STATE OF MICHIGAN
WORKFORCE INFORMATION GRANT
ANNUAL PERFORMANCE REPORT
PROGRAM YEAR 2020

The Michigan Department of Technology, Management & Budget, Bureau of Labor Market Information and Strategic Initiatives is your one-stop shop for information and analysis on Michigan's population, labor market, and more.

- Our Federal-State Programs division runs the state's cooperative agreements with the U.S. Bureau of Labor Statistics, U.S. Employment and Training Administration, and the U.S. Census Bureau, making us the official source for this information.
- Our Research and Analytics division conducts workforce research and program evaluation, giving you the insight you need to make smarter decisions.

The bureau again received a Workforce Information Grant for program year 2020. This Annual Performance Report is being submitted to the Employment and Training Administration (ETA) regional office as provided in Training and Employment Guidance Letter (TEGL) No. 2-20.

This report has been provided to the state workforce agency head as required in TEGL No. 2-20 Section 4.e

Director Stephanie Beckhorn   Date
Senior Deputy Director
Employment and Training
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The report is organized in 12 sections:

1.   Workforce Information Database

2.   Industry and Occupational Employment Projections

3.   LMI Training for Service Delivery

4.   Annual Economic Analysis

5.   Customer Consultations

6.   Activities Undertaken to Meet Customer Needs including COVID-19 Related Requests

7.   New Tools and Resources

8.   License Requirement Updates

9.   Efforts to Create and Support Partnerships and Collaboration

10.   Activities to Leverage LMI-WIGS Funding

11.   Recommendations to ETA for Changes and Improvements to WIGS Requirements

12.   Brief Overview of Required Training

Sections one through four and section eight correspond to core deliverables identified in TEGL No. 2-20 and the other eight sections speak to required methods identified in the same.

1.   Workforce Information Database

Supported by the grant, the bureau fully updated to version 2.8 of the <u>Workforce Information Database</u>, in April 2020. Throughout the program year, the bureau processed timely updates of all core tables with the most current data available from federal-state cooperative programs with the U.S. Bureau of Labor Statistics, the U.S. Census Bureau, and other programs.

- Updated data tables included: CES, EMPDB, INDUSTRY, IOMATRIX, LABFORCE, IOWAGE

- Data tables that were updated in October of 2020 include: LICAUTH, LICENSE.

- In addition, all admin, lookup, and necessary crosswalk tables were fully populated and made current.

2.   Industry and Occupational Employment Projections

Supported by the grant, the bureau completed required short-term and long-term employment projections on time and in compliance with all Projections Managing Partnership (PMP) standards.

- The state completed and published the Michigan Statewide 1st Quarter 2020-1st Quarter 2022 short-term projections. The projections were published in February 2021. Short-term employment projections are available **here**.

- The state completed and published the Michigan Regional 2018-2028 long-term projections. These projections were published in June 2021. This set of projections incorporated Michigan's recently developed labor force projections as a new input. This more accurately portrays the labor supply constraints anticipated in the state. Regional long-term employment projections are available **here**.

- The bureau hosted its third Michigan's Occupational Outlook Conference on August 6, 2020, with much of the staff time and resources necessary to launch this event taking place in May and June 2020. Michigan's fourth occupational conference took place August 12, 2021. At this virtual conference, the bureau presented the newly released projections data to various customers. This event also provided the platform for the release of Michigan's Regional Career Outlook 2028 brochures. You can view a recording of this event **here**.

3.   LMI Training for service delivery

- The Labor Market Information Training and Certification Program was postponed due to COVID-19. Instead, a two-hour refresher course was offered during the Michigan Works! Association's virtual annual conference in September 2020. About 46 individuals participated.

4.   Annual Economic Analysis

Supported by the grant, the bureau redesigned, published, and presented Michigan's 2020 Annual Economic Analysis Report:

- This report was a comprehensive analysis covering a variety of workforce, demographic, and projection topics. This analysis was published in the October 2021 issue of *Michigan's Labor Market News*. The publication is available **here**.

