



Program Year (PY) 2019 Workforce Information Grants to States (WIGS) Annual Performance Report

- I. Workforce Information Database (WIDb)
 - A. Description of the activity
 1. Oregon transitioned to version 2.8 of the WIDb during PY 2019. Oregon continues to use new database structures as they become available and recommends changes to the existing WIDb structure through its participation in the Analyst Resource Center (ARC).
 2. During PY 2019 Oregon updated the following core and supplemental tables:
 - i. Monthly updates of Current Employment Statistics estimates at the state and county level;
 - ii. Monthly updates of Local Area Unemployment Statistics at the state and county level;
 - iii. Annual updates of the occupational wages for the state and sub-state areas;
 - iv. Annual updates of short-term industry and occupational employment projections at the state level;
 - v. Annual updates of occupational license information at the state level;
 - vi. Biennial updates of long-term industry and occupational employment projections for the state and sub-state areas;
 - vii. Updates of the employer database as they are received from Infogroup®; and
 - viii. Quarterly updates of the Quarterly Census of Employment and Wages.
 3. Oregon attended all ARC meetings during the PY 2019 grant period.
 - B. How customer consultation is used
 1. Because the WIDb operates at a technical level well below the interest of its customers, Oregon does not discuss it with local workforce boards or other customers.

2. Oregon does discuss its website, QualityInfo.org, and other data center products that rely on the contents of the WIDb. Contacts with customers and online customer satisfaction surveys indicate a high level of satisfaction with Oregon's developed products.

C. Which customer needs are met

1. Oregon has ensured that all data and components of the Oregon Labor Market Information System (as presented on the QualityInfo.org website) are maintained in a timely and accurate fashion.
2. More than 225 new or revised articles and more than 62 new or revised weekly, monthly, or annual publications were added to QualityInfo.org during the program year. These ranged from articles about occupations such as [*The Draw of Phlebotomy*](#), to regional articles such as [*Rogue Valley Workforce and Commuting Patterns from OnTheMap*](#), to statewide analysis such as [*Talking Tenure: A Look at Generational Job Hopping*](#), to articles about specific industries such as [*Oregon's Forestry and Logging Industry: From Planting to Harvest*](#).
3. Oregon's Systems Development team began a project to migrate the QualityInfo.org website to an updated platform. This multi-year project will incorporate new features for the site that will increase its function and usability on mobile devices, along with other display changes for article and publication content.
4. When the pandemic struck in March, the Research Division quickly adapted and answered the call from agency leadership to display more data about the economic devastation that arose from stay-at-home orders to curb the spread of the virus. This support began with a series of graphs displaying weekly initial and continuing unemployment claims for Oregon and its counties, using U.S. Department of Labor data. The graphs were developed using HighCharts JavaScript graphing software, and retrieved data from the WID table UICLAIMS using a web service written by our in-house development team. Based on the positive feedback the initial graphs received, additional requests for more data came in. The series of graphs now include eight different sets of information including: monthly continued claims and claimant characteristics, the amount of benefits paid by county, initial claims by county and industry, and a comparison of employment by county and industry against the Great Recession (2008-2014). The graphs are displayed on the [QualityInfo](http://QualityInfo.org) homepage, a special [COVID-19](#) page developed to contain all the news and analysis related to the pandemic in one place, and on the site's [local area](#) pages. The tool also includes the ability to download all the data related to the graphs, and the ability to send customers a link that directly takes them to any one of the eight graphs that interest them.

- i. In addition, the [local area](#) pages on QualityInfo were redesigned to highlight analysis and data related to the pandemic. This was accomplished by including only articles and analysis tagged as COVID-19 in the first most prominent position on the site. Then graphs displaying the unemployment rates and industry employment were moved up the page, along with monthly press releases on the employment situation and local economic indicators. Business News items, which are snippets of happenings of local businesses gleaned from public sources, was moved up the page and the new series of graphs showing unemployment insurance claims data was added to the page.

