/proj/OhioJobOutlook.htm>. In addition to the full set of projections, LMI also produces the *Buckeye Top Fifty* flyer (<http://ohiolmi.com/proj/projections/ohio/Buckeye50.pdf>) and the *Occupation Trends* pamphlet (<http://ohiolmi.com/proj/projections/ohio/OccupationalTrends.pdf>), which helps users find high-wage and high-demand occupations. Projections are also incorporated into the Ohio Career Information System, a career exploration tool maintained by the Ohio Department of Education.
- c. A related product that provides employment outlook with a three to six month horizon for Ohio and the eight largest metropolitan areas is the monthly *Ohio Leading Indicators* publication at <http://OhioLMI.com/PROJ/LeadingIndicators.htm>.

3. Conducting and publishing relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the governor and state and local: Developed a draft of *A Profile of Unemployment: A Post-Recession Analysis* for Ohio to be published this fall. The analysis examines joblessness in Ohio, including long-term employment, labor participation, and worker discouragement; the demographic and economic sectors affected; employment projections; and workforce programs. This publication will be available at <http://OhioLMI.com/research/2011OhioEconomicAnalysis.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, and assistance with planning processes. LMI also has regular support staff representation at the Governor's Workforce Policy Advisory Board.

LMI also produces a monthly briefing on the Ohio labor market for the governor. This briefing covers monthly unemployment rates, unemployment insurance claims, employment data and trends, and selected reports on other economic analyses and indicators.

The bureau prepares a quarterly *State of Ohio Workforce* report for the Ohio legislature, at http://OhioLMI.com/wf_quarterly/OhioWorkforce.htm.

LMI is producing reports using data from Wanted Analytics about online job postings. Two reports are produced monthly for the state and for the 12 Economic Development Regions. One report is a general 'snapshot' that shows monthly changes in volume, top employers, and top occupations. The second report lists the top occupations in each major occupational category. These reports are hosted at <http://ohiolmi.com/asp/omj/hw.htm> and are usually reach through the OhioMeansJobs.com website.

4. Post products, information and reports on the Internet: LMI maintains the *Ohio Labor Market Information* website (<http://OhioLMI.com>) to disseminate information. The *Ohio Labor Market Information* site is designed in-house and 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 *Ohio Labor Market Information* website is being revised and updated. The look of the site has been modified to make it consistent with Ohio agency branding, including a wider presentational style and more descriptive headings. The site's code is continually reviewed to address potential accessibility issues. There is an increased emphasis on data query tools, such as the Current Employment Statistics Query and the Employment and Wages by Industry Query tools, which provide users with more options for analyzing and downloading data.

During PY 2010, the *LMI* site averaged 19,875 unique visitors (unique IP addresses) each month, ranging from 23,556 visitors in July, 2010 to 15,479 in June, 2011. Average monthly page views were 142,312, with monthly page views ranging from 161,728 in July, 2010 to 120,362 in June, 2011. The average number of unique IP addresses dropped from PY 2009 to PY 2010, the second such drop since PY 2008. Heavily used areas of the *LMI* site are the jobs and career pages, the *Ohio Job Outlook* and the occupational trends pamphlet based on employment projections, the monthly Ohio leading indicators, and the Local Area Unemployment Statistics county statistics. One of the most popular pages was the Career Exploration Tool (<http://ohiolmi.com/asp/Career/JobTool.asp>).

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 and others through training and services provided by LMI researchers and labor market analysts. In addition, there have been specific tasks and outreach highlighted in the following:

- a. LMI continued to support the Occupational Supply Demand System (<http://occsupplydemand.org>). Ohio contributions to 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.

