

State of Utah
Workforce Information Grant to States
Annual Performance Report
Program Year 2023

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This Annual Performance Report (APR) summarizes the activities conducted by the Utah Department of Workforce Services (DWS) in accordance with the guidelines established in the Employment and Training Administration's (ETA) Workforce Information Grants to States (WIGS) for program year 2023.

About the Utah Department of Workforce Services:

In 1997, Utah became the nation's first state to consolidate employment and public assistance programs through the creation of DWS. Today, more than 2,200 DWS employees assist individuals in preparing for and finding jobs, meeting workforce needs of Utah businesses, administering temporary assistance, and providing economic data and analysis. DWS serves Utahns from diverse backgrounds with different types of needs. Through its divisions, DWS makes a difference in the lives of many through strengthening Utah's communities by connecting the workforce to new opportunities and providing services to individuals and families in need.

The following [divisions](#) are located within the department:

- Eligibility Services (ESD)
- Housing & Community Development (HCD)
- Office of Child Care (OCC)
- Refugee Services Office (RSO)
- Unemployment Insurance (UI)
- Utah Office of Homeless Services (OHS)
- Utah State Office of Rehabilitation (USOR)
- Workforce Development (WDD)
- Workforce Research & Analysis (WRA)
 - Economic Research and Analysis - ETA WIGS grant economic team
 - Bureau of Labor Statistics
 - Management Information Systems

The following [division](#) is located within the Utah Department of Government Operations and provides support to DWS.

- Division of Technology Services (DTS) - ETA Systems Support
 - Projections Managing Partnership
 - Local Employment and Wage Information System
 - Foreign Labor Commission Data Center

The Workforce Research and Analysis division serves as the department's source of economic data and research on Utah's economy. The WRA gathers in-depth data and provides effective analysis for business owners, job seekers, policy makers, and industry leaders. Within DWS, the WRA is the division responsible for the administration of the WIGS grant. Therefore, the division strives to meet the requirements of the PY2023 Training and Employment Guidance Letter (TEGL) 1-23; and to deliver quality customer service and informational value through the production and dissemination of reliable labor market information (LMI).

The Bureau of Labor Statistics (BLS) and Economic Research and Analysis (ERA) teams perform the LMI functions within the WRA. The BLS team's research analysts fulfill the activities mandated in the BLS federal-state cooperative programs for employment and wage data. This data is used to analyze Utah's labor market economy. The ERA team's economists produce the analysis of BLS data and complete WIGS funded activities. As LMI subject matter experts, they serve within assigned regional Economic Service Areas (ESA) to provide economic support and expertise. The economists also support DWS and its divisions with economic information related to strategic goals and outcomes.

WIGS funds are not the sole financial support of the activities performed and described in this report. DWS also receives ETA grant funding for the development, maintenance, and support of software for the Projections Management Partnership (PMP), Local Employment and Wage Information System (LEWIS), and the Foreign Labor Commission (FLC) Data Center. WRA coordinates the work statements and funding activities of these grants through agreements with the Utah Department of Technology Services. In addition, other federal and state resources are used to augment ERA funding to assist DWS in completing the PY2023 activities.

Aside from the BLS and ERA teams, the Management Information Systems (MIS) team is the third team within the WRA. This team of research consultants extract information from multiple database systems and create reports to analyze and monitor the federal and state programs housed within DWS. These MIS activities usually fall outside the span of the division's LMI functions.

Toward the end of PY2023, a change in leadership for the ERA happened. The former Chief Economist and manager of the ERA team, Mark Knold, retired after 34 years of service with DWS. Benjamin Crabb, who served as a Research/Regional Economist for DWS, was hired as the new Chief Economist and ERA manager in March 2024.

The Utah personnel charging some of their work activities to the WIGS grant funding during PY2023 include:

ERA Team

- Mark Knold, former Chief Economist/ERA Manager (tenure: 34 years, has since left the agency)
- Benjamin Crabb, new Chief Economist/ERA Manager (tenure: two years and ten months, previously served as Research/Regional Economist)
- Michael Jeanfreau, Senior Regional Economist (tenure: five years and three months)
- Gwendolyn Kervin, Senior Regional Economist (tenure: two years and four months)
- Marilyn Cannon, Regional Economist (tenure: one year and four months)

WRA Leadership and Support

- Chris Williams, Division Director (LMI Director)
- David Fogerty, Assistant Division Director (management over the ERA, BLS, and DTS systems support)
- Kenya Augustin, Manager of User Experience (coordination of WRA outreach, LMI publications, and LMI data visualization activities)
- Gary Reid, Bureau of Labor Statistics Manger (coordination of BLS data into the WID and publications involving BLS data)
- Steffanie Bazan, WRA Administrative Assistant (administrative and clerical support, has since left the agency)

The Current ERA team and ESA coverage at the close of PY2023:

- Benjamin Crabb, Chief Economist
 - Statewide
- Michael Jeanfreau, Senior Regional Economist
 - Bear River ESA
 - Box Elder County
 - Cache County
 - Rich County
 - Wasatch Front North ESA
 - Davis County
 - Morgan County
 - Weber County

- Gwendolyn Kervin, Senior Regional Economist
 - Mountainland ESA
 - Juab County
 - Summit County
 - Utah County
 - Wasatch County
 - Wasatch Front South ESA
 - Salt Lake County
 - Tooele County
- Marilyn Cannon, Regional Economist
 - Central ESA
 - Millard County
 - Piute County
 - Sanpete County
 - Sevier County
 - Wayne County
 - Southwest ESA
 - Beaver County
 - Garfield County
 - Iron County
 - Kane County
 - Washington County
- Vacant, Regional Economist (expected to be filled in PY2024)
 - Castle Country ESA
 - Carbon County
 - Emery County
 - Southeast ESA
 - Grand County
 - San Juan County

- Uintah Basin ESA
 - Daggett County
 - Duchesne County
 - Uintah County

During PY2023, the ERA team reported regularly to WRA leadership on work activities, data requests, presentations, and customer support performed throughout the year. Additionally, the WRA provided operational updates regularly to DWS executive leadership to report on activities regarding internal and external data requests, publications, data visualization updates, and presentations. Information from these reports was utilized to track the ERA WIGS funded activities outlined in this report.

Workforce Information Database (WID)

Description of the Activity

DWS is currently operating the WID_2.8 Annotated edition of the WID software, including all the core tables as required by ETA. During PY2023, all core tables were populated with current data in accordance with guidelines issued by the Analyst Resource Center (ARC). Licensed Occupations is a requirement within the WIGS grant. It was updated and submitted to the ARC in accordance with TEGL 1-23 in PY2023. In addition, DWS incorporates one non-core admin table, four non-core crosswalk tables, eight non-core data tables, 12 non-core look-up tables, and 25 non-standard tables into the WID.

Non-core Tables

Admin Table

- STATELST

Crosswalk Tables

- LAYTXOCC
- MATXSOC
- OCCXOCC
- SOCXONET

Data Tables

- INCOME
- LICHIST
- LICNUMTY
- OCCPRJ
- OESWAGE
- ONETCODE
- POPULATN
- STFIRMS

Look-up tables

- ADDRESSY
- INCOMTYP
- INCSOURCE
- IOSPECIALID
- LAYTITLE
- NAICSCODE
- NAICSECT
- NAICSLVL
- OOHTRNTM
- POPSOURCE
- SOCCODE CODES
- STATTYPE

Non-standard Tables

- CONTMODL
- DOMSOURC
- EDUBLURB
- FF_EMPRANGE
- FF_NAICS
- FF_NAICSECT
- FF_STAFF_PATTERNS
- FIRMFIND_INFO
- INDCHART
- INDTOTAL
- INDUSTRY_PERIOD
- IND_SERVICE_AREA
- INTERESTS
- OCCBLURB
- PERDESC
- PERIOD_DESCRIPTION
- PRPBSTAT
- SCALEREF
- SKILLS
- SOCGROUP
- SOCTOGROUP
- STARS
- STEM
- STIMSOCODE

Activities Undertaken for Customer Consultations

The WID was a key component in providing relevant LMI to DWS customers. Much of the customer feedback came through the DWS Communications Division, ESA leadership, and Workforce Development Specialists (WDS). WRA interacted with businesses, education, associations, employment services communities, and the State Workforce Development Board (SWDB). ESA leadership and WDS were part of collaborative boards between business, economic development, higher education, and the labor supply. Communications, ESA leadership, and WDS conveyed data requests and feedback to the WRA. In turn, the WRA partnered with them on product design, enhancement, and delivery, including all information provided from the WID. As the subject matter experts, WRA economists directly assisted customers to help them understand WID information and data products.

WID data was published on DWS' website, jobs.utah.gov. DWS utilized its presentation platform called the Utah Economic Data Viewer (UEDV) to publish WID data. As a product exclusive to the WRA, the UEDV was used as the main vehicle in making WID data available to the public. Much of the data populated in the UEDV from the WID was built to support customer service activities in the ESA.

<https://jobs.utah.gov/jsp/utalmis/#/>

WRA provided customer consultations on navigating the UEDV as requested. The following selected summaries of WID-based customer consultations were completed in PY2023:

- Consulted with the Society of Human Resource Management (SHRM) about available on-line data.
- Answered questions from Western States Multifamily about UEDV unemployment rate data.
- Helped the Utah Valley University's (UVU) Regional Academic Pathways Coordinator find county level employment and education data.

- Assisted Northrop Grumman with accessing, identifying, and extracting available on-line BLS data.
- Provided Weber State University’s Career Technical Education (CTE) program with information about the Wages and Occupational Openings Data (WOOD) tool for occupational WID table data.

Activities Undertaken to Meet Customer Needs

To meet customer needs in accessing LMI data, WRA ensured that timely updates were made to the UEDV with the most recent information as it became available. All eight Utah-specific UEDV modules were populated and updated during PY2023. Additional information on the UEDV is found under the Encouraged Economic and Labor Market Reports and Products section.

The long-term occupational projections were incorporated into the WID database along with assigned “Star Ratings” to occupations. The Star-Ratings concept is a customized approach to present occupational projections in a more meaningful way for users. A further description of the Star Ratings is located under the State and Local Industry and Occupational Projections section.

Utah updated the Licensed Occupations’ Tableau visualization in PY2023.

