Program Year (PY) 2021
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 2021 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. Annual 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 Data Axle®; and
         viii. Quarterly updates of the Quarterly Census of Employment and Wages.
      3. Oregon attended all virtual ARC meetings during the PY 2021 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 231 new or revised articles and more than 60 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 Occupations in Human Resources, to regional articles such as Visitor Spending in Northwest Oregon, to statewide analysis such as Parents’ Labor Force Participation Declined in 2020, to articles about specific industries such as Oregon’s Hazelnut Harvest.

3. Oregon’s Systems Development team is near the completion of a project to migrate the QualityInfo.org website to an updated platform. This multi-year project incorporates new features for the site that increases its functionality and usability on mobile devices, along with other display changes for article and publication content.

4. When the pandemic struck in March 2020, the Research Division quickly adapted and answered the call from agency leadership to display more data about the economic challenges 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.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. 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, were 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. This collaboration is a major topic at ARC meetings. It has also fostered much discussion about how this will be useful 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. Annually, Oregon develops its long-term industry and occupational employment projections for Oregon and 14 sub-state areas using the Projections Suite software.

   i. Long-term sub-state area industry and occupational employment projections for 2019-2029 were completed in September 2020 and were published on QualityInfo.org in October 2020. The 2019-2029 sub-state area industry and occupational projections can be found as Excel downloads in the Publications page in the Employment Projections box and on the Projections page under Employment Projections Data.

   ii. Long-term statewide and sub-state area industry and occupational employment projections for 2020-2030 were completed in September 2021 and were published on QualityInfo.org in November 2021. They can be found as Excel downloads on QualityInfo.org on the Projections page and on the Publications page in the Employment Projections box. We developed a slideshow highlighting the key points of
these projections on the Projections page. Both statewide and sub-state area projections are incorporated into the website’s most popular tools – Occupation Profiles and Industry Profiles.

iii. Since May 2022, we are working on 2021-2031 state and sub-state area industry and occupational projections. We will publish them on our website in November 2022.

2. Oregon develops its short-term industry and occupational employment projections every year. The 2021-2023 short-term projections were completed and submitted in March 2022. They were published as an Excel download on QualityInfo.org in March 2022. The short-term projections can be found on the Publications page in the Employment Projections box and on the Projections page of QualityInfo.org under Employment Projections Data.

3. Oregon submitted Occupational licensing information to the ARC and loaded in the WID database in June 2022.

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.
   ii. We consult with other economists in other state departments and regional economists from our department that have an expertise in specific industries and areas in Oregon for producing our long-term state and sub-state area projections.

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. Discussions with most customer groups suggest there is little demand for short-term projections in Oregon.

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 are also 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. 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. These continued to be a little more challenging due to COVID concerns and the decisions around continuing to hold these virtually or in person. Most of these trainings were conducted virtually. Recorded in Attachment 1 are 17 such events ranging from a small one-on-one with partners in career and technical education to participating in presentations to large audiences that relay the value and resources available related to labor market information. Some examples include:
      i. 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.
      ii. Presentation to State Accident Insurance Fund staff (SAIF) regarding job vacancy trends and industry employment trends during pandemic. Provided demonstration and training on where to access data and tools on our labor market information website.
      iii. A Workforce Analyst provided training to the Clackamas County self-sufficiency wage project, which included Clackamas County household demographics, household budget comparisons, job demand, and wages by category, and costs for food, childcare, and rent. County commissioners used this data to define the self-sufficiency wage within the county, and to update and track this statistic annually.
      iv. Invited to present and gave an economic update presentation to Southern Oregon Regional Economic Development board. Provided training on resources for more information in addition to presenting local workforce and economic trend information to the group.
      v. Trained local Rogue Valley Realtor group on local housing price data from the Federal Home Finance Agency, Federal Reserve Credit Conditions, Census Bureau, and other private-sector data providers.
      vi. Gave presentation on local economy for City of Medford committee focused on the economy and climate change.
Provided training on sources of various studies and data that address the topic of economic resiliency to climate change.

vii. Gave a presentation on local workforce and economic trend for Rogue Community College faculty and administrators. Provided training on where to access labor market outcome data on our QualityInfo.org website from our Performance Reporting Information System (PRISM). Data can be useful in understanding industry of employment, wages, and labor market engagement by their students once they exit the school or program.