- b. LMI supported the needs of Ohio's workforce systems in the national arena through membership on the National Association of State Workforce Agencies LMI Committee, and representation on the Workforce Information Council.
- c. LMI staff conducted 35 workshops on labor market data and tools for 580 external customers. Staff gave 7 presentations, with attendance of 401 external customers. (These data do not include presentations in relation to the ARRA Labor Market Information Improvement grants, training sessions held as part of the development of the E-Learning modules, or internal training sessions for the Employment Services Institute). LMI researchers and analysts respond to individual customer requests on a daily basis. In PY 2010, LMI responded to more than 260 requests for data and assistance.
- d. 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/feedback.htm>) and a desktop menu for recording customer inquiries with our office. We regularly distribute presentation and training assessment surveys. We also consider usage statistics as significant indicators of the value of our services.
- e. LMI distributed more than 300 sets of each semiannual edition of the Analyst Resource Center Employer Database from *Infogroup* in PY 2010. The database is distributed to local One-Stop offices, county Job and Family Services offices, job development staff and others.
- f. LMI has been providing support services to OhioMeansJobs.com, the State of Ohio's online job bank, by processing information from job applicants to be converted into online resumes.
- g. LMI has been providing technical assistance for Office of Workforce Development programs. LMI has been developing Return on Investment calculations for Workforce Investment programs for local WIA boards. We are also working with units within Workforce Development on ways to improve their performance reporting.
- h. LMI has been participating in training of personnel in the Employment Services section of the Ohio Department of Job and Family Services. Special training sessions are held for state workers in local offices so they are familiar with the state offices and functions. Other training sessions are part of the Employment Services Institute, which is aimed at career development.
- i. LMI completed a grant by the Employment and Training Administration to review and test E-learning modules that were developed by the ETA as a way to translate labor market and workforce data into actionable data for workforce staff and economic and workforce development planners. Ohio produced a four-module enhanced webinar series designed to: 1) expose users to labor market information tools available to meet the common needs of their job duties; 2) teach participants how to leverage the available data to support local employers, job seekers, and economic development activities; and 3) encourage information sharing between

course participants. The modules consist of video, power point presentations, and live web navigation. Each module is broken down into three lessons, averaging one and one-half hours of web-based student – teacher contact time. This product is designed to be a “plug-and-play” toolkit to ensure the flexibility for states to insert their own customized information or update information as needed. The toolkits are housed in Adobe PDF portfolios. A website was also developed to house the modules, course catalog, and other supporting documentation. Five organizations have requested one the lessons on using the “On the Map” application of the Census’ Longitudinal Household-Employer Dynamics site. In addition, these modules are now the backbone of training classes that LMI is offering to the workforce and economic development communities. The E-learning offerings greatly expand our capacity to relate to our customers and not only market what we have, but gain input on customers’ needs. In this sense, the E-learning tools act as an electronic mode of customer consultation. The training page on the web site can be accessed here: <http://ohiolmi.com/eLearn/eLearn.htm>.

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. LMI continues to provide support for Ohio job seekers and Ohio’s WIA Rapid Response efforts. The Career Exploration Tool was introduced in PY 2009 to provide Ohioans a variety of general and local occupational information in a single search tool. For PY 2010, search options for green jobs were added to the tool. The list of green occupations is based on O*NET research. The tool provides occupational summaries, wage data, and projections of annual openings for each green occupation. The tool provides two ways to explore training options for green careers. One way is through the Occupational Supply Demand System (OSDS). While comprehensive, the OSDS does not have information specifically about green programs. The second way of exploring training options for green jobs uses a database of Ohio education programs known to have green components or a green focus. The Career Exploration Tool is linked in two ways with OhioMeansJobs.com, the State of Ohio’s online job bank. First, users can open the Career Exploration tool from OhioMeansJobs. Second, users of the Career Exploration tool can launch a job search in OhioMeansJobs from within the exploration tool. The tool is at <http://OhioLMI.com/asp/Career/JobTool.asp>.
- b. Employment and Wages by Industry Query, based on Quarterly Census of Employment & Wages summary data, include the number of establishments, number of workers, total wages paid, and average annual wages for privately owned businesses for the years 2000 to the most current quarter available. Annual and quarterly data are available for the state, major metropolitan areas, Workforce Investment Areas, and