<https://jobs.utah.gov/wi/data/library/occupation/licensinginfo.html>

The following selected summaries of WID-based data requests were completed to meet customer needs in PY2023:

- Provided historical FirmFind data from the UEDV WID to the University of Utah for use in identifying Utah businesses for their strategic engagement efforts.
- Provided FirmFind data to Payson City for the city to create a list of employers found within the city limits.
- Provided FirmFind data on the Other Similar Organizations (except Business, Professional, Labor, and Political Organizations) industry by county to Advantage Recruiting for information on HomeOwner Associations.

Efforts to Create and Support Collaborations or Leveraged Funding

During PY2023, WIGS funds were used to support the UEDV. The WRA was responsible for the UEDV structure, maintenance, and enhancements. DTS furnished technical system support to DWS for the UEDV. DTS also provided technical development, maintenance, and support for the administration of the WID through an administrative cost allocation of WIGS funds. Occupational data from the WID was cross-referenced with the Workforce Development

Division's (WDD) UWORKS system to incorporate current job openings data into the occupational modules of UEDV. UWORKS is DWS' fully integrated job search and case management system utilized by all Employment Counselors. UWORKS provides DWS customers with job search information whether they are receiving WIOA services or not.

Collaboration with the Utah State Higher Education (USHE) enabled the linkage of occupational data from the WID with USHE's Utah Programs and Majors Guide. This provided data users an opportunity to search occupations with educational pathways.

<https://www.utahmajors.org/>

The employer database published in the UEDV was populated with data provided by Data Axle.

<https://jobs.utah.gov/jsp/utalmis/empdb#/>

State and Local Industry and Occupational Projections

Description of the Activity

WRA took a bottom-up approach when producing its statewide long-term industry and occupational projections. Substate projections were created, then their sum became the statewide projections. The statewide 2022-2032 long-term projections were completed and submitted to the PMP as mandated in TEGL 1-23 after the close of PY2023. WRA will apply Star-Ratings to enhance the occupational projections. The Star Ratings are produced after the statewide occupational projections are submitted. Star Ratings for the 2022-2032 occupational projections will be added in PY2024. Ratings will be applied to occupations based upon a non-equal weighting of occupational openings and growth combined with an occupational turnover index.

Short-term industry and occupational projections for 2023-2025 were developed, provided to the PMP, and posted on the WRA webpage in accordance with TEGL 1-23 in PY2023.

Activities Undertaken for Customer Consultations

DWS' jobseeker case management system, UWORKS, is linked directly to the appropriate occupational information in the WID database. This allows DWS Employment Counselors to provide coaching to the department's customers and to use WRA projections as an aid in making informed career or training decisions. WRA information is a key tool in Employment Counselor coaching to job-seeking customers. Therefore, the Employment Counselor's familiarity and knowledge of occupational, wage, and job-opening information is important.

As outlined in Utah Code for higher education performance funding, DWS is required to estimate the amount of growth in individual income tax revenue, over a baseline amount, generated by targeted jobs. DWS is required to update the targeted job list every two years while determining the revenue growth from these targeted jobs annually. The list of targeted

jobs was recalculated in PY2022 using the 2020-2030 occupational projections. In PY2023, DWS determined the revenue growth from the targeted jobs by calculating the change in the economic performance of the targeted jobs based upon job openings and the change in the occupational wage over and above the base year of 2016. This resulted in a separate calculation centered on the change in statewide payroll wages due to these occupations' growth across that same timeline. The legislation earmarked 3.6 percent of the growth to be distributed to state-run universities that train for these targeted occupations. Of note, Utah Code was amended during the 2024 general legislative session with the new mandate requiring DWS to provide data for the higher education performance funding every five years.

Industry and occupational projections were regularly sought by ESA leadership and WDS, educators, businesses, and policy makers at the private, state, and local levels. Economists provided customer consultations to explain and share information in assisting customers with projections driven needs.

The following selected summaries of customer consultations on projections data were provided during PY2023:

- Provided guidance on the frequency of occupational projections to DWS leadership in the Mountainland ESA.
- Assisted a CTE coordinator from the Utah State Board of Education (USBE) with general questions on occupational projections.
- Consulted with USHE to explain hybrid and Occupational Employment and Wage Statistics (OEWS) aggregated Standard Occupational Classification (SOC) codes used in occupational projections and provided USHE with an updated Classification of Instructional Programs (CIP) to SOC crosswalk.
- Assisted a college student with general questions about occupational projections and most recent data available on our website.
- Provided guidance to the United Way about the star-ratings of the long-term occupational projections.

Activities Undertaken to Meet Customer Needs

During PY2023, the Star Ratings were made available to the public and frequently requested by data users for the 2020-2030 long-term occupational projections. Ratings were only applied to occupations that met a minimum threshold of base-year employment of 40 or more. Ratings were applied to occupations based upon a non-equal weighting of occupational openings and growth combined with an occupational turnover index based on the amount of replacement openings as a percent of the base employment. The results of this index were then intersected

with the occupational median wage index. High openings, low turnover, and high wages were assigned a five-star rating. On the other end of the rating matrix, low openings, high turnover and low wages were given a zero-star rating.

WRA provided long-term occupational projections data via the occupational modules of the UEDV, with additional customer resources made available through Tableau visualizations for short-term and long-term industry and occupational projections.

Long-term

<https://jobs.utah.gov/wi/data/library/employment/occprojections.html>

<https://jobs.utah.gov/wi/data/library/employment/indprojections.html>

Short-term

<https://jobs.utah.gov/wi/data/library/employment/shorttermindprojections.html>

<https://jobs.utah.gov/wi/data/library/employment/shorttermoccproj.html>

The following selected summaries of data requests to meet customer needs regarding projections were completed in PY2023:

- Provided the Utah Women and Leadership Project with data on female shares of all four and five star-rated occupations.
- Provided an evaluation of engineering occupations and the full occupational projections data set for the UVU's Strategic Communications department.
- Provided occupational projections of highway, street, and bridge construction for the Utah Department of Transportation.
- Provided USBE with occupational projections, annual job growth rates, star-ratings, education requirements, and STEM designations for their Emerging, Growth, and In Demand occupations report.
- Provided an economics professor with UVU with economics related occupational projections, feeder job career pathways, next step career pathways, and job postings that look for economics as a special skill.
- Provided Workhorse Partners with short-term projections data, population and employment forecasts, and Provo-Orem MSA long-term occupational projections.
- Provided Aerospace and Manufacturing industry cluster occupational projections for USHE's Talent Ready Utah.

- Provided the United Way of Utah with high wage, high demand occupational projections with star-ratings.
- Provided a Utah Tech University professor with occupational projections in the Central and Southwest ESAs, St. George MSA, and Statewide for a healthcare industry research project.
- Provided the Office of Legislative Attorney General with occupational projections, SOC Dictionary, and CIP to SOC crosswalk for evaluating education programs within USHE.
- Provided long-term and short-term occupational projections for USHE's Higher Education Initiative.

Efforts to Create and Support Collaborations or Leveraged Funding

Occupational information from the WID was linked to UWORKS system data. This collaboration between the WRA and WDD played a key role in WDD's ability to assist DWS customers with career exploration. WIGS funds were leveraged to help DWS build and maintain a comprehensive Employment Counselor web page portal. Most of the content provided in this portal was driven or supported by occupational projections data.

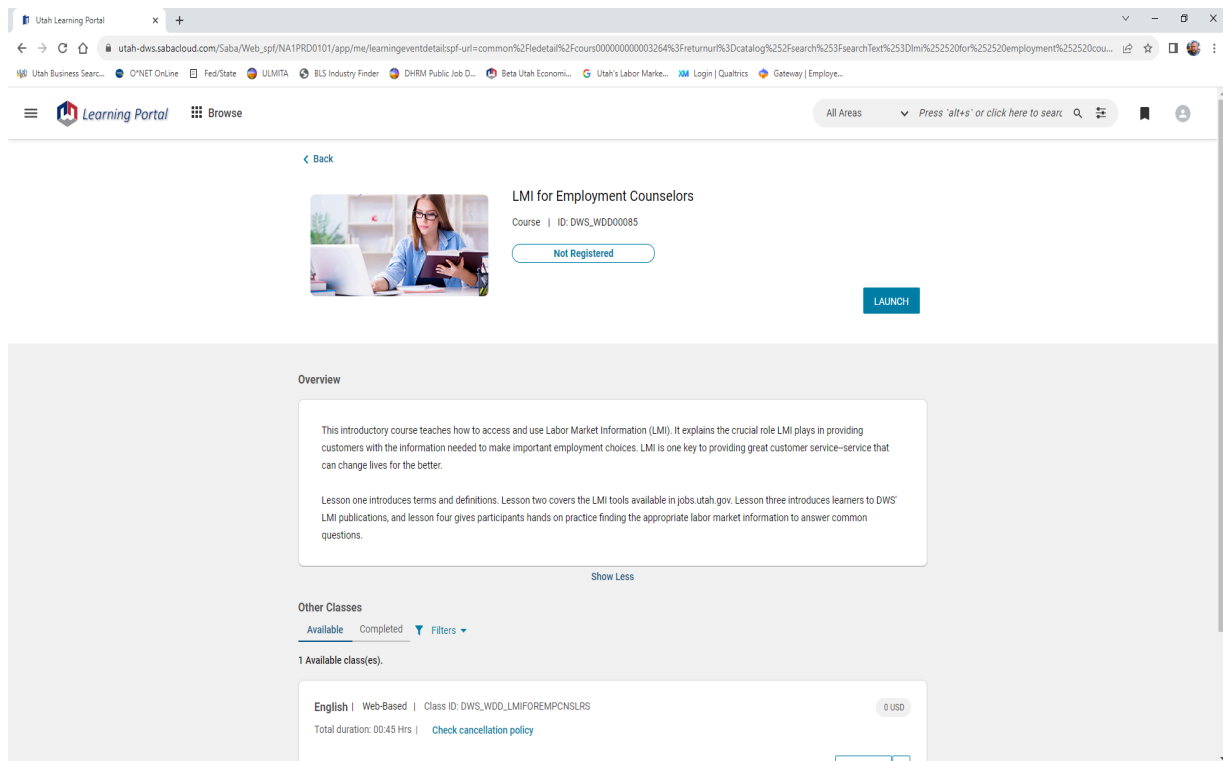
<https://jobs.utah.gov/wi/data/career/index.html>

The PMP and LEWIS are two primary systems in producing and submitting industry and occupational projections. The development and support teams for the PMP and LEWIS are located within the sphere of DWS. The WRA is the primary contractor and collaborates with DTS to perform the work required to develop and maintain these systems. The WRA worked with DTS staff to test and evaluate the PMP and LEWIS systems.

