



# Oregon

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## Program Year (PY) 2020 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 2020 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. 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 virtual ARC meetings during the PY 2020 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](http://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](http://QualityInfo.org) website) are maintained in a timely and accurate fashion.
  2. More than 219 new or revised articles and more than 70 new or revised weekly, monthly, or annual publications were added to [QualityInfo.org](http://QualityInfo.org) during the program year. These ranged from articles about occupations such as [\*Bookkeeping Jobs: Disappearing or Evolving with Technology?\*](#), to regional articles such as [\*COVID-19 Brings Employment Losses and Unrealized Seasonal Gains\*](#), to statewide analysis such as [\*Where Women Work and How Much they Earn in Oregon\*](#), to articles about specific industries such as [\*Made in Oregon: A Profile of the State's Manufacturing Sector\*](#).
  3. Oregon's Systems Development team is in the middle of 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 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](#) 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. 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. Long-term sub-state area industry and occupational employment projections for 2018-2028 were completed in June 2020 and were published on [QualityInfo.org](#) in July 2021. The 2018-2028 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 2019-2029 were completed in September 2020. They were also published on [QualityInfo.org](#) in October 2020. 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 2021, we are working on 2020-2030 state and sub-state area industry and occupational projections. We will publish them on our website in the fall of 2021.
2. Oregon develops its short-term industry and occupational employment projections every year. The 2020-2022 short-term projections were completed and submitted in March 2021. They were published as an Excel download on [QualityInfo.org](#) in March 2021. 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. Occupational licensing information was last submitted and loaded in the WID database in August 2021.

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. 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 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](http://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. This year these were a little more challenging due to COVID restrictions and the inability to meet in person. The entirety of these trainings were conducted virtually. Recorded in Attachment 1 are 19 such events ranging from small one-on-one 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 provided training to local WorkSource staff members on [QualityInfo.org](http://QualityInfo.org) and its various tools. The group learned how to find data sources such as CES and LAUS data for their specific regions. Additionally, the workforce analyst taught staff how to use the occupation & wage information tool as well as the job finder function. The session wrapped up by discussing the sections of the occupation & wage information tool as well as how it could be used to support job seekers.
  - ii. Trained NW Oregon Works staff on how to find high school dropout and poverty data for NW Oregon counties for a youth workforce development project proposal.
  - iii. An economist in southern Oregon provided training to our partners at the Department of Human Services and Vocational Rehabilitation on worker demand, economic and workforce trends, and resources available from the Employment Department.
  - iv. 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.
  - ii. Virtually 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 virtually 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 did a joint presentation about the Northwest Oregon economy with the regional economist for the North Coast Equity in Recovery Council meeting, a group trying to ensure that state efforts to ensure economic recovery after COVID-19 is equitable to all Oregonians.
  - ii. A workforce analyst and regional economist did extensive work for the State of the Workforce report for the local workforce board (Lane Workforce Partnership). The report describes the local labor market and the sectors that the board targets for investment. They provided data and analysis using employment and payroll data, wage data, industry and occupational projections and demographic data.

Presentations describing the report were given to the board and other local workforce and economic development partners.

- iii. A projections economist provided training at a career fair event at a local university. The training was focused on the occupations that are common in state government, how to look for wage information, employment outlook, and typical job responsibilities for common occupations found in state government on [QualityInfo.org](http://QualityInfo.org) and the Department of Administrative Services' website.
  - iv. In southern Oregon, our economists provided updates on labor market information to the local workforce board to use in their local plan update. They also contributed data the board used to track impacts of their efforts on targeted industries.
  - v. Also in southern Oregon, our economists assisted local economic development organizations efforts in the development of a comprehensive economic development strategy.
2. Connections with educators are also a big mission for supporting our customers' needs.
- i. A workforce analyst collaborated with WorkSource staff to provide a CTE presentation to graduating high school seniors. They discussed the current state of the local area's labor market, opportunities in CTE based on OED projections, and the financial benefits of tech programs. Additionally, they showed students the occupation & wage information tool as well as the job finder function to help with decisions for college or entering the labor force.
  - ii. A workforce analyst presented to Portland Community College's Oregon Manufacturing Innovation Center staff, one for employers and one for local educators, both to inform attendees about manufacturing's importance to the county and the state, provide information about high-wage, high-demand occupations in manufacturing, and provide information about which manufacturing segments were growing and declining in Oregon.

