

Research Agenda: June 2015 Update

1. Quarterly workforce reports

- a. *Goal:* Ongoing analysis of real-time and localized labor market data.
- b. *Partners:* WIN uses Burning Glass and EMSI data for analysis
- c. *Update:* Ongoing quarterly. Reports have undergone several updates this year and will continue to evolve to meet the needs of WIN's board and partners. Employment was added in quarter three as an additional data point. WIN will be adding location quotients for each cluster in the Q1 2015 reports which were just started by the team and will be ready for release at the end of April or beginning of May. The team also restructured the release schedule and data products based on feedback from the board in February 2015. The Q1 reports for each county are now shorter and in a summary format with the WIN regional report in the longer format with added data.
- d. *Alignment with WIN goals and Benefit to WIN partners:* Aligns with WIN data accessibility goal.
- e. *Resources Needed and estimated timeline:* Continued feedback required from partners to continue to update reports to fit the needs of WIN partners and the board.

2. Data dashboard

- a. *Goal:* A public dashboard of economic indicators focused on talent related issues for each local area and the region as a whole.
- b. *Partners:* WIN, appropriate committees, data users group, community-based organizations, foundations, and web designers.
- c. *Update:* The dashboard is being presenting at the April 2015 board meeting. There will be one more focus group for the dashboard prior to its public launch with Q1 2015 data. The timeline keeps shifting because building a website and tool from the ground up presents lots of obstacles. WIN's team produced a final report to Kresge, the primary funder, at the end of November and will provide an update once the dashboard is released. The Data Committee reviewed the Dashboard at their meeting in April 9th. The Data Users Group was engaged at their meeting on January 29th to outline typos, bugs, and other issues with the site (mostly aesthetic). The Data Users Group also provided their "wish-lists" for data to add in the next dashboard iteration. Once all reviews occur and the site is ready for the public, WIN will hold training sessions for partners on how to use site. There will also be a public launch party for the WIN board, press, and other partners.
- d. *Alignment with WIN goals and Benefit to WIN partners:* Aligns with WIN's data accessibility goal. WIN partners will have better and easy access to multiple data sources in one location.

- e. *Resources Needed and estimated timeline:* As we move closer to launch, this project takes roughly 30% of the Research Director's time and will take roughly 30% of the Junior Analyst's time.

3. Federal Institutes (LIFT, IACMI, other NNMI partners)

- a. *Goal:* Provide timely data reports and other materials to the NNMI partners (includes the WIN board) across the five-state partner region. WIN is also responsible for performing a competency-gap analysis and assisting with an asset map for the region. The data reports and other materials will inform lightweighting-related training needs and assist with recruiting new workers in related fields. The competency-gap analysis will ensure alignment between employers and training providers. The asset map will be a tool for all partners and employers to understand where funding flows, programs, and training needs overlap and where there are gaps. WIN will also convene the data & research committee within the Workforce and Education Working Group.
- b. *Partners:* WIN, LIFT (UofM, OSU, EWI), LMI offices in five partner states. Oak Ridge National Labs, other IAMCI parnters.
- c. *Update:* WIN has already worked closely with LIFT for some time and has begun work with IACMI. WIN team members will present workforce analysis at the IACMI ribbon-cutting in June in Knoxville at Oak Ridge National Labs. WIN is highlighted on the LIFT website's workforce page here: <http://lift.technology/>
- d. *Alignment with WIN goals and Benefit to WIN partners:* Aligns with WIN's sustainability goal and data accessibility goals.
- e. *Resources Needed and estimated timeline:* WIN has been awarded over \$190,000 to assist with these efforts. \$185,000 initially and an additional \$7,000 recently. LIFT recently updated their contract with WIN to include an additional \$220,000 in work for data & research. The composites institute (IACMI) awarded WIN \$30,000 for short term analysis and data. The agreement with IACMI is likely to continue. These projects takes up 25% of the Research Director's time, 15% of the Junior Analyst's time, and 15% of an intern's time.