Employee Development and LMI Training for Service Delivery

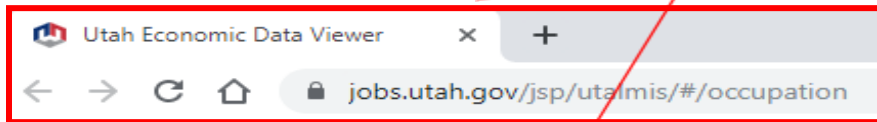
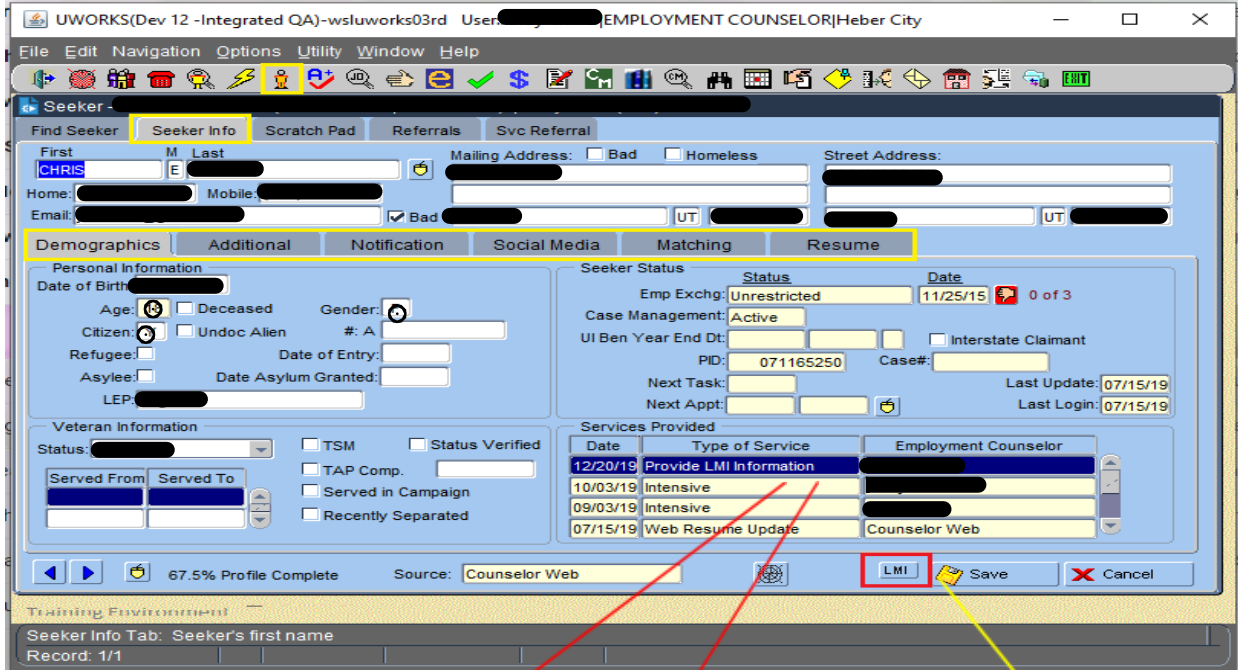
Description of the Activity

The WRA provides LMI training to the DWS' Employment Counselors through the department's on-line Learning Portal. This portal is used to provide employees with required initial and annual training, department policies and procedures, human resource functions, and more. Employment Counselors work with job seekers on career counseling and job search, job training, adult skill needs, and transition to employment. As part of their training, they are required to take an initial and annual job-function training that is focused on using LMI as a resource for supporting job seekers. The following graphic is a screenshot of the LMI for the Employment Counselors training module.

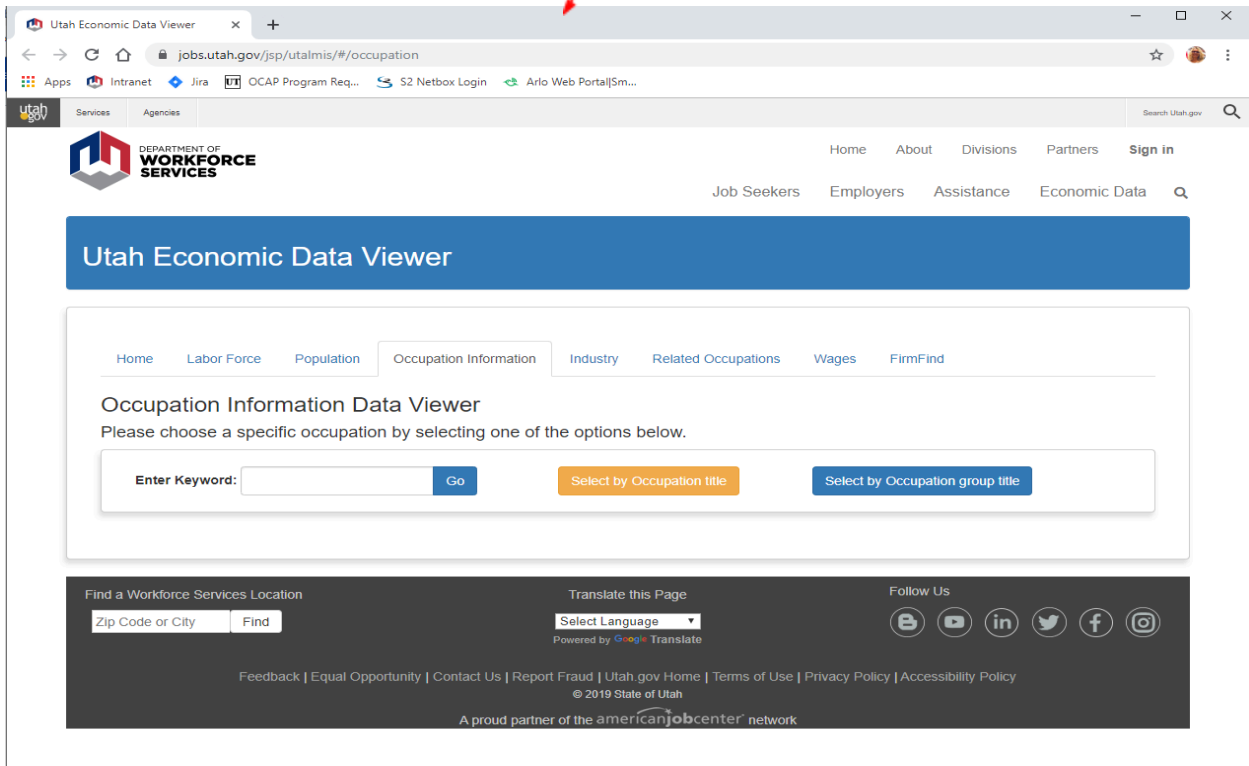


As previously mentioned, UWORKS is DWS' fully integrated job search and case management system utilized by all Employment Counselors. Within UWORKS, there are links to the LMI information provided via the UEDV on DWS' website.

The following UWORKS system screen shot highlights LMI access points for those seeking employment. The ability to access the LMI information when the Employment Counselor works on the Matching and Resume section is key for the job seeker.



The LMI button can be accessed from all tabs under Seeker Info



Activities Undertaken for Customer Consultations

The WRA's regional economists were encouraged to regularly engage with the ESA leadership and WDS in the areas they represent. ESA leadership and WDS were in direct contact with their local employer, economic development, education, and Chamber of Commerce communities. The WRA's regional economists were subject matter experts for consultations on LMI and economic factors impacting the ESA. The WRA also supported the activities of ongoing regional councils as an economic resource to the local ESA and business community.

DWS administers the Employment Advisory Council which consists of representatives from public, employer, and DWS representatives. The WRA's Chief Economist provided consultation on economic factors and indicators related to LMI during the Employment Advisory Council meetings. The council advised the department in reducing and preventing unemployment, encouraging vocational training, and developing job opportunities. In PY2023, the Chief Economist provided a presentation and discussed Utah's economic outlook in one of the meetings. Further information on this presentation is found under Activities to Meet Customer Needs in the next section.

The Wasatch Front North ESA was one of the state's more active regions in terms of strong economic interaction between the business and political communities, and DWS. The regional economist participated in numerous WDS meetings over PY2023 as a consultant for LMI.

The Southeastern Utah, Castle County, and Uintah Basin ESA director was asked to provide presentations on the LMI activities within the region, including an economic update. The regional economist provided slides and talking points for several presentations conducted by the ESA director.

Perkins V grants was another area where the WRA received requests for assistance and consultation. During PY2023, the WRA provided information on training and apprenticeship programs. Other consultations in the same vein occurred with the state's CTE institutions. DWS apprenticeships along with CTE program outcomes and relevance were evaluated. The WRA was asked to provide consultations regarding the information.

Activities Undertaken to Meet Customer Needs

The WRA was active within the State Workforce Development Board (SWDB) in PY2023. DWS leadership solicited the WRA for economic updates and summaries on activities that involved WRA data or inputs.

SWDB Meeting Presentation:

Utah State Workforce Development Board

Date: July 13, 2023

Location: Salt Lake City

LMI attendees: David Fogerty and Gwendolyn Kervin

LMI Presentation: Economic Trends in the Labor Market

Presenter: Gwendolyn Kervin

Estimated Number of Individuals Receiving the Training: 30

The WRA provided Industry Briefs for each ESA to assist ESA leadership and WDS with summaries on industry conditions such as job growth, wages, and occupations in demand. These industry briefs were maintained in a pdf format on the WRA web page for printing and distribution by WDD staff to customers visiting any of the DWS employment centers.

<https://jobs.utah.gov/wi/pubs/industrybriefs/>

The WRA provided data to the DWS Apprenticeship Program Manager that matched SOC codes to Career Pathways groups for the apprenticeship and CTE crosswalk analysis as well as industry trends for the apprenticeship program.