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 48 virtual 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 202 presentations to various audiences throughout Oregon during the program year.
2. In April 2021, our projections economist presented “Best Practices for Improving Occupational Projections” to the Projections Management Partnership (PMP). The PMP is the collation of states that helps with state and local employment projections. Our economist shared expertise on how to handle changes to staffing patterns, self-employment ratios, and change factors in Oregon, and provided examples of how to correct base year data in specific industries such as education, fishing, and care services.
3. In June 2021, our state employment economist provided an interactive, 90-minute training session via Zoom during 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 facilitated the “Building Your Team” session, which focused on recruitment. The session discussed how to create job postings that reflect an organizations mission, vision, and goals, and also incorporate them into the interview process. The session also discussed effective outreach strategies, and ways to increase recruitment intensity in a tight labor market. The final portion of this session offered best practices for being a learning organization by offering continuing education/training/teambuilding opportunities. All of these aspects included a diversity, equity, and inclusion component – specifically emphasized as an essential component of broader recruitment and retention efforts in any agency.

#### IV. Annual Economic Analysis and Other Reports

##### A. Description of the activity

1. In July 2021, the Oregon Employment Department published a statewide economic analysis titled *Disparate Impacts of the Pandemic Recession in Oregon*. The acute onset and depth of the pandemic recession was unlike anything seen previously in Oregon. The report explores how what was a healthy economy lost one out of seven jobs in two months’ time. It also delves into how the impacts were not evenly distributed, with in-person, service-based sectors experiencing significantly higher rates of job loss.
  - 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. *Disparate Impacts* gives a collective view of the Oregon workforce and the COVID-19 crisis based on

that ongoing research and newly available Unemployment Insurance (UI) data.

- ii. The report shows that leisure and hospitality in particular employed more women, more of Oregon's young workers, and more Black, Indigenous, and workers from communities of color than Oregon's economy overall. Other hard-hit sectors also tended to have more women and more low-wage workers. These are the Oregonians who experienced disparate impacts of the pandemic recession in 2020.
  - iii. The disparate impacts to these workers show in Oregon's unemployment claims data. They are also reflected in the benefit payments that served as a safety net to displaced workers and business owners under public health restrictions. One of the new pieces of data that became available to us during the crisis was data related to unemployment insurance customers. We were able to utilize self-reported demographic statistics from both regular UI claimants and claimants from the newly implemented Pandemic Unemployment Assistance Program.
  - iv. The report includes a section on potential barriers to access and includes an analysis of limited English speaking ability of Oregon labor force. To make this information available to a broader audience, the news release for this report was translated into fourteen languages.
  - v. A PDF copy of the report is available at [Disparate Impacts](#).
2. 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 2020](#)
  - iii. [Help Wanted in Oregon Fall 2020](#)
  - iv. [Help Wanted in Oregon Winter 2021](#)
  - v. [Help Wanted in Oregon Spring 2021](#)
  - vi. [Oregonians @ Work Third Quarter 2020](#); and
  - vii. [Oregonians @ Work Fourth Quarter 2020](#).

B. How customer consultation is used

1. Findings from the research that formed the basis of the *Disparate Impacts* report were shared with the Governor's Office, the Oregon Workforce Talent and Development Board, and local workforce development boards. Findings were also shared publicly 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. Key findings from the report were also shared during several live media briefings held via Zoom, and then reported to the public by several media outlets.
2. Researching the *Disparate Impacts* report also resulted in learning about distinctions of the Oregon Employment Department's unemployment benefits applications that could improve voluntary

race and ethnicity demographic information collection from claimants. These findings were developed into a technical paper for the agency's Executive Team to use as the agency undergoes the process of modernizing its benefit systems over the next few years.