4. State funds and programs focused on career: asset map for Business Leaders for Michigan

- a. *Goal:* To map all state resources (budget and programs) focused on helping individuals in Michigan move toward a career.
- b. *Partners:* Business Leaders for Michigan, Oceanvue, Research to Practice consultants, Citizens Research Council
- c. *Update:* Business Leaders for Michigan (BLM) engaged WIN in fall 2014 about this project. With a budget of \$37,000 the WIN team, with a small amount of subcontracting work from Oceanvue and R2P consultants, will map a Michigander's life-cycle (with nuances added for Vets, those returning from prison, etc.) and identify all state programs and resources focused on career/education at each milestone. This project is nearing completion.

- d. *Alignment with WIN goals and Benefit to WIN partners:* Project aligns with WIN's sustainability, data sharing, and policy goals.
- e. *Resources Needed and estimated timeline:* This project will be completed by mid-late June 2015. It will take roughly 30% of the Junior Analyst's time and 10% of the Research Director's time to complete. Additional help from other WIN staff is required.

5. MAGMA/UMTRI/ATLAS- creating green mobility occupation cluster for MAGMA analysis/planning/research

- a. *Goal:* To define a green mobility cluster for MAGMA and better understand the labor market, needs, etc. related to this group of workers.
- b. *Partners:* UMTRI-ATLAS (UofM), MAGMA
- c. *Update:* WIN was recently awarded a small amount of funding from the University of Michigan Transportation Institute (UMTRI) to help define the green mobility cluster and begin research on workforce and skills needs. (see Adv. Manufacturing update). Total current budget \$13,000. WIN hired an intern to assist with this project (Meg Mulhall). She and Hector Acosta (WIN's Research & Policy Junior Analyst) have moved this project forward by defining several occupation clusters related to transportation safety and producing a memo literature review of previous research focused on transportation safety occupations. The next steps for this project are to produce several data and research briefs that will align both with MAGMA and with UMTRI for public distribution.
- d. *Alignment with WIN goals and Benefit to WIN partners:* Project aligns with labor market information goals and WIN sustainability goals.
- e. *Resources Needed and estimated timeline:* WIN has hired an intern to assist with this project. It will be mainly driven by the Junior Analyst and the Research Director. Estimated completion of phase I is June/July 2015.

6. Labor Market/Labor Shed One-Pagers & Cluster briefing documents

- a. *Goal:* To provide clear definitions and informational materials to the WIN board and job seekers about the WIN occupation clusters.
- b. *Partners:* WIN Board, Oceanvue
- c. *Update:* WIN created a retail & hospitality brief for the Kellogg project and is starting the other WIN clusters. Each document will have WIN branding but different color-schemes so that they are differentiable. WIN is also in the process of updating the labor market and labor shed documents for each county and RPI region. Labor shed data will be updated by the federal government in April or May. WIN is tracking this data update closely. The WIN team will focus the summer months of 2015 on the cluster briefing documents.
- d. *Alignment with WIN goals and Benefit to WIN partners:* Project aligns with data accessibility goals.
- e. *Resources Needed and estimated timeline:* Ongoing project, no hard deadlines set.

7. HI-PO analysis: Real-time data and employment (Hiring to Posting, Hi-Po)

- a. *Goal:* Understand, for various industry clusters and sectors, what the conversion rate is for postings to actual employment.
- b. *Partners:* Seeking academic partners, researchers, and economists to assist with analysis (i.e. Fulton and Grimes, Upjohn, Georgetown University, EMSI, C2er, etc.)
- c. *Update:* This project is now partially a partnership with graduate students in public policy through the Committee for Economic Development. These graduate students have partially updated the analysis and are employing WIN's statistical model to find the connection between postings and hiring in the Detroit MSA for selection industries. When their project culminates in May, the WIN team will take over and continue the update.
- d. *Alignment with WIN goals and Benefit to WIN partners:* Project aligns directly with WIN's #1 goal of providing data to partners. This analysis would allow WIN to make more accurate and timely projections about occupations than currently available dated projection data.
- e. *Resources Needed and estimated timeline:* This project was awarded a \$100,000 grant by J.P. Morgan Chase's New Skills at Work initiative. WIN's research director spends about 15% of her time on this project, it will grow to 30% in coming months.