In PY2023, the WRA presented 38 LMI trainings to WIOA partner groups, organizations, and other state and local government segments reaching approximately 2,803 participants. The WRA also provided the economic update to the department's Workforce Innovation and Opportunity Act (WIOA) plan.

Overview of WIOA focused training:

Training Provided: Economic update for WDS

Customer Group: WIOA Staff, Administrators, Planners, Policy Makers

Date: July 12, 2023

Location: Ogden

Estimated Number of Individuals Receiving the Training: 5

Host: Wasatch Front North Workforce Development Meeting

Presenter: Michael Jeanfreau

Training Provided: Economic summary on labor shortages, labor force, inflation, and education preview for DWS senior leadership

Customer Group: WIOA Staff, Administrators, Planners, Policy Makers

Date: October 25, 2023

Location: Salt Lake City

Estimated Number of Individuals Receiving the Training: 20

Host: DWS Senior Leadership Meeting

Presenters: Ben Crabb, Gwendolyn Kervin, Marilyn Cannon, and Mark Knold

Training Provided: Workforce demographics, education, and occupational analysis
Customer Group: WIOA Staff, Administrators, Planners, Policy Makers
Date: November 14, 2023
Location: Salt Lake City
Estimated Number of Individuals Receiving the Training: 150
Host: Utah Apprenticeship Summit
Presenter: Gwendolyn Kervin

Training Provided: Economic summary on labor shortages, labor force, inflation, and education
Customer Group: WIOA Staff, Administrators, Planners, Policy Makers
Date: December 7, 2023
Location: Virtual
Estimated Number of Individuals Receiving the Training: 500
Host: DWS Executive Director's All Staff Meeting Session 1
Presenters: Ben Crabb, Gwendolyn Kervin, Marilyn Cannon, Mark Knold, and Michael Jeanfreau

Training Provided: Economic summary on labor shortages, labor force, inflation, and education
Customer Group: WIOA Staff, Administrators, Planners, Policy Makers
Date: December 8, 2023
Location: Virtual
Estimated Number of Individuals Receiving the Training: 285
Host: DWS Executive Director's All Staff Meeting Session 2
Presenters: Ben Crabb, Gwendolyn Kervin, Marilyn Cannon, Mark Knold, and Michael Jeanfreau

Training Provided: Economic outlook
Customer Group: WIOA Staff, Administrators, Planners, Policy Makers
Date: December 14, 2023
Location: Salt Lake City
Estimated Number of Individuals Receiving the Training: 15
Host: Employment Advisory Council Meeting
Presenter: Mark Knold

Training Provided: Economic update for Unemployment Insurance (UI)
Customer Group: WIOA Staff, Administrators, Planners, Policy Makers
Date: March 20, 2024
Location: Salt Lake City
Estimated Number of Individuals Receiving the Training: 100
Host: DWS UI All Staff Meeting
Presenter: Mark Knold

Training Provided: Economic update for WDS
Customer Group: WIOA Staff, Administrators, Planners, Policy Makers
Date: April 9, 2024
Location: Ogden
Estimated Number of Individuals Receiving the Training: 4
Host: Wasatch Front North Workforce Development Meeting
Presenter: Michael Jeanfreau

Training Provided: Economic update and focus on people with disabilities
Customer Group: WIOA Staff, Administrators, Planners, Policy Makers
Date: May 9, 2024
Location: Ogden
Estimated Number of Individuals Receiving the Training: 15
Host: DWS Office of Rehabilitation, Weber County Vocational Rehabilitation Meeting
Presenter: Michael Jeanfreau

Training Provided: Economic update and focus on people with disabilities
Customer Group: WIOA Staff, Administrators, Planners, Policy Makers
Date: May 14, 2024
Location: Ogden
Estimated Number of Individuals Receiving the Training: 12
Host: DWS Office of Rehabilitation, Northern Utah Vocational Rehabilitation Meeting
Presenter: Michael Jeanfreau

Training Provided: Economic update for WDS
Customer Group: WIOA Staff, Administrators, Planners, Policy Makers
Date: May 16, 2024
Location: Ogden
Estimated Number of Individuals Receiving the Training: 6
Host: Wasatch Front North Workforce Development Meeting
Presenter: Michael Jeanfreau

Training Provided: Economic update and focus on people with disabilities
Customer Group: WIOA Staff, Administrators, Planners, Policy Makers
Date: June 25, 2024
Location: Ogden
Estimated Number of Individuals Receiving the Training: 17
Host: DWS Office of Rehabilitation, Davis County Vocational Rehabilitation Meeting
Presenter: Michael Jeanfreau

Overview of other training:

Training Provided: Economic update and outlook

Customer Group: Businesses, Business Service Representatives, Researchers, Economists, Economic Developers

Date: August 2, 2023

Location: Cedar City

Estimated Number of Individuals Receiving the Training: 50

Host: Iron County Council

Presenter: Ben Crabb and Marilyn Cannon

Training Provided: Rural Utah definitions and economy

Customer Group: Governor and Staff

Date: August 15, 2023

Location: Salt Lake City

Estimated Number of Individuals Receiving the Training: 12

Host: Economic Advancement Commission

Presenter: Mark Knold

Training Provided: Economic update and outlook

Customer Group: Businesses, Business Service Representatives

Date: September 13, 2023

Location: Salt Lake City

Estimated Number of Individuals Receiving the Training: 50

Host: Rocky Mountain Gas Association

Presenter: Mark Knold

Training Provided: Economic update

Customer Group: Researchers, Economists, Economic Developers

Date: September 21, 2023

Location: Ogden

Estimated Number of Individuals Receiving the Training: 150

Host: Fringe Benefit Analysis Executive Summit

Presenter: Michael Jeanfreau

Training Provided: Economic update, inflation, and the Federal Reserve

Customer Group: Businesses, Business Service Representatives

Date: October 4, 2023

Location: Logan

Estimated Number of Individuals Receiving the Training: 8

Host: Society for Human Resource Management (SHRM)

Presenter: Michael Jeanfreau

Training Provided: Economic trends in the labor market
Customer Group: Businesses, Business Service Representatives, Researchers, Economists, Economic Developers
Date: October 6, 2023
Location: Salt Lake City
Estimated Number of Individuals Receiving the Training: 100
Host: Fringe Utah Chapter of the Appraisal Institute
Presenter: Gwendolyn Kervin

Training Provided: Employment summary
Customer Group: Researchers, Economists, Economic Developers
Date: October 23, 2023
Location: Salt Lake City
Estimated Number of Individuals Receiving the Training: 15
Host: Utah Economic Council Meeting
Presenter: Mark Knold

Training Provided: Economic update with focus on manufacturing
Customer Group: Businesses, Business Service Representatives, Researchers, Economists, Economic Developers
Date: October 25, 2023
Location: Logan
Estimated Number of Individuals Receiving the Training: 100
Host: Northern Utah Manufacturing Excellence (NUME) Conference
Presenter: Michael Jeanfreau

Training Provided: Panel discussion on the economy
Customer Group: Job Seekers, Job Counselors, Students, Teachers, School Counselors
Date: November 7, 2023
Location: Orem
Estimated Number of Individuals Receiving the Training: 50
Host: UVU
Presenter: Gwendolyn Kervin

Training Provided: Labor shortages and the impact on the future to housing, commercial real estate, stock market, and the national debt
Customer Group: Businesses, Business Service Representatives
Date: November 16, 2023
Location: Midvale
Estimated Number of Individuals Receiving the Training: 40
Host: Utah Bankers Association
Presenter: Mark Knold

Training Provided: Economic outlook for 2024

Customer Group: Businesses, Business Service Representatives, Researchers, Economists, Economic Developers

Date: January 2, 2024

Location: St. George

Estimated Number of Individuals Receiving the Training: 150

Host: Southern Utah Home Builders Association (SUHBA)

Presenter: Marilyn Cannon

Training Provided: State of the economy keynote address

Customer Group: Businesses, Business Service Representatives, Researchers, Economists, Economic Developers

Date: January 11, 2024

Location: St. George

Estimated Number of Individuals Receiving the Training: 500

Host: What's Up Down South Economic Summit

Presenter: Mark Knold

Training Provided: Southern Utah economic outlook and trends breakout session

Customer Group: Businesses, Business Service Representatives, Researchers, Economists, Economic Developers

Date: January 11, 2024

Location: St. George

Estimated Number of Individuals Receiving the Training: 80

Host: What's Up Down South Economic Summit

Presenter: Marilyn Cannon

Training Provided: Economic update in relation to career and technical occupations

Customer Group: Students, Teachers, School Counselors

Date: February 3, 2024

Location: South Jordan

Estimated Number of Individuals Receiving the Training: 10

Host: Utah Association for Career & Technical Education (ACTE) Conference - Session 1

Presenter: Michael Jeanfreau

Training Provided: Economic update in relation to career and technical occupations

Customer Group: Students, Teachers, School Counselors

Date: February 3, 2024

Location: South Jordan

Estimated Number of Individuals Receiving the Training: 15

Host: Utah Association for Career & Technical Education (ACTE) Conference - Session 2

Presenter: Michael Jeanfreau

Training Provided: Labor market trends and forecast
Customer Group: Businesses, Business Service Representatives, Researchers, Economists, Economic Developers
Date: February 8, 2024
Location: Ogden
Estimated Number of Individuals Receiving the Training: 15
Host: Bank of Utah 2024 Economic Forecast Conference
Presenter: Michael Jeanfreau

Training Provided: Job outlook opportunities
Customer Group: Students, Teachers, School Counselors
Date: February 12, 2024
Location: Moab
Estimated Number of Individuals Receiving the Training: 36
Host: Grand County High School Career Fair
Presenter: Benjamin Crabb

Training Provided: Labor market job shortages
Customer Group: Businesses, Business Service Representatives
Date: March 8, 2024
Location: Springdale
Estimated Number of Individuals Receiving the Training: 30
Host: Solid Waste Management Association
Presenter: Mark Knold

Training Provided: Economic update
Customer Group: Businesses, Business Service Representatives
Date: March 11, 2024
Location: West Jordan
Estimated Number of Individuals Receiving the Training: 250
Host: Utah Retirement Systems/Public Employee Health Program Conference
Presenter: Mark Knold