D. If the activity supports collaborations or leveraged funding

1. In collaboration with the Analyst Resource Center (ARC), two System's Development staff have led a project to define an application programming interface (API) for labor market information that, once developed, could be used to retrieve WID data by anyone. The collaboration is a major topic of ARC meetings and has fostered much discussion about how useful this will be for many states. The first step, however, is to define the structure and what is included in the API.
2. Oregon is working with other ARC partners to develop future versions of the WIDb.
3. Oregon continues to share best practices and ideas regarding application and website development with members of the ARC consortium.

II. Industry and Occupational Employment Projections

A. Description of the activity

1. Oregon develops its long-term industry and occupational employment projections for Oregon and 14 sub-state areas using the Projections Suite software.
 - i. Statewide and sub-state areas long-term industry and occupational employment projections for 2018-2028 were completed and submitted to ETA in June 2020.
 - ii. Statewide and sub-state areas long-term industry and occupational employment projections for 2019-2029 were completed in September 2020. They were also published on [QualityInfo.org](#) in September 2020. The 2019-2029 industry and occupational employment projections took into account the COVID-19 recession.
 - iii. Statewide and sub-state areas long-term projections can be found as Excel downloads on [QualityInfo.org](#) on their own [Projections](#) page, including a slideshow highlighting the key points; the Publications page in the [Employment Projections box](#); and both statewide and sub-state areas' long-term

projections are incorporated into the website's most popular tools – [Occupation Profiles](#) and [Industry Profiles](#).

2. Oregon develops its short-term industry and occupational employment projections every year. The 2019-2021 short-term projections were completed and submitted in March 2020. They were published on [QualityInfo.org](#) in March 2020. The short-term projections can be found in the Publications page in the [Employment Projections box](#).
3. Occupational licensing information was last submitted and loaded in the WID database in March 2018.

B. How customer consultation is used

1. Oregon does not consult with customers regarding methodology or customer needs prior to developing the short-term and long-term projections.
 - i. The projections are produced using statistically valid methods, in consultation with other experts in the projections and employment forecasting field.
2. Contacts with local workforce boards, Workforce Innovation and Opportunity Act (WIOA) providers, workforce development professionals, planners, and other customers indicate that the long-term projections are heavily used and are the underpinning for workforce development discussions in Oregon.
3. Oregon published [short-term 2019-2021 industry and occupational projections](#) as an Excel file. Discussions with most customer groups suggest there is little demand for these projections in Oregon. Discussions within the Research Division's Technical Review Board produced agreement on the serious quality limitations of such short-term projections.

C. Which customer needs are met

1. The long-term projections are heavily used in many areas on [Qualityinfo.org](#) – [Occupation Profiles](#), [Industry Profiles](#), [Projections](#) page, and the Publications page in the [Employment Projections box](#). They will also be used in the [Career Explorer](#) tool.

D. If the activity supports collaborations or leveraged funding

1. The long-term projections are presented to the Oregon Legislature, state and local workforce boards, State Board of Education, businesses, higher education institutions, and many other groups through presentations and [QualityInfo.org](#).
2. The occupational long-term projections provide two of the five factors in Oregon's Occupational Prioritization for Training methodology. Updating the Occupational Prioritization for Training using the new projections happens in the fall of 2020.
3. Detailed analysis of the latest employment projections data is provided to Oregon's Higher Education Coordinating Commission leadership team and the Office of Workforce Investments. These partners oversee many of Oregon's adult education and workforce

training programs. These customers rely on our labor market information to plan new education and training initiatives.