8. Data users group

- a. *Goal:* Increase the use of new data tools (including real-time data) within WIN board organizations through building analysis skills and sharing best practices in a regional learning network setting.
- b. *Partners:* WIN board organizations, specifically those that analyze labor market data and trends.
- c. *Update:* Ongoing quarterly. Moving toward a model where part of each meeting is focused on discussion and another part is focused on training. For example, learning how to calculate a new metric. Upcoming workshops will include reviewing the WIN dashboard online data tool and methods for sharing information among WIN board organizations.
- d. *Alignment with WIN goals and Benefit to WIN partners:* Aligns with WIN goal of better connecting the talent system and making data accessible.
- e. *Resources Needed and estimated timeline:* NA

9. Eureka survey in preparation for conference

- a. *Goal:* Survey employers, futurists, think tanks, etc. in the region about emerging and disrupting technologies or collaborations that will be "game-changing" for the region, state, and/or global economy – both in the creation and elimination of jobs. This could include enhanced battery technology or connected vehicles, or in the areas of healthcare, IT, or finance.
- b. *Partners:* WIN, along with economic developers, chambers, and Crains Communication.
- c. *Update:* The Eureka survey is complete! The data is now being analyzed and the WIN team is setting a September 2015 date for a morning event at the Chicago Federal

Reserve Detroit Branch. The formal report will be released to the board prior to the event.

- d. *Alignment with WIN goals and Benefit to WIN partners:* Aligns with WIN data goal. Data and understanding on technology changes and how that will affect a company's workforce. Also aligns with WIN's goal of helping partners become more employer driven as the survey asks direct questions of employers about their expectations.
- e. *Resources Needed and estimated timeline:* Project is underway. WIN's research director will spend roughly 30% of her time displacing other projects for a short time period. WIN's Research & Policy Junior Analyst will spend roughly 15% of his time on this project throughout the spring.

10. Assessing the economic and fiscal benefits of the talent system (formerly ROI)

- a. *Goal:* Put a dollar figure and explain the qualitative impact of the investments in the talent system, and the economic returns.
- b. *Partners:* WIN will work with the Ross Community Consulting Club to frame the project and start assessing investments made into the talent system. WIN could potentially work with a local economist (Fulton and Grimes) or EMSI for a full assessment of economic returns. WIN will work with the community colleges and Christine Quinn to understand methodologies used in the past.
- c. *Update:* WIN's Research Director has worked with SEMWAC to organize a phased approach to the analysis. This approach includes:
 - i. Qualitative analysis and reports on the partnerships that exist between MWAs, CCs, and other partners across the state
 - ii. Work with MWAs and CCs to create common data definitions for data to be used in the subsequent phases
 - iii. Create a performance index for each MWA dashboard, ideally the same definition for entire WIN region
 - iv. Analyze the economic and fiscal benefits in a full-scale report.
- d. *Alignment with WIN goals and Benefit to WIN partners:* MWAs and the talent system in general are often overlooked for much of the positive work they perform. Frequently, only the variables and data collected because of statute is shared. This report aims to share a deeper level understanding with the public of the benefits created by our talent system. We also hope to monetize several activities that have not yet been analyzed in dollar-figures.
- e. *Resources Needed and estimated timeline:* This report has been put on hold until WIOA implementation and funding becomes clearer.

11. Employer Surveys

- a. *Goal:* Semi-annual surveying of employers using 2 surveys, rotating every 6 months
- b. *Partners:* WIN talent partners, economic developers, employers strategies partners

- c. *Update:* In development, surveys will cover two separate themes: workforce planning and needs, and employer hiring behavior. Project is on-going. Awaiting results from the retail and hospitality survey in order to update the next iterations.
- d. *Alignment with WIN goals and Benefit to WIN partners:* Aligns with WIN goal of providing data to partners and to help partners become more employer driven.
- e. *Resources Needed and estimated timeline:* WIN research director spends roughly 5% of her time on this project, more once results are in and edits need to be made. This project is ongoing.