Training Provided: Economic update
Customer Group: Businesses, Business Service Representatives
Date: March 21, 2024
Location: West Jordan
Estimated Number of Individuals Receiving the Training: 30
Host: Northern Utah Human Resource Association (NUHRA)
Presenter: Michael Jeanfreau

Training Provided: Economic update
Customer Group: State Legislative Representatives
Date: May 15, 2024
Location: Salt Lake City
Estimated Number of Individuals Receiving the Training: 40
Host: Revenue and Taxation Legislative Interim Committee
Presenter: Ben Crabb

Training Provided: Economic trends and outlook for the southwest region
Customer Group: Businesses, Business Service Representatives, Researchers, Economists, Economic Developers
Date: May 21, 2024
Location: Salt Lake City
Estimated Number of Individuals Receiving the Training: 25
Host: Color Country Human Resources Association
Presenter: Marilyn Cannon

Training Provided: Economic update on government sector employment and wage growth
Customer Group: Governor and Staff
Date: May 28, 2024
Location: Salt Lake City
Estimated Number of Individuals Receiving the Training: 10
Host: Governor's Office of Planning and Budget (GOPB)
Presenter: Ben Crabb

Training Provided: Economic data on poverty and affordable housing
Customer Group: Researchers, Economists, Economic Developers
Date: June 12, 2024
Location: Ogden
Estimated Number of Individuals Receiving the Training: 55
Host: United Partnership Council
Presenter: Michael Jeanfreau

Training Provided: Economic update
Customer Group: Businesses, Business Service Representatives
Date: June 13, 2024
Location: Salt Lake City
Estimated Number of Individuals Receiving the Training: 20
Host: Salt Lake Chamber of Commerce
Presenter: Gwendolyn Kervin

Efforts to Create and Support Collaborations or Leveraged Funding

DWS organizational structure has helped the WRA partner with local economic development groups and key workforce stakeholders through relationships with ESA leadership and WDS. These local DWS representatives advocated DWS services to the local communities, including the promotion of LMI. These DWS representatives were a valuable source of feedback to the WRA on the acceptance, usage, development, and effectiveness of LMI presentations. The WRA regional economists supported the ESA with site visits, local meetings, presentations, and economic data.

The WRA partnered with the Governor's Office of Economic Opportunity (GOEO) by providing, updating, and evaluating custom data for GOEO's economic clusters. These data included custom-defined industry sectors such as Information Technology, Life Sciences, Advanced Manufacturing, and Outdoor Recreation among others. The WRA provided profiles of establishments, employment, and wages for non-traditional sectors based upon a custom assembling of NAICS codes. The WRA also provided GOEO with county-level average wage data for validation of companies meeting [Economic Development Tax Increment Finance \(EDTIF\)](#) approved tax-incentives for economic development activities.

A key responsibility of a regional economist is understanding the current pulse of the economy to better assist DWS customers and community partners. As a group, the ERA team works together to know and understand what is occurring around the country, state, and local ESAs. The WRA leveraged WIGS funding to purchase national, state, and regional newspaper, journal, and periodical subscriptions for the training and development of LMI staff. This included state LMI membership in the LMI Institute.

The WRA leadership also encouraged the regional economists to gain a better understanding of economic and workforce development through various advanced data analysis techniques and methods. The WRA leadership and regional economists attended webinars and webcasts held by the ETA, BLS, the Conference Board, The Economist, Kem C. Gardner Policy Institute, and other economic partners.

The WRA staff participated in the following training opportunities during PY2023:

Event: National Association of State Workforce Agencies (NASWA) Workforce Labor Market Information (WLMI) Committee's R User Group

Location: Virtual

Dates: Last Thursday of each month, July 2023 to June 2024

LMI attendees: Benjamin Crabb, Gwendolyn Kervin, Marilyn Cannon, and Michael Jeanfreau

Event: FRED Data Practitioner Digital Badge Program
Location: Virtual
Dates: Self-paced
LMI attendees: Gwendolyn Kervin and Marilyn Cannon

Event: PMP Summit
Location: Chicago, IL with virtual option
Dates: September 19-21, 2023
LMI attendees: David Fogerty (In-person) and Gwendolyn Kervin (Virtual)

Event: One Utah Rural Economic Summit
Location: Cedar City, UT
Dates: October 3, 2023
LMI attendees: Benjamin Crabb, Chris Williams, David Fogerty, and Marilyn Cannon

Event: LEWIS Advanced Training
Location: Raleigh, NC
Dates: October 24-26, 2023
LMI attendees: David Fogerty

Event: Kem C. Gardner “Master Class” on the Utah Economy
Location: Salt Lake City, UT
Dates: October 10, 2023
LMI attendees: Benjamin Crabb

Event: What’s Up Down South Economic Summit
Location: St. George, UT
Dates: January 11, 2023
LMI attendees: Marilyn Cannon and Mark Knold

Event: Utah Economic Outlook and Public Policy Summit
Location: Salt Lake City, UT
Dates: January 12, 2023
LMI attendees: Chris Williams, David Fogerty, and Mark Knold

Event: LEWIS Beginner Training
Location: Virtual
Dates: January 30 - February 1, 2024
LMI attendees: Benjamin Crabb, Gwendolyn Kervin, Marilyn Cannon, Mark Knold, and Michael Jeanfreau

Event: ETA Listening Series on Strengthening the Workforce Data Ecosystems: Putting Workforce Data to Work

Location: Virtual

Dates: March 14, 2024

LMI attendees: Benjamin Crabb, Chris Williams, David Fogerty

Event: ETA Listening Series on Strengthening the Workforce Data Ecosystems: In Perspective: Workforce Advisors and Clients

Location: Virtual

Dates: March 28, 2024

LMI attendees: Benjamin Crabb, Chris Williams, David Fogerty

Event: One Utah Economic Summit

Location: Salt Lake City, UT

Dates: April 12, 2024

LMI attendees: Benjamin Crabb, Chris Williams, David Fogerty, and Gary Reid

Event: ETA Listening Series on Strengthening the Workforce Data Ecosystems: Workforce Data Sharing, Governance, and Longitudinal Data Systems

Location: Virtual

Dates: April 18, 2024

LMI attendees: Benjamin Crabb, Chris Williams, David Fogerty

Event: Greater Cache Valley Economic and Business Summit

Location: Logan, UT

Dates: April 24, 2024

LMI attendees: Michael Jeanfreau

Event: Longitudinal Employer-Household Dynamics Workshop

Location: Virtual

Dates: May 14-16, 2024

LMI attendees: Benjamin Crabb, Gwendolyn Kervin, Marilyn Cannon, and Michael Jeanfreau

Event: Council for Community and Economic Research (C2ER) Annual Conference

Location: Norfolk, VA

Dates: June 12-14, 2024

LMI attendees: David Fogerty and Benjamin Crabb

Annual Economic Analysis and Other Reports

Each year, the Utah Economic Council publishes the Economic Report to the Governor (ERG) through a joint venture between the University of Utah's David Eccles School of Business and the Governor's Office of Planning and Budget (GOPB). Under the guidance of the Utah

Economic Council, economists, researchers, and analysts from a variety of entities prepare the ERG. The council spearheads the solicitation and compilation of information and analysis pertinent to Utah's annual economic profile. The WRA participates in producing an annual Utah employment, wage, labor force, industry, and county-level summary as part of its collaboration with the ERG. The WRA contribution provides the data (graphs and tables), analysis, and written commentary on the state's employment performance, employment distribution, industry profiles, wage performance, unemployment statistics, and labor force profile. As employment is a key variable in measuring economic performance, the WRA component is a valued contribution to the ERG. The report is found on the University of Utah's website and accessed from a link on the DWS webpage.

<https://gardner.utah.edu/economics-and-public-policy/economic-report-to-the-governor/>
<https://jobs.utah.gov/wi/data/library/other/index.html>

Activities Undertaken for Customer Consultations

As part of the Utah Economic Council, DWS contributed to Utah's economic message and interactions. The council held regular meetings wherein council members shared economic analysis, forecasting, and ideas. As a member of the council, the WRA's Chief Economist provided input on economic factors and indicators related to LMI.

Utah's Governor chairs the Utah Unified Economic Opportunity Commission (UEOC). The UEOC develops, directs, and coordinates Utah's statewide and regional economic development strategies. Several subcommittees exist within the UEOC. The WRA's Chief Economist provides consultation on economic factors and indicators regarding LMI to the UEOC and its subcommittees.

The WRA's Chief Economist also provided consultation through the Economic Advancement Meeting with Utah's Governor on economic factors and indicators related to LMI. During PY2023, the Chief Economist provided a presentation regarding rural definitions and the Utah economy. Information regarding this activity is annotated in the Employee Development and LMI Training for Service Delivery.

Activities Undertaken to Meet Customer Needs

As an annual contributor to the ERG, the WRA provided content for the 2024 ERG Chapter 4 Employment, Wages, and Labor Force. One of the regional economists collaborated with Kem C. Gardner Policy Institute on an analysis of the information technology industry in Utah. The efforts of this collaboration are found in Chapter 24 Technology.

During PY 2023, an area of interest to Utah's Governor was state government job growth and wages. The WRA provided data comparing state government wages to total government wages in Utah. Additionally, the Chief Economist presented information to the Governor and his staff regarding government sector employment and wage growth compared to the private sector in

Utah, with comparisons between Utah, the nation, and other states. Information regarding this activity is annotated in the Employee Development and LMI Training for Service Delivery.

Efforts to Create and Support Collaborations or Leveraged Funding

The Utah Economic Council published the ERG as a joint venture between the University of Utah's David Eccles School of Business and the GOPB. The DWS Executive Director and WRA's Chief Economist were standing council members. The other entities included representatives from private industry, Utah's higher education community, Utah advocacy groups, and multiple state and local government agencies that directly support the Utah economy. The council's goal was to promote economic dialogue and action in Utah, to address relevant Utah economic issues, and to promote a spirit of economic cooperation and understanding throughout Utah. The council continued to advise and support the Utah Governor's economic agenda during PY2023. A full list of council membership and contributors to the ERG is provided in the 2024 ERG under Authors and Contributors.