III. LMI training for service delivery

A. Description of the activity

1. Oregon's Research staff engaged in a number of training events throughout the program year. Recorded in Attachment 1 are 28 such events ranging from small one-on-one sit-downs with new Workforce Operations and partner staff to participating in presentations to large audiences that relay the value and resources available related to labor market information. Some examples include:
 - i. A workforce analyst collaborated with a local Trade Act Navigator to create recorded class materials for displaced workers in Klamath Falls. This allowed the Navigator to share the video recordings with multiple classes.
 - ii. A regional economist provided training to a local economic development organization. The training taught them how to find and use various indicators on QualityInfo.org, in particular data on industry employment, unemployment rates, and occupational wages.
 - iii. A workforce analyst provided multiple customized website tours and trainings for both WorkSource Oregon staff and private-sector consultants. They demonstrated tools to help staff assist job seekers with researching job openings, occupational profiles, industry trends, business news, industries of employment, local economic indicators, and ways to subscribe to economic news. Provided consultants with tools to examine the economic impact of industries of interest, staffing patterns, wage ranges for common occupations, and relevant business news.
 - iv. A regional economist provided LMI data and website/data acquisition training for two regional Career and Technical Education (CTE) coordinators in Eastern Oregon, and the director and staff of the local workforce board. The CTE coordinators were exploring the data in order to perform a regional needs analysis for Department of Education funding. The training walked through several pieces of data, including industry and occupational projections, population demographics and projections, occupational wage rates and education requirements, and current employment trends. They also walked through how the data is produced, pitfalls to be aware of, and how to use Qualityinfo.org to search and gather more data when necessary.
 - v. Most of our out-stationed economists are invited to speak at the local workforce board meetings during the year. Most of these presentations include training on new and different

elements of labor market information to bring the board members up to speed and increase their knowledge of the tools and resources available to them.

B. How customer consultation is used

1. The Research Division made major contributions to Oregon's workforce system, providing data and analysis such as State of the Workforce Reports and information for sector strategies to local workforce boards for their strategic planning process.
2. Oregon's Research staff met regularly with state and local workforce board members and other key policy advisors or partners. This ensures that Research staff are adhering to a key principle of the WIOA: "consult with key customer groups" by: 1) listening to their needs; 2) contributing to their discussions; 3) making sure they are aware of what Research can offer them; and 4) presenting information.
 - i. Research out-stationed staff have always had close relationships with their local workforce boards. Those relationships have increased even further with the implementation of Oregon's workforce redesign, and the stationing of many Research staff into local workforce board offices.
 - ii. Research staff attended local workforce board meetings to provide information to enhance decision-making.
 - iii. The Research Division Director met and communicated with the Governor's workforce policy advisor, presented to the local boards, the Oregon Workforce Partnership, and to the state workforce board, the Workforce Talent and Development Board.
 - iv. Research staff attended several Oregon Workforce Partnership meetings during the program year. The Oregon Workforce Partnership is made up of the nine executive directors of Oregon's local workforce boards.
3. Research staff met with a variety of workforce, education, and economic development partners and customers, contributing LMI expertise and resources to policy, resource, and other decision-making activities. Research staff provided information subsequent to these meetings.
4. The Research Division Director and other Research staff met regularly with the leadership from Oregon's Department of Community Colleges and Workforce Development.

C. Which customer needs are met

1. The Research Division was heavily involved in assisting local workforce boards; sharing labor market information with students and educators around the state; and providing customized analysis for businesses, community organizations, and economic

development entities recruiting businesses to Oregon. Below is a sample of a few ways Research staff stationed in communities around the state have helped their customers achieve success.

- i. A workforce analyst took part in a local City Club panel for an in-person and radio audience on how workforce issues relate to housing affordability. They provided data and information on wages for occupations in our area, migration as a factor in affordability, and concerns businesses have on workforce retention.
 - ii. A regional economist gave a presentation to a collaborative economic development committee in Southern Oregon. The group included city counselors, K-12 administrators, city and county planners, and economic development staff who meet to address local needs and challenges in their community. One of the main topics was the challenge in the local area for available and affordable housing. The economist presented an overview of recent rental costs, home sales and price trends, employment in the construction industry and trends in building and construction activity in Southern Oregon.
 - iii. Several workforce analysts and economists had direct contact with students throughout the state during the program year. One had interactive discussions with students of a high school economics class to discuss major employment related issues in our area. Industry growth, local jobs in demand, and workforce demographic shifts were all discussed from a labor economics standpoint to get students thinking critically about what is happening in our local economy and why.
2. Connections with educators is also a big mission for supporting our customers' needs. Last year, out-stationed analysts worked with both community college and high school educators to help them tailor programs to fit their local economy's needs. One presented alongside industry representatives from the construction and related industries to classes of science and CTE students to talk about career opportunities in the field. The industry representatives discussed the types of roles available, and our analyst provided context on pay for people with different levels of education and projected industry growth.

