

## 2012 Program Report Card: Labor Market Information (Connecticut Department of Labor)

*Quality of Life Result:* All Connecticut working age residents have jobs that provide financial self-sufficiency.

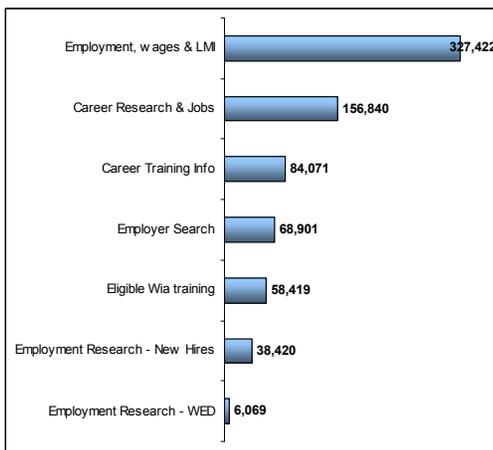
*Contribution to the Result:* The Office of Research at the Connecticut Department of Labor provides information and analysis about the current economy and workforce and makes projections about the future economy and workforce demand that help employers plan and make choices about their future that maximize the likelihood of their success and growth in the future business, and informs those seeking work, including those just entering the workforce, about the best pathways to future success in their careers and in achieving self-sufficiency.

Program Expenditures	State Funding	Federal Funding	Other Funding	Total Funding
Actual FY 11	802,400	1,856,000	363,800	3,022,200
Estimated FY 12	802,400	1,969,000	0	2,771,400

*Partners:* US Department of Labor/Bureau of Labor Statistics and Education & Training Administration, CT. Department of Economic Development, CT Workforce Investment Boards, business community, Career One-Stops, State Department of Education, CT Regents, University of Connecticut

### How Much Did We Do?

LMI Website visitors by Major Source of Info calendar year 2010



#### Story behind the baseline:

Office of Research provides labor market data collection and analysis services to assist Govt., employers, employees, job seekers, career planners and educators understand the current state of our economy and where the future growth potential lies. Our Labor Market Information efforts include a family of 5 baseline data collection programs and more than 16 analyses, communication and outreach programs with diverse audiences.

**Trend:** N/A

### How Well Did We Do It?

**Top 10 LMI Site Traffic Areas (Page Views) : Page Views**

1. Employer Search Pages:	3,679,032
2. State Labor Market Trends	352,885
3. Misc. Other Pubs	232,608
4. Monthly Labor Situation Pub	26,957
5. Economic Indicator Score Cards	35,947
6. Occupational Employment and Wages	25,453
7. Business Employment Changes	20,772
8. Job Seekers Guide	15,294
9. Local Area Unemployment Statistics	10,858
10. CPI Index	9,477

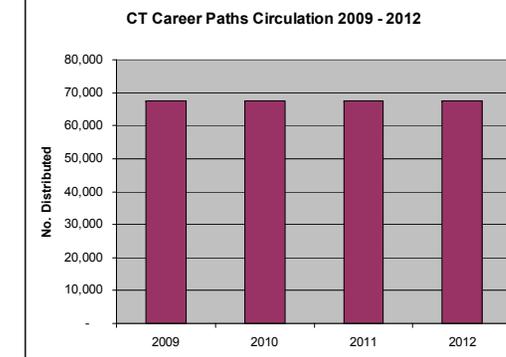
[Getting the word out: Who uses our data and how].

#### Story behind the baseline:

The table above helps identify who is using our information by identifying what information is accessed. For example, employer search pages are used by job seekers to find contacts at specific businesses in the state. Labor Market Trends are data typically used by policy and economic analysts. The Monthly Labor Situation is our source for first release of CT's monthly job estimates and unemployment data. Occupational Employment & Wages are used by both job seekers and businesses to determine competitive wages in the state.

**Trend:** none

### How Well Did We Do It?



#### Story behind the baseline:

Although we have largely moved from print to electronic distribution of our LMI publications, career counselors request that our very popular Connecticut Career Pathways guide for high school students stay in print form so it can be put into student's hands. As evident from the graph demand for that publication has remained constant over the past four years. Career Paths gives HS aged youth a comprehensive resource for career exploration and education options. We provide detailed explanations of what occupations exist, the expected demand for these occupations, the training required and where in CT this training can be found.

**Trend:** ◀▶

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### **Is Anyone Better Off?**

[No measures currently available.]

### **Story behind the baseline:**

Measuring the impact of LMI on the unemployed and those seeking careers is challenging because so many external forces are at work. Our focus is on finding ways to improve our ability to measure the utility of our information to the customers who use it. Formerly we used a static request for a satisfaction survey, but dropped this concept several years ago when participation rates fell. We will be instituting an exit survey on our website to determine the ease of access and clarity of information sought by users after they attempt to find and use the data.

### **Proposed Actions to Turn the Curve:**

In addition to providing information for job seekers, we also provide information for policy makers, employers and professional economists. Government policy makers use our information for policy and program development and evolution. Employers use information for a wide range of planning activities including common wage rates for various categories of employee. Economists use the data we provide for secondary analyses and their own economic projections.

The Office of research has begun a review of navigation on our website with an eye to improving ease of access to critical and heavily used data.

An important activity in which the office of research was involved is the linking of higher education completion data from CT's public colleges and universities. We intend to revive these efforts in the coming year along with more instituting other actions detailed earlier in this report.

### **Data Development Agenda:**

Research is spending a great deal of effort this year examining how our Web site is being used, who our customers how useful the find the information and tools we provide. This effort includes the use of new web traffic monitoring software, (Google analytics); a detailed review of site navigation and ease of access to heavily used information and the introduction of a site satisfaction survey to determine the utility of the information our customers are accessing. The office of Research is also part of a national LMI workgroup researching best practices for customer feedback.

Interpretations of the FERPA, (Family Educational rights to Privacy Act) have put both our annual Legislative Report Card and the Higher Education Workforce reports on hold. However, a newly released Federal interpretation of FERPA regulations would seem to permit access to education data for

these activities. The Office of Research will coordinate the efforts of all affected agencies so as to get these programs back online as soon as possible.

We are taking this hopefully brief hiatus in producing these reports to examine how we can improve the reports especially with respect to there ability to follow education to workforce outcomes over time.