5.   Customer Consultations

The bureau continued to use the grant to maintain and expand our customer consulting activities, including those specified in the Wagner-Peyser Act Section 15e(2). Customer consultations included: (a) data releases and expert analysis; (b) support for partners and customers; and (c) support for the workforce development infrastructure.

(a) Supported by the grant, the bureau issued two press releases each month:

- One release focused on the state of Michigan and the Detroit metro area and provided analysis to the media and the public on monthly and annual trends in seasonally adjusted Michigan employment, unemployment, unemployment rates, and trends in payroll jobs. The June 2021 state release can be found **here**.

- The second monthly release presented similar information for Michigan's 17 regional labor markets. The releases focused on employment, unemployment, and payroll job trends both over the month and over the past year. The June 2021 regional release is available **here**.

- In addition to these monthly releases, the bureau continues to maintain regional dashboards on its website. These visualizations summarized labor market and demographic data for Michigan, 10 Prosperity Regions, 16 Michigan Works! Areas, 83 counties, and over 90 cities where data was available. The current dashboard was developed in Tableau and is available here.

- Bureau staff supplemented these press releases by providing expert analysis through interviews with print and electronic media.

(b) Supported by the grant, the bureau supports partners and customers in the workforce development community:

- The bureau disseminated and delivered 196,195 pieces of labor market information (LMI) literature through an online subscription service (GOVDELIVERY) and completed several hundred customer requests for data and analysis in PY 2020.

- The bureau also consulted with the state and local workforce boards to better understand their needs and provide technical assistance and support on workforce information products and services.

- The bureau provided a significant amount of statistical data to the Workforce Development Agency on labor force statistics by county, and unemployed persons for statewide and sub-state Areas of Substantial Unemployment. Customized requests for occupational data were developed and published using the LEWIS program. Data on declining industries was also supplied by Michigan Works! region.

(c) Also supported by the grant, the bureau supported the state and local workforce development infrastructure:

- The bureau's Director attended monthly meetings with the Workforce Development Agency (WDA) Director to discuss information needs, the status of projects, as well as to address future product initiatives that would assist the overall state and regional workforce system.

- Bureau leadership attended Michigan Works! Directors' Council meetings as advisors and obtained guidance for developing labor market information projects.

6.   Activities Undertaken to Meet Customer Needs

Supported by the grant, the bureau continued its activities to collaborate with the services to Workforce Investment Boards and American Job Centers; Career Education Advisory Councils; and customer consultations with Michigan Works! agencies and other customers such as local economic development organizations, community colleges, etc.

- In the 2020 program year, the bureau continued to offer support to Career Technical Education (CTE) programs to help with LMI analysis for the Perkins V Comprehensive Local Needs Assessment (CLNA).
- Customer consultations with Michigan Works! agencies – Bureau staff assisted multiple Michigan Works! agencies through workforce and labor market information requests for board presentations or attendance at board meetings. Bureau staff also provided consulting assistance on key regional industries and occupations, lists of key regional employers, and assistance with workforce initiatives and media contacts, as well as appropriate research or survey methodologies.
- Service to Career Education Advisory Councils (CEACs) and Michigan STEM Network (MiSTEM) – Bureau staff regularly attended CEACs' meetings. Staff also supported MiSTEM with data and presentations.
- Other regional customers serviced by LMI staff included economic development organizations, community colleges, as well as the general public.

Supported by the grant, the bureau planned a customer satisfaction survey to be sent via email in the 1st quarter of 2021. The questions reflected customer impressions of our products and services in 2020.

- The Survey was open from March 3rd, 2021, through March 19th, 2021.
- This year's survey had 120 responses compared to 40 received last year, providing the bureau with more feedback than last year's skewed results. Our bureau enjoyed an 83.6 percent Customer Satisfaction score and 83.1 percent Net Promoter score, both down from 2020's skewed results and slightly down from 2019's scores. Our Service Agree score was at 78.6 percent, also slightly down from both 2020 and 2019. The three measures remained above the 75% best-in-class score.