- counties. This query tool is available at <http://lmistaging/asp/edepts/EdeptsQ.htm>.
- c. The Current Employment Statistics Query provides industry employment data for Ohio and 13 Metropolitan Statistical Areas from 1990 onward and Ohio annual averages from 1939. Data are available as seasonally adjusted and unadjusted, and can be downloaded as an Excel file. This tool is available at: <http://ohiolmi.com/asp/CES/CES.htm>.
 - d. We provide 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 continues to update the OSB Data Tool, which displays data on industry and occupational employment, wages, projected demand, and education and training information for the 12 Economic Development Regions. The OSB Data Tool is at: <http://OhioLMI.com/asp/sb/SkillsBank.htm>.
 - e. LMI launched a new Industry Staffing Patterns and Occupational Profiles tool. This tool allows users to access national industry staffing patterns and occupational profiles for the 2006-2016 or 2008-2018 periods and state industry staffing patterns and occupational profiles for the 2006-2016 period. This tool is at <http://OhioLMI.com/asp/Staffing/Staffing.htm>.
 - f. *Business Resources for Ohio Employers* is a two-page fact sheet that provides businesses with a list of resources available from the State including Ohio Labor Market information. At: <http://ohiolmi.com/research/business.pdf>.
 - g. LMI is a recipient of one ARRA State Labor Market Information Improvement grant and a co-recipient on a second grant.
 - a. LMI partnered with the Ohio Board of Regents, Ohio University, and Wright State University on a study to address short comings in green jobs pathways, identify green occupational knowledge and skill requirements; and provide students, job seekers, and employers with information on green career pathways, as well as links to green curricula training providers. The project produced report in four parts: The Obstacles and Opportunities to Defining Green Pathways, Exploring the Potential for Green Jobs, The Workforce Skills and Training Ohio Green Industries Need, and Education and Training Programs. A series of five regional forums were held in May to present findings from the project. Over 300 participants attended the series of forums. The report and PowerPoint presentations are available at: <http://ohiolmi.com/green/green.htm#GreenJobReports>. The project also produced a database of Ohio green jobs education and training programs. This database was incorporated into the Career Exploration tool at <http://OhioLMI.com/asp/Career/JobTool.asp>. The Ohio Board of Regents used this database to develop their own website for those searching for education and training programs

leading to green jobs (<http://www.ohiogreenpathways.org/>).

- b. LMI shared a second grant with Indiana and Michigan that was designed to help dislocated auto industry workers pursue new career paths in green industries. LMI contracted with Case Western Reserve University to gather information from auto industry supply chain --parts suppliers--about their changing business environments and labor force needs. LMI also contracted with Market Decision, Inc. to conduct a green jobs survey of Ohio employers, to better identify the number of green jobs available in the state. Because the cost of the green jobs survey was lower than expected, LMI was able to contribute \$50,000 toward the cost of a conference to present findings from the study. The auto industry supply chain report is at <http://www.drivingworkforcechange.org/reports.asp>. Data from the Ohio green jobs survey is being processed and will be published soon.
- h. Workforce Data Quality Initiative (WDQI) – Ohio is a grant recipient for this initiative. Negotiation over the agreement language and clarification of legal interpretations between the Ohio Department of Job and Family Services and the Ohio State University became quite extensive and time consuming. All but a few minor issues have been resolved and agreed upon. The last few items will be resolved in July 2011.

During this period, the grant implementation managers focused on other items that would strengthen the partnerships and further prepare for the final agreement and data transfer. Ohio partners have been working on several data integration and analysis activities. They are briefly described here:

1. QCEW: Using record layouts from the QCEW (ES202) the staff at CHRR have been analyzing the employer level data in order to compare the employers over time in Ohio, and assess the impact of the recession on employers throughout the state over time. Presently, we are also looking into additional data on employers that can be integrated from other state databases or private sources as allowable under the terms of our agreement with ODJFS and BOR.
2. RAPIDS/Apprenticeship Data: In conjunction with other ADARE states, Ohio is collaborating with Mathematica to assess the long-term outcomes of participating in registered apprenticeships. This analysis involves using federally supplied RAPIDS data in conjunction with UI records under the terms of our legal agreement with ODJFS.
3. Education Data/ODJFS Data: The Board of Regents in Ohio and the ODJFS have been working to supply data to CHRR for integration into the WDQI data system. These data are in the

process of being transferred after successful signing of legal agreements governing the WDQI.

In addition to items noted in the above summary, the Ohio partners regularly participated in national WDQI and Statewide Longitudinal Data Systems (SLDS –WDQI) conference call meetings. We additionally participated in the related State Core Model Review conference calls.

The One-Stop Workforce Information Grant gives LMI the flexibility to customize its products to meet the needs of workforce development in Ohio. We are well-paced to expend the funds allotted to Ohio under the grant. LMI has lost staff to retirements and is in a stage of gearing back up to levels supported by the grant.

Summary: Overall, we feel we have been very successful in completing the items outlined in the “Statement of Work Deliverables.” We have fulfilled the specific deliverables (maintaining the Workforce Information Database, producing state and substate industry and occupational employment projections, and producing an annual economic analysis report for the governor and the GWPAB) as required. We have fulfilled the less specific deliverables (posting information, partnering and consulting, and producing special reports and analyses) in a manner that has best suited our customers’ needs. We remain flexible in responding to customers’ needs and continue to better align LMI with Workforce and Economic Development.