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.
   ii. Virtually and finally in real life Research staff attended local workforce board meetings to provide information to enhance decision-making.
   iii. 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.
   i. In October of 2021, a manager provided links and information to get the total number of businesses in the state for the Oregon Commission for the Blind, which they used to help calculate their market penetration rate. They provided links to the Employment and Wages by Industry tool and explained a bit on how the tool works, and how to get data sets that best matched their needs.
ii. Provided Clackamas County race, ethnicity, and poverty statistics to Workforce Clackamas staff to give them a better understanding of the population they work with.

iii. During the Local Workforce Board Quarterly meetings, a Workforce Analyst presented local workforce information and economic trend summary for the group. While the common themes are industry job growth and labor force statistics, they provided various brief trainings on where to locate other local and regional data from the QualityInfo.org website as well as other government data sources.

iv. Gave a seminar as part of an Oregon state insurance agent group for an hour of their required continued education training. Presented an overview of national and state economic trends, data sources to measure impact of pandemic on the economy, and shared where to find those and other data sources for their industry sector.

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 gave an overview of the occupational profiles report and some of our publications on QualityInfo.org to Lane County workforce development staff. A majority are regular users of the website for wage and job opening data, but the analyst was able to show them how to access employers by industry through occupational profiles and walk them through where to find job vacancy survey data to help service providers focus on high-need difficult to fill jobs in the county.

   ii. As a member of the Oregon City strategic planning committee, a Workforce Analyst provided a workshop on the city’s industry profile and location quotients for each NAICS(3) industry. This information was used for the city’s 2021 strategic economic development plan.

2. Connections with educators are also a big mission for supporting our customers’ needs.

   i. A Workforce Analyst gave a career research and economic overview to the senior seminar (includes the entire senior class) at Cottage Grove high school. They covered trends in
employer demand, economic trends in recovery from 2020 recession, and skills required for difficult-to-fill positions. The presentation included a live walkthrough of the occupational profiles report based on students’ interest to find jobs and research competitive wages in our area.

ii. A Regional Economist co-presented with economic development, an overview of the Rogue Valley’s manufacturing industry as part of Southern Oregon University’s Osher Lifelong Learning Institute course on Rogue Valley Manufacturing sector. (OLLI at SOU) provides older adults with intellectually stimulating courses and social functions. Dozens of courses are offered in each of three terms, September through June.

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 when not working remotely and they frequently attend and contribute to local workforce board meetings.
   i. Oregon Research staff gave at least 35 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 175 presentations to various audiences throughout Oregon during the program year.

2. In June and July 2022, our state employment economist co-facilitated a series of in-person and online sessions for the Center for Community and Economic Research (C2ER) Leadership in Research workshop. The multi-day workshop provided leaders in labor market and economic development research organizations with leadership philosophies and best practices that build the foundations for exceptional research teams and results. Our economist helped facilitate discussions about putting an organization’s mission, vision, and values to work in recruitments, onboarding, training, and mentorship. The state employment economist also led the group discussion and sessions sharing best practices based on the book “Beating Burnout at Work: Why Teams Hold the Secret to Well-Being and Resilience.”

3. In January and February 2022, the state employment economist participated on a panel with the state’s higher education office of workforce investments, providing a series of public engagement sessions and legislative testimonies about the state’s Future Ready Oregon program. Future Ready Oregon seeks to engage more people in the state’s labor force. Our economist’s role in the panel
was to set the context of labor market conditions in Oregon, which include low unemployment and a high level of job openings. This creates difficulty for employers to find enough workers to fill their job vacancies. Labor force demographics also continue to shift, creating the potential for difficulty filling some job openings in the longer-term as well.

4. In August 2021, an employment economist provided a 60-minute training session via Zoom on accessing and using Census microdata from the American Community Survey from IPUMS-USA to researchers at SAIF. The training covered the concept of microdata, technical aspects, and best practices for using microdata from the American Community Survey, such as how to select the right variables for your analysis, how to use survey weights, and calculating error.

5. In June 2022, our projections economist provided a 30-minute training session via Zoom on accessing and using regional data for decision making from the American Community Survey to employees at Chemeketa Community College. During this session, they demonstrated how to find published information on the region’s population by certain demographic, social, and economic characteristics, how to customize tables, and how to download the data.

IV. Annual Economic Analysis and Other Reports

A. Description of the activity

1. In August 2022, the Oregon Employment Department published a statewide economic analysis titled The Re-Employment of Oregon. Two years after the immense job losses of spring 2020, Oregon had seen a remarkable turnaround. The report delves into the relatively rapid jobs recovery, return to nearly record-low unemployment, and the labor market outcomes in winter 2022 of those who lost jobs and had unemployment claims in the pandemic recession.