Encouraged Economic and Labor Market Reports and Products

Description of the Activity

In PY2023, the WRA posted or updated numerous workforce information reports and profiles on the Internet through several modes, including publications in downloadable formats, Tableau visualizations, data and statistics in the UEDV with downloadable formats, blog postings on economic topics, press releases of the latest Utah LMI, and other economic interests within the WRA web pages.

One of the priorities for the LMI team was to increase communication and outreach efforts with current partners to ensure the WRA stayed top-of-mind as a key resource for LMI. The WRA also focused on building relationships with community leaders and informing them about the benefits of the WRA data and resources. In PY2023, the WRA continued to build awareness of services and products by proactively sharing its expertise and resources through the monthly "Utah's Labor Market & Economy" electronic newsletter.

County and ESA regional level data was produced and made available on the web. It was visualized through the Tableau software by populating the most current set of economic variables. These presentations, or Snapshots, included current county-level employment, unemployment, initial unemployment claims, new construction permitting, and gross taxable sales. The Snapshots were updated each quarter when new QCEW data became available.

County annual profiles were also made available on the web. Some economic variables, such as county economic descriptors, are not updated as often as the data within the Snapshots. For example, population counts and major employers were updated less frequently through a calendar-year county summary with more economic variables included. The annual profiles

displayed the same look as the Snapshots, but with more variables. Additions included major employers, population, demographics, and income.

The WRA continued to expand its LMI web presence through the division's blog, "Let's Talk Economics," which focused on statewide and local economic events, economic and demographic data release announcements, marketing of the WRA publications and web tools, and other information surrounding and affecting the Utah economy. The WRA used these articles as a forum to analyze and publish pertinent and current economic issues. Let's Talk Economics was published on the DWS website and highlighted in the monthly newsletter.

<https://jobs.utah.gov/blog/category/Workforce-Research-and-Analysis>

<https://jobs.utah.gov/wi/pubs/economicblog/index.html>

Let's Talk Economics Articles published in PY2023:

- Industry Impacts of Baby Boom Retirements in Utah
- Utah Teen Workforce Earning More Than Ever Before
- Manufacturing Resilience: Exploring Advanced Manufacturing in Utah
- Higher Education's Role in Utah's Workforce
- The Utah Job Demand Buffer
- Workers with Disabilities Help Fuel Utah's Post-COVID Economy
- Understanding Location Quotients: Unveiling Economic Specialization in Utah
- Employment in Utah's Seasonal Industries

Activities Undertaken for Customer Consultations

DWS is organizationally structured so that its local-office staff are stationed throughout the state. ESA leadership were the primary actors with local business, education, and economic development communities. The ESAs were active in calling upon the regional economists to support their interactions. Site visits, economic development consultations, business meetings, presentations, and data analysis were regular activities the regional economists completed in supporting their assigned ESAs during PY2023.

DWS' Communication division advised the WRA in the production and dissemination of public economic information. The Communication division offered the WRA regular feedback from DWS customers receiving LMI data. The Communication division offered the WRA web page

content and design guidance along with innovative ways to communicate and present information to the public.

As part of the Governor's initiative to better serve Utah customers, DWS used the state partnership with Qualtrics to track and respond to customer feedback. The State of Utah has a vision to create a first-in-class customer experience with the state government. In order for this vision to be realized, the state has rolled out a customer experience (CX) program that builds a no wrong door infrastructure for Utah customers. This program allowed customers to provide feedback about their experiences directly to state agencies. The feedback enabled state agencies to make meaningful improvements. DWS created a site intercept, which is commonly called Digital Concierge or a customer feedback pop-up, that invites the individual to provide feedback. This has been installed on all DWS web pages. The site intercept, referred to as a passive intercept, asks a standardized set of questions that focus on customer satisfaction, customer effort, and trust in government. The customer must select the feedback tool link to use this tool. Further information regarding how DWS uses the CX program to meet customer needs is located in the subsection, Activities Undertaken to Meet Customer Needs.

DWS maintained its feedback link on the department's web page. Any feedback that was specific to the WRA and its products was passed along directly to the WRA for inspection and action.

<https://jobs.utah.gov/jsp/feedback/welcome.do;jsessionid=60EB4C201CEC43D5F4B64734F56C2B17>.

The WRA considered customer consultations to include media interviews not related to a WRA press release or other DWS-initiated economic information or studies. Therefore, media requests submitted to the WRA about economic topics were considered customer consultations. The WRA provided analysis, clarification, and subject matter expertise while consulting with the media regarding their inquiry. During PY2023, the WRA responded to 22 media requests for economic subject matter topics.

During PY2023, the WRA provided the media with economic commentary, content, and soundbites for the monthly economic press release via a podcast, written and summarized by the department's Chief Economist. These podcasts encapsulated the most recent release, its economic summary, along with any other related economic topics pertinent to the current state of the Utah economy.

As provided under Employee Development and LMI Training for Service Delivery, the WRA economists provided presentations and LMI training. The WRA economists frequently provided slides and talking points to customers upon request through follow-up inquiries and consultation contacts.

In PY2023, the Wasatch Front South regional economist was selected to serve on the board for the Applied Economics Program to provide consultation on curriculum development at UVU.

As part of the LMI activities summaries reported to DWS and WRA leadership, customer consultation contacts were tracked and recorded. Consultations related to the core requirements of the TEGl 1-23 are provided under the core summaries for each. The WRA had approximately 87 non-media consultation contacts, including those previously mentioned under core summaries.

The following selected summaries of non-media customer consultations were provided during PY2023:

- Attended the Utah Advanced Materials Manufacturing Initiative (UAMMI) networking event for manufacturing companies and the economic development community and answered questions about LMI.
- Attended the Office of Professional Licensing Review (OPLR) and DWS collaboration meeting and answered questions about OPLR research on mental health occupations and licensure in Utah.
- Reviewed, provided feedback, and attended the presentation of the Six County Association of Government's (SCAOG) Economic Development Plan.
- Addressed question from Churchill Commercial Capital about Utah's top employers Tableau visualization.
- Consulted with DWS's UI director about possible reasons for increases in UI claims filings during July and August.
- Consulted on job opening and job placement data for collaboration between DWS and 47G.
- Responded to questions from the Kem C. Gardner Policy Institute on minimum wage workers in Utah.
- Provided consultation to the Utah Data Research Center (UDRC) on their cost of living research project.
- Responded to questions from the Utah Women in Leadership Project about labor force participation.
- Answered questions about LEHD wage source data from a University of Utah professor.
- Answered questions from DWS' Finance Division about press release information from 2022.

- Assisted the Utah Pacific Islander Health Coalition with data on Pacific Islanders enrolled in Medicare.
- Responded to questions from the Kem C. Gardner Policy Institute about UI historical differences and LAUS benchmarking.
- Assisted Your Employment Solutions (YES) by providing a tutorial on Standard Occupational Classification (SOC) codes and a better understanding of Lightcast’s jobs and jobs openings data.
- Consulted with the State Bank of Southern Utah by reviewing and editing their quarterly report on the economy and housing in southern Utah.
- Assisted the DWS’ Housing and Community Development (HCD) division by reviewing and providing feedback on their Tableau dashboard for Moderate Income Housing (MIH).
- Provided economic commentary for DWS’ Communications Division article in the Salt Lake City Chamber of Commerce's annual publication.
- Assisted the Utah Inland Port Authority with finding U.S. Census data for determining areas of persistent poverty.
- Provided additional assistance to YES by reviewing and providing feedback on their final analysis product of job openings data from Lightcast.
- Assisted the SCAOG with finding total wages and totals sales data for industries in Wayne County from our Tableau visualizations.
- Answered questions from Valmont Coatings – Intermountain Galvanizing about the OEWS publication time frame for 2023 data.
- Assisted the SCAOG with finding total wages and totals sales data for industries in Wayne County from our Tableau visualizations.
- Answered questions from Valmont Coatings – Intermountain Galvanizing about the OEWS publication time frame for 2023 data.
- Consulted with Bridgerland Technical College on utilizing LEHD data.
- Coordinated with Booksmarts to connect them with the local WDS for training reimbursement information.

- Attended the Utah Transit Authority’s Route Restoration Equity Index (RREI) meeting and provided consultation on LMI data needed for the analysis of UTA ridership.
- Provided links to QCEW, OEWS, and LEHD data to a University of Utah PhD student for assistance in research on locality pay zones.
- Consulted with the United Way of Utah about available poverty and household data in Weber County.
- Coordinated with Hogan Construction to connect them with the local DWS’ WDD staff for assistance in finding people for construction jobs in Wayne County.
- Coordinated with the United Way of Utah to connect them with the DWS’ ESD staff for assistance with benefits information and training. Answered questions about demographics of healthcare workers compared to others.

Activities Undertaken to Meet Customer Needs

Under the State of Utah’s CX program, DWS implemented an active role to guide state agencies in meeting customer needs. DWS created a custom designed feedback tool, or a customer listening post, that goes beyond the passive intercept. This feedback tool is referred to as an active intercept. When a customer is idle on a DWS webpage, a pop-up will generate directly asking the customer if they need assistance. When responding with yes, the customer will go through a set of questions to determine their needs, provide direction to services resources, and options for additional customer support. The WRA’s Assistant Division Director (ADD) served as the division’s CX Representative during PY2023. The ADD reviewed the Qualtrics results weekly and met customer needs by responding to questions about LMI data on the website or coordinating with regional economists to respond to data requests as needed.

The Utah Population Committee (UPC), convened by the Kem C. Gardner Policy Institute, continued the work previously done by the Utah Population Estimates Committee (UPEC). The UPC produced state and county-level estimates to capture and understand recent population changes throughout the state. The WRA was a contributing member and supplied the annual employment levels and employment growth estimates during PY2023.

The WRA participated in the State of Utah’s Revenue Assumptions Working Group (RAWG). RAWG is a collection of economists and experts from the Utah Governor’s Office and Utah Legislature, the State Tax Commission, and state academic institutions and departments to provide economic inputs for state tax revenue and budget forecasting. Participants supplied economic summaries and forecasts as inputs into the State budget forecasting model. In November 2023, RAWG prepared an estimate of the coming fiscal year for the Utah Governor’s Office. In February 2024, RAWG updated the estimates for the Utah Legislature. The WRA’s Chief Economist produced estimates of labor force growth, unemployment, nonfarm

employment by major industries, and total and average monthly wages. The wage information provided the revenue model of personal income expectations and resultant revenue derivations.