D. If the activity supports collaborations or leveraged funding

1. Out-stationed Research Division staff members have regular contacts with their local workforce board. Many Research staff are co-located in local workforce board offices and they frequently attend and contribute to local workforce board meetings.
 - i. Oregon Research staff gave at least 24 presentations with local workforce board members in attendance during the

program year. These presentations included information ranging from cost of living and wage rates to skills and labor availability.

- ii. In addition, staff gave more than 110 presentations to various audiences throughout Oregon during the program year.
2. Provided in-person training to new labor market professionals from around the country in partnership with the LMI Institute's Basic Analyst Course. This 2.5-day course provides novice labor market information (LMI) analysts with an introduction to LMI and basic analytical methods that support state and regional workforce development strategies. Through engaging discussions and hands-on exercises, participants gain exposure to various workforce, demographic, and economic data sources and apply basic analytical skills to answer real-world questions that policy makers and practitioners encounter.

IV. Annual Economic Analysis and Other Reports

A. Description of the activity

1. In June 2020, the Oregon Employment Department published a statewide economic analysis report titled *Turning Point 2020: Oregon's Workforce from Expansion to Pandemic*. The report focuses on the known economic impacts of the COVID-19 pandemic as of early June 2020. Prior to the pandemic, unemployment in Oregon had been at or near record lows for three years. The report delves into the economic and workforce conditions prior to the pandemic taking hold, including sections on race and ethnic diversity in Oregon's workforce, and economic conditions in rural Oregon.
 - i. The report pulls together much of the research from the department over the last year. We publish shorter research pieces on our website QualityInfo.org throughout the calendar year. *Turning Point* gives a snapshot view of the Oregon workforce and the COVID-19 crisis based on that ongoing research.
 - ii. We acted decisively and quickly in 2020 to provide data in new ways as Oregon businesses and workers faced the unprecedented shock of the COVID-19 pandemic and public health restrictions to curb its spread. Our Research Division was asked to provide new types of information, in as close to a "real-time" window as possible. We met that call in March 2020 with data on initial unemployment insurance claims that showed skyrocketing unemployment long before we had official unemployment rates to rely on.
 - iii. This new information was updated and released each Thursday while the pandemic shock unfolded in the spring. We reached out in news release format, through articles on

the website, and in a new page on the website created to highlight what we knew about the pandemic's effects on the economy. The dedicated [COVID-19](#) page continues to be updated each week with the latest continued claims information, including claims by industry, occupation, and the demographics of those affected by COVID-19 layoffs.

- iv. A PDF copy of the report is available at [Turning Point 2020](#)
2. Below are additional reports Oregon produced during the program year, linked to their associated PDF:
 - i. [Weekly New Unemployment Insurance Claims](#);
 - ii. [Occupations Affected by Autonomous Vehicle Adoption in Oregon](#);
 - iii. [Help Wanted Online Ads](#);
 - iv. [Help Wanted in Oregon – Summer 2019](#);
 - v. [Help Wanted in Oregon – Fall 2019](#);
 - vi. [Help Wanted in Oregon – Winter 2020](#);
 - vii. [Help Wanted in Oregon – Spring 2020](#);
 - viii. [Oregonians @ Work Third Quarter 2019](#); and
 - ix. [Oregonians @ Work Fourth Quarter 2019](#).

B. How customer consultation is used

1. Findings from the research that formed the basis of the *Turning Point* report were shared weekly in late March through June with the Governor's Office, the Oregon Workforce Talent and Development Board, and local workforce development boards. Findings were also shared publicly each week through a news release, videos, and audio reporting, all made available via dedicated COVID-19 agency pages and sent to COVID-19 news release subscribers.
2. Oregon uses several methods for assessing customer needs on [QualityInfo.org](#).
 - i. Feedback is gathered through a "Contact Us" feature available from the homepage.
 - ii. Anecdotal information and feedback is gathered from Research staff, other Oregon Employment Department staff, and other key customers.
 - iii. Usability testing and assessment is conducted with end-users for all new development and any redevelopment projects.
 - iv. [QualityInfo.org](#) usage is tracked via Google Analytics. These usage statistics provide valuable data about what works and does not work on the site.