   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. The Re-Employment of Oregon gives a collective view of Oregon’s recovery to a strong labor market, and builds on prior years’ research reports using newly available Unemployment Insurance (UI) data.

   ii. The report shows that by April 2022, Oregon’s nonfarm payroll employers had regained nine out of 10 jobs lost in spring 2020. Oregon’s unemployment was nearing its record low again, even as the state’s labor force grew to new record-high levels, and labor force participation reached its highest level in a decade.

2. As Oregon moved from high unemployment to rapid re-employment, seven out of 10 pandemic recession unemployment
claimants were found in Oregon’s payroll records again by winter 2022. Three out of 10 were not found working for a covered payroll employer 18 months after their job separation.

i. The largest share (36%) of claimants were recalled to and still working for the employer that laid them off. Sectors with the highest rates of returning workers included education services, public administration, and manufacturing.

ii. Another 12% took new jobs with different employers in the same sector of the economy. Sectors most likely to have workers take new jobs with a different employer in their sector included health care and social assistance, and leisure and hospitality.

3. As a cohort, pandemic recession unemployment claimants had greater re-employment rates than their counterparts laid off in non-recessionary times. Pandemic recession claimants also stood apart in terms of their post-layoff earnings.

i. By 18 months after their job separation, pandemic recession claimants were more likely to still be found working with a covered payroll employer and working in the same sector of the economy than unemployment claimants from the same timeframe in 2016.

ii. The pandemic recession cohort also experienced better wage gain outcomes than all Oregon workers – unemployed or not – between the first half of 2020 and the end of 2021.

4. Below are additional reports Oregon produced during the program year, linked to their associated PDF:

i. Help Wanted Online Ads
ii. Help Wanted in Oregon Summer 2021
iii. Help Wanted in Oregon Fall 2021
iv. Help Wanted in Oregon Winter 2022
v. Help Wanted in Oregon Spring 2022
vi. Oregonians @ Work First Quarter 2021
vii. Oregonians @ Work Second Quarter 2021
viii. Oregonians @ Work Third Quarter 2021

B. How customer consultation is used

1. Findings from The Re-Employment of Oregon report were shared with the Governor’s Office, the Oregon Workforce Talent and Development Board, and local workforce development boards, and the agency’s advisory committee. Findings were also shared publicly through a news release, videos, and audio reporting, and Twitter, and all made available on the QualityInfo.org website. Key findings from the report were also shared during live media briefings and presentations held in person and via Zoom, and then reported to the public by several media outlets.

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 3,900 customer requests during the 2021 calendar year.
   2. The Research Division engaged with customers through social media during PY 2021.
      i. The Workforce and Economic Research blog (OregonEmployment.Blogspot.com) received 7,959 visits.
      ii. Research Division tweeted 196 times (@OED_Research). Research’s tweets were disseminated over 86,400 times to businesses, media outlets, job seekers, legislators, the Governor, and other customers. Research’s Twitter profile had 30,600 visits and other Twitter users mentioned @OED_Research 35 times. Research’s followers increased by 64, bringing the total to 2,098.
   3. PY 2021 saw more than 467,000 visitors to QualityInfo.org, a decline of over 5% from PY 2020. Pageviews were down by 17% to more than 1.5 million. The most used tools on the site were the wage conversion calculator, employer database, the occupational profiles, and the job finder. All these tools’ primary focus is to help job seekers learn about employers, occupations, and available jobs. PY 2021 also saw the share of visits from a mobile device increase to more than 47% from 45% in PY 2020. Mobile usage cracked 50% for the first time in a month in June 2021.
   4. PY 2021 was the fifth 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 2021, the service added 318 new subscribers, bringing the total number of customers subscribed to 4,051. The system sent out more than 765,000 links to content on QualityInfo.org in PY 2021.

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 and wherewithal that allows our state to take on those additional “special” projects. 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 to pay for LMI training to agency and partner staff, build and maintain a robust labor market information website, publish research and special economic reports annually, as well as produce annual industry and occupation projections. Oregon is fortunate that these other base funding resources are available and continue to support the mission of the Research Division. Without them, the state of LMI in Oregon would look remarkably different, and the workforce information provided would be far less accurate, timely, and accessible to the customers who need this information to compete and flourish.

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

A. We value the partnership with ETA and the ongoing collaboration to improve labor market information services and products. Conversations around support and funding for valuable products like Oregon’s job vacancy survey have been appreciated. We encourage the ETA to continue 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 partners at local levels. New requirements not vetted with the states and without additional funding and resources can create many challenges to the development of accurate and robust state, regional, and local 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, 2021 to June 30, 2022

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<th>Customer Group</th>
<th>Date</th>
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<th>Estimated Crowd Size</th>
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