All web products were posted online within a reasonable period after completion as directed in TEG 1-23. The WRA encouraged customers to go to the web to access the division's products and the latest labor market information. These WRA publications promoted web links, either in relation to an article or as a stand-alone advertisement.

The UEDV consists of eight separate modules that present statewide and local-level labor-related data. The eight modules are:

- Occupational Explorer - This module focuses upon occupational information, including occupational projections, wages, skill and education requirements, training programs, and presents statewide information along with ESA information. Its focus is to thoroughly profile a single occupation.
<https://jobs.utah.gov/jsp/utalmis/#/occupation>
- Related Occupations - Related occupations are cited in the Occupational Explorer. The WRA also provides related occupations with a module to emphasize their importance. The skills utilized in specific occupations are transferable to other occupations. This module is dedicated to displaying the related occupations that will accept and utilize the skills of other particular occupations.
<https://jobs.utah.gov/jsp/utalmis/#/trans-skills>
- Wages and Occupational Openings Data (WOOD) - Occupations can be compared against each other, compared in regional environments, grouped together by educational needs, or through Holland Codes. This is a tool custom built in response to Utah user feedback.
<https://jobs.utah.gov/jsp/almiswage/#/>
- Labor Force Data Viewer - Utah employment and unemployment data by county and statewide from 1990 to current. BLS LAUS data.
<https://jobs.utah.gov/jsp/utalmis/#/laborforce>
- Industry Employment and Wages - Industry employment and wage data is collected through the Quarterly Census of Employment and Wages (QCEW) program.
<https://jobs.utah.gov/jsp/utalmis/#/industry>
- Population Data Viewer - Utah population data is obtained from the U.S. Census Bureau.
<https://jobs.utah.gov/jsp/utalmis/#/population>
- FirmFind - This module provides names, addresses, phone numbers, industry, and employment size of virtually all firms in Utah. Information is available for specific

counties, groups of counties, or for the entire State. It also pulls in occupational staffing patterns to link total occupations in industry groups. It draws its information from QCEW. <https://jobs.utah.gov/jsp/firmfind/#/>

- Data Axle Employer Database - Utah employer information provided by Data Axle. <https://jobs.utah.gov/jsp/utalmis/empdb#/>

The WRA utilized Tableau software as another contributing vehicle for displaying and presenting labor market data. The WRA has 68 Tableau visualization products posted on the DWS website. These visualizations were updated upon request and as new data became available.

Quarterly Snapshots were spearheaded by the visualization of charts and graphs. A short narrative was attached to each page providing an economist's summary of the economic trends observed in the data.

<https://jobs.utah.gov/wi/insights/county/>
<https://jobs.utah.gov/wi/insights/esa/>

County annual profiles were made available in Tableau. Upon clicking on a data chart, the data can be downloaded to a text file that can be imported into Excel or other programs.

<https://jobs.utah.gov/wi/insights/profile/>

The State of Utah is committed to bringing economic and workforce development in every part of Utah with priorities established to protect and build rural communities. The WRA provided quarterly rural economic data and highlighted economic and workforce development opportunities for DWS' quarterly reports to the Governor's Senior Advisor of Rural Affairs during PY2023.

Fulfilling data requests is a large part in meeting DWS customer needs. Data requests related to the core requirements of the TEGL 1-23 are provided under the core summaries for each. The WRA had approximately 257 data requests, including those previously mentioned under core summaries.

The following selected summaries of data requests were completed to meet customer needs in PY2023:

- Provided Ogden City with fiscal year 2023 unemployment rate data.
- Provided the Department of Government Operations' (DGO) Division of Finance with wages and wage histories for accountants, auditors, and financial managers.
- Provided the Utah Women and Leadership Project with gender and occupation data combined with occupational projections star ratings.

- Provided Cost of Living data to the Utah Healthcare Institute.
- Provided Zions Bank with Salt Lake City employment data within specific latitude and longitude coordinates.
- Provided the Salt Lake County Assessor's Office with monthly unemployment insurance initial and continuing claims data since 2020.
- Provided GOEO with labor force commuting data in Box Elder County.
- Provided DWS's Executive Director's Office with on-line job posting data from Lightcast.
- Provided GOEO with American Community Survey (ACS) data on commuting, income, age, population, labor force participation, unemployment and industry make-up.
- Provided Scientia with Job Opening and Labor Turnover Survey (JOLTS) data.
- Provided USHE with occupational data for the life science industry cluster.
- Provided Box Elder Chamber of Commerce with employment and wage data needed for a grant application.
- Provided Syracuse City with local employment and LEHD commuting, job count, and labor force data.
- Provided Milford Mining Company with cost of living estimates for Utah and Beaver counties.
- Provided SCAOG with a list of new businesses in Wayne and Sanpete counties.
- Provided the Utah Women and Leadership Project with employment, unemployment, and population numbers for women of various racial groups, along with instructions for calculating the labor force participation rate.
- Provided DGO's Division of Finance with components of the labor force data related to the list of Utah's top ten employers.
- Provided the Education Fund of America with a Targeted Employment Area analysis for an EB-5 visa application.

- Provided Weber State University with Bureau of Economic Analysis (BEA) cost of living data, along with information for Forbes' cost of living calculator.
- Provided Mike Forde Insurance with St. George MSA cost of living data, along with links to BEA and Forbes' cost of living calculators.
- Provided a walk-in customer at DWS' Price Employment Center with the employment and industry breakouts for employers located in Price, along with data from ACS on employment status and labor force participation, data from LEHD's Quarterly Workforce Indicator on workforce characteristics of Carbon County, and a link to DWS' Snapshots page for additional information about local conditions in Carbon County.
- Provided the State Bank of Southern Utah with economic information about southern Utah for their quarterly market report.
- Provided Payson City with lists of the city's largest employers for 2013 through 2023.
- Provided the City of Cottonwood Heights with a list of the city's largest employers.
- Provided Zions Bank with a list of firms in Midway, along with a list of industries surrounding multi-family residences in the area.
- Provided DWS' Communications Division with the 2003 Utah County largest employer list for a customer that contacted DWS through the department's "contact us" email address.
- Provided DWS' Internal Audit Division with wage data for the state and Millard County.
- Provided Weber State University's CTE program with metropolitan statistical area (MSA) OEWS data and shared the quarterly snapshot data web page link.
- Provided Lindon City with a list of the city's largest employers.
- Provided Econowest Associates with quarterly QCEW employment and unemployment insurance claims data.
- Provided the Salt Lake County Sheriff's Office with wage comparison data for inmate occupations.
- Provided USHE's Higher Education Initiative with labor force participation and unemployment rate data by given demographic groups.

- Provided the City of Saratoga Springs with a list of the city's largest employers.
- Provided GOEO with statewide employment and unemployment data.
- Provided DWS' Communications Division with the current statewide list of largest employers for a customer that contacted DWS through the department's "contact us" email address.
- Provided Valmont Coatings – Intermountain Galvanizing with wage data for Utah County.
- Provided SCAOG with ACS agricultural data.
- Provided a Career Pathways Coordinator in the Bear River ESA with projections and Lightcast data on emerging occupations, job listings, industry projections, and special demographic groups in the labor force.
- Provided the State Bank of Southern Utah with Southwestern and Central Utah's industry employment and wages.
- Provided UVU with data on educational requirements for occupations found statewide and in the Provo-Orem and Salt Lake City MSAs.
- Provided GOEO with establishment counts and employment shares for small businesses in Washington County.
- Provided Churchill Commercial Capital with household income data.
- Provided a regional employment specialist with the Church of Jesus Christ of Latter-day Saints with Lightcast data on total average job posting duration broken out by education requirements.
- Provided the Iron County City Planner with historical employment shares data for Iron County.
- Provided DWS Wasatch Front South WDS with wage data.
- Provided U.S. Census data was provided to the internal MIS Manager for use in the Intergenerational Poverty Report.
- Provided Utah Valley University with occupational employment and job openings data for the automated electrical technology occupations.

- Provided a local marketing firm with statewide job counts by industry from 2014 to 2023.
- Provided the Utah Correctional Industries with wage comparison data for inmate occupations.
- Provided the Kem C. Gardner Policy Institute with Information Technology employment data.
- Provided the Utah Transit Authority with employment data for use in their Route Restoration Equity Index (RREI) for determining UTA ridership.
- Provided UAMMI with female share of employment in the manufacturing sector to analyze changes post-pandemic.
- Provided Design/Build Landscaping for the Colorado Lifestyle with industry and wage data for the landscaping and design industry.
- Provided SCAOG with industry breakdown data by county for the tourism industry.
- Provided the State Bank of Southern Utah with quarterly snapshot data for Central and Southwest ESAs.
- Provided Impact Utah with Job posting data for the manufacturing industry.
- Provided Carbaugh Associates with contact information for an economic assessment regarding Supplemental Nutrition Assistance Program (SNAP) retail sales within the Salt Lake City area.
- Provided the Utah Correctional Industries with 10th percentile OEWS wages for Lathe and Turning Machine Tool Setters, Operators, and Tenders, Metal and Plastic.
- Provided the Utah Inland Port Authority with labor force population data for Iron County including average wages for the county and specifically in manufacturing.
- Provided the United Way of Utah with poverty and wage data.
- Provided the Office of Legislative Attorney General with data on job openings over time for select occupations.

- Provided the Utah Labor Commission’s Division of Industrial Accidents with average weekly wage forecasts for state fiscal year 2025.
- Provided the United Way of Utah with LEHD demographic data.

Special Projects and New Tools

During PY2023, a WRA economist conducted analysis on inflation adjusted wages to gauge changes in purchasing power to complement an LTE article written at the end of PY2022 on measuring inflation through comparison of the Consumer Price Index (CPI) and Personal Consumption Expenditures (PCE) Price Index. The WRA examined wage gains using LEHD data across demographics, industries, and areas; and created a new Tableau visualization, Demographics of Inflation-adjusted Wages. This visualization allowed customers to explore emerging trends and patterns that inflation adjusted wages have across demographic groups across the state.