- Year 2020 was extremely tough due to the pandemic, however the bureau received a lot of positive feedback as well as some constructive feedback. Most of the constructive feedback revolved around increased focus on rural areas such as the Upper Peninsula and Northern Lower Michigan, the return of regional updates, improvements to the website, and better communication between the customer and the bureau. We also received many results which were filtered out from those who confused us with the Unemployment Insurance Agency.

Supported by the grant, the bureau assisted with analysis and dissemination of COVID-19 related information. Beginning in March of 2020, the Michigan economy experienced a major negative impact from this pandemic. The LMI data and knowledge of our bureau was utilized to research and illustrate many of the potential consequences of the pandemic on the Michigan workforce.

- Issues of the publication *Michigan's Labor Market News* covered topics relevant to the current economic situation brought on by the pandemic. These included monthly analyses of the impact of the pandemic on Michigan and regional unemployment rates and payroll job levels. Additional analysis is included in an [Online Job Advertisements](#) section (using the HWOL data series).

- While the effects of the pandemic touched most of the topics covered in the monthly publication in some way, content specific to the impact of COVID-19 published during the 2020 program year included the [effect of the pandemic on occupational employment and wage data in 2020](#), [women in the Michigan workforce](#), [remote work](#), [registered nurses](#), and [the 2019 annual economic analysis report](#). Pandemic-related visualizations included maps displaying [the distribution of respiratory therapist program completers and online job ads](#) and [projected employment growth for registered nurses through 2028](#). The [September 2021 issue](#) reviewed some of the key labor market trends since the start of the pandemic and how the effects have been felt disproportionately across demographic groups, and analyzes responses to the Current Population Survey supplemental questions that ask how the pandemic has affected an individual's ability to work.

7.   New Tools and Resources

New tools were developed or maintained with **state funds** and are examples of the bureau's efforts to be an innovator in the delivery of workforce and labor market information to partners and customers. Relevant activities in this area include:

- The bureau maintains a Regional Job Ad Dashboard to provide visualized labor market and demographic information for state and sub-state geographies. The dashboard includes information on labor force, unemployment, employment projections, population trends, educational attainment, and other categories. These regional dashboards are available [here](#).

- In collaboration with the Department of Labor and Economic Opportunity and the Center for Educational Performance and Information, the Bureau continued to maintain <u>workforce reports</u> on MiSchooldata.org. These interactive reports allow students, parents, counselors, and job seekers to explore the employment outcomes of education programs and credentials in Michigan. Interactive reports are available [here](#).

- The continuation of updates, maintenance, and publication of the <u>MiEconomy</u> mobile app was developed to provide partners and customers with key labor market and economic metrics necessary to stay informed on the Michigan economy. This app provides same-day updates for 44 metrics including the unemployment rate, payroll jobs, and gross domestic product. Available for free, it can be downloaded for Android and iOS.

Developed with **<u>state funds</u>**, but leveraging the employment projections produced with support from this grant:

- The bureau produced <u>Michigan's Hot 50 through 2028 and Michigan's Career Outlook through 2028</u> (work done in PY 2019, published in July 2020), which provided information for the state as a whole. These publications, printed as both brochures and posters, provide lists of in-demand occupations that show a favorable mix of long-term job growth, projected annual job openings, and median wages through 2028. Occupations are broken out by education and training requirements, as well as highlighted by the most in-demand STEM occupations. Publication available **<u>here</u>**.

- The bureau published [Michigan Regional Career Outlook 2028](#) (work done in PY 2020, published July 2021). This publication highlights regional occupations that show a favorable mix of long-term job growth, projected annual job openings, and median wages through 2028. This publication was developed in collaboration with Michigan Works! Agencies and the Michigan Department of Labor and Economic Opportunity. Publication available **<u>here</u>**.

