

Promoting Local Employment Dynamics Use in Your State

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2010 LED Partnership Workshop
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Support Business & Promote Employment

www.WorkSourceOregon.org



LED Offers Something for Everyone! (at least those who need employment data)

- Is everyone in your state who should be using LED data using it?
 - Businesses
 - Policy makers
 - Researchers
 - Your coworkers



How Do We Promote LED?

- Ideas for promoting LED...
- Some examples from Oregon...



Share the Fun with Coworkers

- Let them know when your state's new data is in
 - The quarterly reminder about LED will keep things fresh
- Share data requests and your research
- Inform them of new tools and training opportunities
- Bring this workshop home with you



From Your LMI Shop

- Quarterly articles using LED data and tools
- Access from your state's website
 - QWI Dashboards
 - Links



Access From Your State's Website

The screenshot displays the WorkSource Oregon website interface. At the top, a navigation bar includes links for OLMS Guide, Glossary, Site Index, RSS Feeds, and Contact Us. The main header features the WorkSource QualityInfo.org logo and a search bar. Below the header, a blue banner reads "Data Tools - Employment and Labor Force".

The left sidebar contains a "Main Menu" with links to Home, Business, Careers, Education, Industry Trends, Jobs, Unemployment Rates, Wages & Income, Publications, Español, and Blog. Below this is a "Data Tools" section with a sub-menu for "Employment & Labor Force" containing links to Current Employment Statistics, Covered Employment and Wages, Unemployment Statistics, and Quarterly Workforce Indicators. Other sidebar links include Business & Employers, Education, and WIRED.

The main content area lists four data tools:

- Current Employment Statistics**: Find the most current monthly estimate of **employment by industry** and labor market area here.
- Covered Employment and Wages**: Covered employment provides a quarterly count of all employees covered by Unemployment Insurance. It provides more industry and geographic detail than the CES data, but it is not as current.
- Local Area Unemployment Statistics**: Find current and historical **unemployment rates** and labor force statistics by area here.
- Quarterly Workforce Indicators**: Get detailed information on employment, wages, turnover, job creation and more. These data are broken out by county, industry, age and sex.

The "Quarterly Workforce Indicators" link and its description are circled in red. At the bottom of the page, there is a footer with the text "Oregon Employment Department" and "WorkSource Oregon - Oregon.gov - Privacy / Accessibility - PRISM - Need Help?".



Taking it to the Streets

1. Get LED data and tools in front of people
2. Show off the power of QWI and OnTheMap
3. Tell them how awesome these tools are
4. Show them where to find it and how to apply it



Customers Who Love LED Data

- Workforce Investment Boards
- Employment Department staff (and partners)
- One-Stop Career Centers
- Community colleges
- Economic development
 - State
 - Local
 - Private
- Businesses
- Real estate agents
- Chambers of commerce
- Neighborhood associations
- Schools
- Elected officials
- Fundraisers
- Others.....

“It’s a river, not a wall.”

Ontario, Oregon-Idaho Micropolitan Statistical Area . . .

Malheur County, Oregon + Payette County, Idaho = an integrated labor market

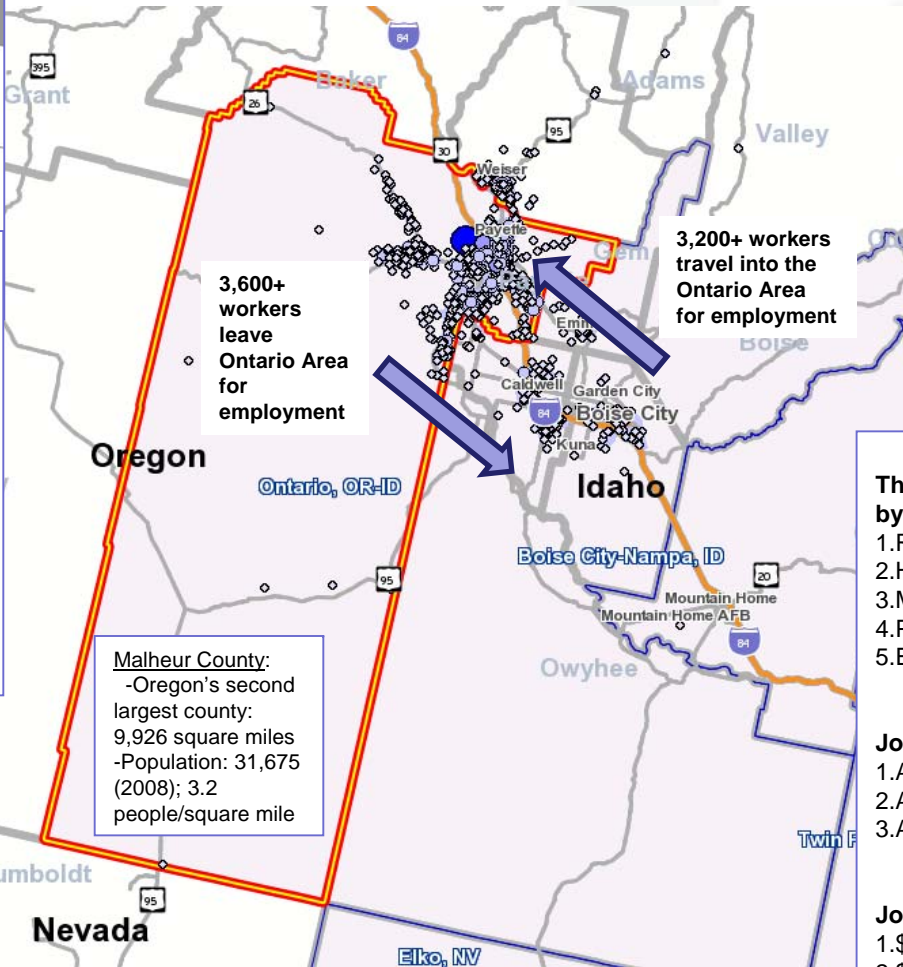


... responding to Ontario Area Chambers of Commerce, economic development directors, and other business leaders: "Where can we get customized, interstate, regional labor market information that we need to make informed business decisions?"