<https://jobs.utah.gov/wi/data/library/wages/demoinflation.html>

The Utah Governor’s Office requested industry and occupational analysis for the life science industry cluster. The WRA provided analysis and information from QCEW quarterly employment and wages for industries that define the cluster. The WRA created a list of Utah employers related to life sciences, identified occupations typically found in the industry cluster. The WRA also provided occupational projections and star ratings for these occupations, along with educational attainment requirements, as well as a CIP-SOC crosswalk to better identify education tracts for occupations in the cluster.

The U.S. Economic Development Administration (EDA) has invested in Utah’s critical mineral production and manufacturing industry. The Intermountain Critical Materials Consortium (ICMC) led by UAMMI requested industry and occupational analysis of the critical mineral mining and manufacturing industry cluster. The WRA provided an analysis and information to help identify the industries that define this industry cluster. The WRA identified occupations typically found in the industry cluster. The WRA also provided occupational projections and star ratings for these occupations, along with educational attainment requirements, and job loss, turnover, and replacement data for these occupations.

Efforts to Create and Support Collaborations or Leveraged Funding

Each of Utah’s ESAs has an assigned regional economist who developed and produced information responsive to the needs of the particular region. Regional economists provided the customer consultations, customer needs, and training required to support DWS’ ESA leadership, stakeholders, and community partners in decision making and strategic planning. WIGS grant funds are not enough to support staffing DWS’ team of regional economists. DWS has provided state funds that partner with the WIGS funding to support DWS’ regional economist positions.

Over half of the regional economist funding comes through other sources supplementing the WIGS LMI production.

The WRA contracted with the Conference Board to use the Lightcast's Help Wanted On-Line data as its real-time LMI tool for labor demand. Lightcast provided jobs opening data by occupations, along with skill requirements, certifications, and other occupational aspects demanded by the business community. WIGS resources were not sufficient to purchase this product. DWS utilized other funding sources to finance the HWOL purchase. PY2023 was the last full program year of the five-year contract with HWOL for this product. The WRA intends to renew its Conference Board subscription during PY2024 before the current contract ends.

The Wasatch Front North regional economist collaborated with the Northern Utah Manufacturing Excellence (NUME). This collaborative alliance between education, government representatives, and local industry leaders, dialogued about the local region's labor supply and collaborated to strengthen its supply and needs.

The WRA had a representative serve as a board member of the regionally-focused Wasatch Front Economic Development District (WFEDD). At the beginning of PY2023, this was the former Chief Economist. Following his retirement in April 2024, the WRA assigned the Wasatch Front South regional economist to this role. The WFEDD undertakes a regional approach to economic development that aligns with the [Wasatch Choice Vision](#). It is supported by its member counties, including Davis, Morgan, Salt Lake, Tooele, and Weber, which are all urban-centric counties. The WFEDD's mission is to support economic development plans, promote long-term economic competitiveness, and attract federal monies in order to implement local plans. The governing board appoints a strategy committee that develops and implements the region's Comprehensive Economic Development Strategies (CEDS). The CEDS is the product of a collaborative economic development planning process that analyzes regional economic conditions, including strengths, weaknesses, opportunities and challenges, and highlights activities that promote economic vitality. DWS is the workforce development and economic statistics representation.

Utah established the Health Workforce Advisory Council (HWAC) under Utah Code 26B-1-425. The council is charged with providing information and recommendations to help expand and strengthen Utah's health workforce. The council is made up of 15 members from both state and private sectors. The WRA Division Director served as the appointed representative for DWS during PY2023. The HWAC created subcommittees to help carry out its mission. The WRA Assistant Division Director was appointed to serve on the HWAC Data Subcommittee during PY2023. This subcommittee worked with the Health Workforce Information Center (HWIC) to collect and disseminate information. The HWIC, a partner of the HWAC, analyzes health workforce data and works with the HWAC staff to publish reports regarding the supply and demand of Utah's health workforce professions.

Information Technology (IT) Website Analytics

The following is LMI website usage for PY2023:

- Total Website Visitors: 232,734
- Total Website Unique Users: 126,683
- Average Views per User: 1.84
- Average Engagement Time: 36.51 seconds
- Total Event Counts: 722,755

Top 25 Webpages:

Webpage

1. Utah Economic Data Viewer
<https://jobs.utah.gov/jsp/utalmis/#/>
Views: 71,330 **Users:** 31,301 **Views per User:** 2.28
Average Engagement Time: 150.46 seconds **Event Count:** 238,171
2. Economic Data Main Page
<https://jobs.utah.gov/wi/index.html>
Views: 42,705 **Users:** 27,133 **Views per User:** 1.57
Average Engagement Time: 11.80 seconds **Event Count:** 92,036
3. Wage and Occupational Opening Data
<https://jobs.utah.gov/jsp/almiswage/>
Views: 24,907 **Users:** 13,947 **Views per User:** 1.79
Average Engagement Time: 80.91 seconds **Event Count:** 81,870
4. Firm Find Data
<https://jobs.utah.gov/jsp/firmfind/#/>
Views: 9,358 **Users:** 3,897 **Views per User:** 2.40
Average Engagement Time: 210.46 seconds **Event Count:** 38,031

5. Economic Data Categories
<https://jobs.utah.gov/wi/data/library/index.html>
Views: 7,413 **Users:** 2,703 **Views per User:** 2.74
Average Engagement Time: 34.62 seconds **Event Count:** 16,462

6. Largest Employers by County
<https://jobs.utah.gov/wi/data/library/firm/majoremployers.html>
Views: 4,988 **Users:** 3,218 **Views per User:** 1.55
Average Engagement Time: 30.39 seconds **Event Count:** 20,272

7. Employment Update
<https://jobs.utah.gov/wi/update/index.html>
Views: 4,597 **Users:** 2,868 **Views per User:** 1.60
Average Engagement Time: 13.16 seconds **Event Count:** 14,469

8. Consumer Price Index (CPI) & Cost of Living Comparisons
<https://jobs.utah.gov/wi/data/library/wages/costofliving.html>
Views: 3,949 **Users:** 3,012 **Views per User:** 1.31
Average Engagement Time: 49.93 seconds **Event Count:** 16,190

9. Annual Income and Wages by County
<https://jobs.utah.gov/wi/data/library/wages/annualprofilewages.html>
Views: 3,649 **Users:** 2,869 **Views per User:** 1.27
Average Engagement Time: 34.49 seconds **Event Count:** 14,266

10. Economic Data for Career Exploration
<https://jobs.utah.gov/wi/data/career/index.html>
Views: 3,515 **Users:** 2,134 **Views per User:** 1.65
Average Engagement Time: 28.52 seconds **Event Count:** 8,915

11. Wages, Income, and Cost-of-Living Data
<https://jobs.utah.gov/wi/data/library/wages/index.html>
Views: 2,886 **Users:** 1,792 **Views per User:** 1.61
Average Engagement Time: 20.00 seconds **Event Count:** 8,321

12. Utah Occupational Explorer
<https://jobs.utah.gov/wi/data/library/occupation/occupationdash.html>
- Views:** 2,705 **Users:** 1,656 **Views per User:** 1.63
Average Engagement Time: 45.11 seconds **Event Count:** 10,256
13. Economic Data for Employers
<https://jobs.utah.gov/wi/data/employer/index.html>
- Views:** 2,307 **Users:** 1,485 **Views per User:** 1.55
Average Engagement Time: 26.51 seconds **Event Count:** 5,944
14. Local Insights - County Snapshots
<https://jobs.utah.gov/wi/insights/county/>
- Views:** 2,164 **Users:** 932 **Views per User:** 2.32
Average Engagement Time: 89.16 seconds **Event Count:** 6811
15. Employment Data
<https://jobs.utah.gov/wi/data/library/employment/index.html>
- Views:** 1,697 **Users:** 751 **Views per User:** 2.26
Average Engagement Time: 18.41 seconds **Event Count:** 4,864
16. Employment Update - Unemployment Rates
<https://jobs.utah.gov/wi/update/une/>
- Views:** 1,616 **Users:** 969 **Views per User:** 1.67
Average Engagement Time: 40.93 seconds **Event Count:** 5,370
17. Calculating Inflation-Adjusted Figures
<https://jobs.utah.gov/wi/resources/handouts/calc.html>
- Views:** 1,560 **Users:** 1,415 **Views per User:** 1.10
Average Engagement Time: 35.97 seconds **Event Count:** 6,935
18. Occupational Data
<https://jobs.utah.gov/wi/data/library/occupation/index.html>
- Views:** 1,509 **Users:** 782 **Views per User:** 1.93
Average Engagement Time: 12.53 seconds **Event Count:** 4,547

19. Current County Unemployment
<https://jobs.utah.gov/wi/data/library/employment/countyunemployment.html>
- Views:** 1,432 **Users:** 764 **Views per User:** 1.87
Average Engagement Time: 39.20 seconds **Event Count:** 4,511
20. Utah Job Outlook
<https://jobs.utah.gov/wi/data/library/employment/occprojections.html>
- Views:** 1,304 **Users:** 733 **Views per User:** 1.78
Average Engagement Time: 62.52 seconds **Event Count:** 4,316
21. Local Insights
<https://jobs.utah.gov/wi/insights/index.html>
- Views:** 1,279 **Users:** 604 **Views per User:** 2.12
Average Engagement Time: 11.22 seconds **Event Count:** 3,410
22. Labor Force Data
<https://jobs.utah.gov/wi/data/library/laborforce/index.html>
- Views:** 1,229 **Users:** 459 **Views per User:** 2,68
Average Engagement Time: 23.01 seconds **Event Count:** 3,584
23. Employment Information Dashboard
<https://jobs.utah.gov/wi/empinfo/index.html>
- Views:** 1,146 **Users:** 541 **Views per User:** 2.12
Average Engagement Time: 29.26 seconds **Event Count:** 2,862
24. Industry Briefs by Region
<https://jobs.utah.gov/wi/pubs/industrybriefs/>
- Views:** 1,054 **Users:** 308 **Views per User:** 3.42
Average Engagement Time: 46.52 seconds **Event Count:** 3,025
25. Economic Data Categories
<https://jobs.utah.gov/wi/data/library/>
- Views:** 1,012 **Users:** 477 **Views per User:** 2,12
Average Engagement Time: 24.74 seconds **Event Count:** 2,346

Recommendations to ETA for Changes and Improvements to WIGS Requirements

None at this time.