C. Which customer needs are met

1. Oregon responded to nearly 4,900 customer requests during the 2019 calendar year.

2. The Research Division engaged with customers through social media during PY 2019.
 - i. The Workforce and Economic Research blog (OregonEmployment.Blogspot.com) received 10,196 visits.
 - ii. Research Division tweeted 146 times (@OED_Research). Research's tweets were disseminated over 262,600 times to businesses, media outlets, job seekers, legislators, the Governor, and other customers. Research's Twitter profile had 5,035 visits and other Twitter users mentioned @OED_Research 283 times. Research's followers increased by 274, bringing the total to 1,849.
3. PY 2019 saw almost 465,000 visitors to QualityInfo.org, an increase of over 30 percent from PY 2018. Pageviews were up by 10 percent to over 1.6 million. The most used tools on the site were the employer database, the occupational profiles, wage conversion calculator, and the job finder. All these tools' primary focus is to help job seekers learn about employers, occupations, and available jobs. PY 2019 also saw the percentage of usage from a mobile device increase to more than 35 percent from only 26 percent in PY 2018.
4. PY 2019 was the fourth year for the Research Division's complete online [subscription service](#). This service began as a request from the Oregon Legislature to reduce the amount of hard copy mailings distributed to its customers. During PY 2019, the service added 580 new subscribers, bringing the total number of customers subscribed to 3,475. The system sent out more than 575,000 links to content on QualityInfo.org in PY 2019.

D. If the activity supports collaborations or leveraged funding

1. Through regular meetings with the Governor's Office workforce policy staff and state and local workforce boards, Oregon has not only met a need to respond to customer requests, but has formed a true partnership for solving problems and developing new products. This effort is ongoing and continues to grow.
2. Part of the funding strategy for Oregon's LMI activities is to seek reimbursement for projects that go beyond what can reasonably be expected from base funding sources. However, the base funding provides the infrastructure that allows Oregon to take on those additional "special" projects. It is fair to say that Oregon significantly leverages the WIGS and other base funding to allow us to take on other, paid projects for economic development entities, local workforce boards, community colleges, and others.
3. It should be noted Oregon's LMI deliverables that are most closely associated with the Workforce Information Grant cannot be achieved with WIGS funding alone. Oregon significantly supplements WIGS funding with other state funding sources to pay for LMI training to agency and partner staff, build and maintain a

strong labor market information website, publish research and special economic reports annually, as well as produce detailed industry and occupation projections. Oregon is fortunate that these other base funding sources are available and continue to support the mission of the Research Division. Without them, the state of LMI in Oregon would be much less robust and look remarkably different.

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

- A. We encourage the ETA to work closely with state LMI shops in the planning and development of language for the annual WIG TEGL requirements to ensure the partnership remains strong and the agreed upon deliverables work towards providing workforce information that is valuable to our customers and stakeholders. New requirements not vetted with the states and without associated funding increases can create many challenges to the effective planning and implementation of robust workforce information.
- B. Oregon has no further recommendations for changes or improvements to the WIGS requirements.

Attachment 1. Examples of Training provided or technical assistance.

Examples of Training Provided or Technical Assistance about WLMI to state Wagner-Peyser staff, WIOA program planners and policy makers, and other workforce system stakeholders, July 1, 2019 to June 30, 2020				
Type of Training	Customer Group	Date	Location	Estimated Crowd Size
General economy/labor force statistics, Industry employment trends/forecasts, Labor availability/shortage, Employment Department services and products, Occupation employment trends/forecasts, Occupational wage rates, Other	Education, Training Providers, Oregon Employment Department, Grade 9-12 School, Career/Trade School, Community College	9/4/19	Multnomah County	50
	Oregon Employment Department	9/11/19	Lane County	20
Industry employment trends/forecasts	Oregon Employment Department	9/19/19	Marion County	2
Employment Department services and products	Education, Community College	9/30/19	Malheur County	6
General economy/labor force statistics, Industry employment trends/forecasts, Labor availability/shortage, Population trends/forecasts, Income trends/forecasts, Employment Department services and products, Occupation employment trends/forecasts	Government	10/10/19	Multnomah County	60
Industry employment trends/forecasts, Population trends/forecasts, Occupational wage rates, Consumer price index/cost of living	Businesses, Training Providers	10/18/19	Benton County	2