LABOR SHED – where Ontario Micropolitan Statistical Area workers live (18,969 primary jobs)

- Malheur County: 7,788 (41.1% of area workers)
- Payette County: 5,732 (30.2%)
- Neighboring Idaho Counties (~ 60-mile drive)
 - Canyon: 1,342
 - Washington: 905
 - Ada: 716
 - Gem: 308
- Other locations, including other Idaho counties : 2,178



3,600+ workers leave Ontario Area for employment

3,200+ workers travel into the Ontario Area for employment

Malheur County:
 -Oregon's second largest county:
 9,926 square miles
 -Population: 31,675 (2008); 3.2 people/square mile

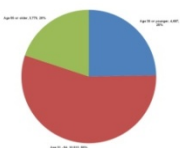
Payette County:
 -Idaho's smallest county: 410 square miles
 -Population: 22,966 (2008); 56.0 people/square mile

The Top 5 -- Breakdown of 18,969 Primary Jobs by Industry Type

1. Retail trade: 3,233 (17.0%)
2. Health Care and Social Assistance: 2,228 (11.7%)
3. Manufacturing: 2,189 (11.5%)
4. Public Administration: 2,142 (11.3%)
5. Educational Services: 1,897 (10.0%)

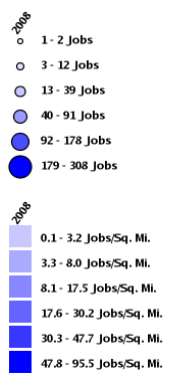
Jobs by Worker Age

1. Age 30 & younger: 24.7%
2. Age 31-54: 55.4%
3. Age 55 & older: 19.9%



Jobs by Earnings Paid

1. \$1,250 per month or less: 5,222 (27.5%)
2. \$1,251 to \$3,333 per month: 9,053 (47.7%)
3. More than \$3,333 per month: 4,694 (24.7%)





Newspapers



It's no secret that newspapers are cutting back
(even though there's still demand)

Newspapers will welcome local economic reports
(even if the writing's a little dry)

Wages of New Hires in Oregon's Healthiest Industry

became

Numbers show why job-seekers consider health care industry

Earnings of New Hires and of All Workers First Quarter 2008, Oregon

Industry	Stable New Hires		All Workers	
	Number of New Hires	Average Monthly Earnings	Average Monthly Earnings	Turnover Rate
Health care and social assistance	14,575	\$2,078	\$3,393	7%
Ambulatory health care services	4,445	\$2,658	\$4,341	7%
Nursing and residential care facilities	4,074	\$1,599	\$2,009	12%
Social assistance	3,755	\$1,261	\$2,037	9%
Hospitals	2,301	\$3,216	\$4,264	4%
All Industries	117,432	\$1,921	\$3,454	9%

Source: U.S. Census Bureau, Local Employment Dynamics



Taking it to the Research Community (How will researchers discover LED?)

- Conferences
Pacific Northwest Regional Economic Conference
- State Data Centers
Portland State University
- Journal articles
Marine Resource Economics



<http://www.census.gov/>

Census Bureau Home Page - Windows Internet Explorer provided by Oregon Employment Department

File Edit View Favorites Tools Help

Back Search Favorites

Address <http://www.census.gov/> Go

U.S. Census Bureau

FAQs | Subjects A to Z | Help SEARCH: GO

2010 Census · News · Become a Census Taker
American Community Survey · Census 2000

People & Households Estimates · Projections · Housing · Income | State Median Income · Poverty · Health Insurance · International · Genealogy · More

Business & Industry Economic Census · Get Help with Your Form · Economic Indicators · NAICS · Survey of Business Owners · Government · E-Stats · Foreign Trade | Export Codes · **Local Employment Dynamics** · More

Geography Maps · TIGER · Gazetteer · More

Newsroom Releases · Facts For Features · Minority Links · Broadcast & Photo Services · Embargo/News Release Subscription · More

Special Topics Phishing & Email Scams · Census Bureau Data and Emergency Preparedness · Events Calendar · Training · For Teachers & Students · Statistical Abstract · FedStats · USA.gov

Data Finders

Population Clocks
U.S.
306,420,800
World 6,779,623,482
20:20 GMT (EST-5) May 13, 2009

Population Finder
city/ town, county, or zip
or state
Select a state GO

Find An Area Profile with **QuickFacts**
Select a state to begin
Select a state

Latest Economic Indicators
• Manufacturing and Trade Inventories and Sales
• Advance Monthly Sales for Retail and Food Services

Economic Indicators
Select an indicator
Select an indicator

What are the top industries by state?
business.census.gov

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I welcome your comments and ideas.

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www.QualityInfo.org and search for my last name.