3. Oregon uses several methods for assessing customer needs on [QualityInfo.org](https://www.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](https://www.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 2020 calendar year.
2. The Research Division engaged with customers through social media during PY 2020.
  - i. The Workforce and Economic Research blog ([OregonEmployment.Blogspot.com](https://oregonemployment.blogspot.com)) received 12,511 visits.
  - ii. Research Division tweeted 274 times (@OED\_Research). Research's tweets were disseminated over 200,700 times to businesses, media outlets, job seekers, legislators, the Governor, and other customers. Research's Twitter profile had 27,429 visits and other Twitter users mentioned @OED\_Research 111 times. Research's followers increased by 173, bringing the total to 2,036.
3. PY 2020 saw more than 252,000 visitors to [QualityInfo.org](https://www.qualityinfo.org), an increase of over 18% from PY 2019. Pageviews were up by 10% to more than 1.7 million. The most used tools on the site were the employer database, wage conversion calculator, 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 2020 also saw the share of visits from a mobile device increase to more than 45% from only 35% in PY 2019. Mobile usage cracked 50% for the first time in a month in June 2021.
4. PY 2020 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 2020, the service added 396 new subscribers, bringing the total number of customers subscribed

to 3,788. The system sent out more than 705,000 links to content on [QualityInfo.org](http://QualityInfo.org) in PY 2020.

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.

<b>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, 2020 to June 30, 2021</b>				
<b>Type of Training</b>	<b>Customer Group</b>	<b>Date</b>	<b>Location</b>	<b>Estimated Crowd Size</b>
General economy/labor force statistics, Industry employment trends/forecasts, Employment Department services and products, LMI Training	Oregon Employment Department	7/31/20	Deschutes County	2
LMI Training	Oregon Employment Department	9/1/20	Jackson County	9
General economy/labor force statistics, Industry employment trends/forecasts, Income trends/forecasts, Occupation employment trends/forecasts, LMI Training	Oregon Employment Department	9/30/20	Jackson County	1
Employment Department services and products, LMI Training	Oregon Employment Department, Government	11/16/20	Deschutes County	105
General economy/labor force statistics, Population trends/forecasts, LMI Training	Oregon Employment Department	11/24/20	Jackson County	30
LMI Training	Government	12/10/20	Washington County	18
Employment Department services and products, LMI Training	Training Providers, Oregon Employment Department, Government, Workforce Investment Board	12/18/20	Deschutes County	65
LMI Training, QualityInfo Training	Training Providers	1/22/21	Columbia County	1
Employment Department services and products, LMI Training	Training Providers, Oregon Employment Department	1/28/21	Deschutes County	20
Population trends/forecasts, LMI Training	Professional or social organization	2/4/21	Lane County	10
General economy/labor force statistics, Labor availability/shortage, Population trends/forecasts, LMI Training	Education, Grade 9-12 School	2/5/21	Lane County	18
General economy/labor force statistics, Skills, LMI Training	Education, Grade 9-12 School, School District, ESD, CTE Regional Coordinator, STEM Hub, Higher Education	2/8/21	Lane County	80

General economy/labor force statistics, Industry employment trends/forecasts, Employment Department services and products, Skills, LMI Training	Education, Higher Education	2/16/21	Lane County	28
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, LMI Training	Education, Grade 9-12 School	3/29/21	Lane County	140
Occupation employment trends/forecasts, LMI Training	Oregon Employment Department, Government	4/8/21	Out-of-state	70
General economy/labor force statistics, Industry employment trends/forecasts, Labor availability/shortage, Occupation employment trends/forecasts, Occupational wage rates, Skills, LMI Training	Education, School District, ESD, CTE Regional Coordinator, STEM Hub	4/12/21	Lane County	50
General economy/labor force statistics, Industry employment trends/forecasts, Labor availability/shortage, Population trends/forecasts, Employment Department services and products, Occupational wage rates, LMI Training	Business	4/16/21	Lincoln County	15
General economy/labor force statistics, Employment Department services and products, LMI Training	Oregon Employment Department	5/11/21	Lane County	40
General economy/labor force statistics, Labor availability/shortage, LMI Training, recruitment and retention	Economic Development, Government, Professional or social organization	6/29/21	Out-of-state	22