Occupational wage rates	Businesses, Economic Development Education, Training Providers, Oregon Employment Department, Government, Job Seekers, Media, Professional Organizations, Workforce Board, K-8 School, Grade 9-12 School, CTE Regional Coordinator, STEM Hub, Career/Trade School, Community College, Higher Education	10/18/19	Clatsop County	5
	Businesses, Economic Development Education, Training Providers, Oregon Employment Department, Government, Job Seekers, Media, Professional Organizations, Workforce Board, Other	10/18/19	Baker County	5
Industry employment trends/forecasts, Population trends/forecasts, Occupation employment trends/forecasts, Occupational wage rates	Education, Workforce Board, School District, ESD, CTE Regional Coordinator, STEM Hub	10/25/19	Union County	5
Employment Department services and products	Government, Professional Organizations	10/29/19	Multnomah County	40
General economy/labor force statistics, Industry employment trends/forecasts, Labor availability/shortage, Employment Department services and products, Occupation employment trends/forecasts, Occupational wage rates, Skills, Other	Education, Grade 9-12 School	10/29/19	Columbia County	30
General economy/labor force statistics, Population trends/forecasts, Income trends/forecasts, Other	Professional Organizations	11/4/19	Washington County	30
	Media	11/6/19	Lincoln County	1

Other	Education, Higher Education	11/15/19	Washington County	12
General economy/labor force statistics, Industry employment trends/forecasts, Labor availability/shortage, Population trends/forecasts, Employment Department services and products, Occupation employment trends/forecasts, Other	Education, Grade 9-12 School	12/2/19	Columbia County	1
General economy/labor force statistics, Industry employment trends/forecasts, Labor availability/shortage, Population trends/forecasts, Occupation employment trends/forecasts, Occupational wage rates, Other	Oregon Employment Department	12/3/19	Multnomah County	30
General economy/labor force statistics, Occupational wage rates	Businesses, Economic Development Education, Training Providers, Professional Organizations, Grade 9-12 School, Private K-12/Alternative School, School District, ESD, CTE Regional Coordinator, STEM Hub	12/12/19	Lane County	30
General economy/labor force statistics, Industry employment trends/forecasts, Population trends/forecasts, Occupational wage rates, Other	Government	12/16/19	Marion County	12
Labor availability/shortage, Occupation employment trends/forecasts, Occupational wage rates, Skills	Education, Community College,	1/14/20	Lane County	30
General economy/labor force statistics, Industry employment trends/forecasts, Labor availability/shortage, Population	Businesses, Economic Development Education, Government, Grade 9-12	1/21/20	Yamhill County	20

trends/forecasts, Income trends/forecasts, Occupation employment trends/forecasts, Other	School, Career/Trade School, Community College			
General economy/labor force statistics, Industry employment trends/forecasts, Labor availability/shortage, Population trends/forecasts, Income trends/forecasts, Employment Department services and products, Skills	Businesses, Education, Government, Workforce Board, Community College	1/24/20	Lincoln County	20
General economy/labor force statistics, Employment Department services and products	Economic Development Education, Higher Education	1/30/20	Lane County	22
General economy/labor force statistics, Industry employment trends/forecasts, Population trends/forecasts	Oregon Employment Department	2/7/20	Lane County	40
General economy/labor force statistics, Industry employment trends/forecasts, Population trends/forecasts, Employment Department services and products, Skills,	Education, Community College	2/13/20	Lane County	8
General economy/labor force statistics, Industry employment trends/forecasts, Labor availability/shortage, Population trends/forecasts	Education, Grade 9-12 School	2/21/20	Lane County	20
General economy/labor force statistics, Labor availability/shortage, Occupational wage rates, Skills	Businesses, Government, Job Seekers, Professional Organizations	2/28/20	Lane County	50
Other	Training Providers, Oregon Employment Department	5/26/20	Columbia County	10