- From July 2020 to June 2021, there was significant progress in the creation and expansion of the Michigan Registered Apprenticeship Dashboard. In November of 2019, the bureau published a report giving the current landscape of registered apprenticeship across the state. In

partnership with the Department of Labor and Economic Opportunity, work was done to produce a dashboard which would create a one-stop tool for those in the state to view and access the most recent registered apprenticeship data. The first version of the Michigan Registered Apprenticeship Dashboard was released in December 2020. This provided a basic glance at statewide, regional, and occupational data, but with little to no interactivity. In April 2021, a second version was released which included interactive statewide data and a facelift. Following this version, work was done towards increasing regional activity and several other cosmetic changes through the end of June 2021 and beyond. The dashboard can be accessed [here](#).

8.   License Requirement Updates

The bureau updated two core license tables LICAUTH and LICENSE to the WID in October of 2020. These tables made available information on 231 state licenses and 22 licensing authorities.

9.   Efforts to Create and Support Partnerships and Collaboration

The bureau maintains many partnerships, including, but not limited to, those with federal, state, and local workforce and labor market information organizations, academic and non-profit research institutions, economic development organizations, businesses, and labor organizations.

- As described above, the bureau works closely with the Governor's Office, the state workforce board, the Michigan Works! Director's Council, and the Department of Labor and Economic Opportunity (LEO) to provide workforce and labor market information and to gain insight, guidance, and support in the development of new products and services.
- The Director participates in the National Association of State Workforce Agencies (NASWA) Workforce and Labor Market Information Committee and also serves as the Chief Data Officer for the State of Michigan.
- The bureau's Projections Specialist serves as a committee member on the Analyst Resource Center (ARC) consortium and as a committee member of the Projections Management Partnership.
- Supported by other federal grants, bureau staff serve on other national organizations including the Federal State Cooperative Program for Population Estimates (FSCPE).

- Supported by local government funds, the bureau has partnered with the city of Detroit and the University of Michigan to provide customized data used as an input to forecast economic conditions specifically for the city of Detroit. This forecast can be found **here**.

10.   **Activities to Leverage Grant Funding**

Using **state and other funds**, activities to leverage workforce and labor market information supported by the grant included:

- The continued production of the publication *Michigan's Labor Market News*. This monthly publication is in its 77th year and provides our customers with high-quality information and insights about Michigan's residents, its economy, and its labor market. This publication's October 2021 issue featured Michigan's 2020 Annual Economic Analysis report. Publication available **here**.

- Many featured articles in *Michigan's Labor Market News* this program year highlighted topics focused on targeted populations and the impact of the pandemic in the economy. This includes articles on Michigan's employment outlook through 2028, computer- and IT-related occupations requiring an Associate degree or less education, occupational supply and demand, jobs in the manufacturing sector, remote work across Michigan, women in the Michigan workforce, and Michigan youth labor market trends. Every issue of *Michigan's Labor Market News* can be found on our website **here**.

- Michigan's Job Vacancy Survey was an employer survey that was most recently conducted throughout 2020. The information it provided was intended to give our partners and customers insight on current Michigan job vacancies, and to inform decisions around education, hiring, and workforce development. Our most recent publication is available **here**, in the **March 2021 edition** of the *Michigan's Labor Market News.*

11.   **Recommendations for Improvement of the Grant**

The bureau recommends the following:

- Targeted support for development of a standard WID API (application programming interface) – Delivering data using standard web protocols and standard formats has become a critical part of data delivery, data visualization, and web application design in recent years. The ETA should work with the Analyst Resource Center to develop and support a standard WID API format for data transmission, much like the standard database format required by the Workforce Informer

Database. If states choose to use APIs for populating visualizations or data tables on their websites, providing a standard API format would reduce duplication of efforts and increase states' ability to leverage others' data in web applications.

12.   Brief Overview of Required Training

- Newly hired economic analysts in the Bureau attend Basic LMI Analyst Training offered by the Council for Community and Economic Research (C2ER), along with various other BLS program-specific training. Applied LMI Analyst Training offered by C2ER is encouraged for more experienced analysts. This training was temporarily suspended in March 2020 and continued for the entire 2020 program year, due to travel and budget restrictions in the wake of COVID-19.