MIXING IT UP! DIVERSIFYING YOUR ECONOMY AND YOUR TALENT BASE

53RD ANNUAL CONFERENCE & LMI INSTITUTE ANNUAL FORUM
SHERATON NASHVILLE DOWNTOWN
NASHVILLE, TN
MAY 20-24, 2013

LMI Institute
Navigating the World of Labor Market Information

C2ER | THE COUNCIL FOR COMMUNITY AND ECONOMIC RESEARCH
Data to help you understand the connection between people and the world of work.

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KNOW THE JOBS AND SKILLS NEEDED FOR A COMPETITIVE TALENT BASE

Burning Glass analytical solutions help economic developers capitalize on real-time labor market intelligence to promote and develop a competitive workforce. Our tools enable you to:

• Track the hiring landscape in real time
• Align training programs to employer demand
• Conduct supply/demand analytics
• Promote your talent pool to local and national employers

ATTEND OUR WORKSHOP
Thursday, May 23, 3:45 pm – 5 pm
In Breakout Room 4B

Learn how economic developers are using Burning Glass tool to promote a workforce directly aligned to the needs of local employers. Burning Glass staff will provide training on how real-time LMI can support these efforts.

www.burning-glass.com
Welcome to “Music City”! I hope you will enjoy your week with us in beautiful Nashville!

Our conference theme this year is “Mixing It Up: Diversifying Your Economy and Your Talent Base.” Workforce – addressing skills shortages, documenting worker availability, building diversity, etc. – is a fundamental issue for all of us, so I’m sure you will find much in the conference agenda to interest you and make you more productive.

This conference is also a great opportunity to meet your peers from around the country. Past attendees have found the networking opportunities at C2ER/LMI conferences to be extremely helpful. In these busy times a chance to make new contacts and catch up with old friends can be hard to find. Use this venue to connect with the leaders in our profession.

Please remember to spend some time this week with our exhibitors, who help make this conference possible and who offer products and services tailored to your needs. Also please take a moment to thank our hosts at the Nashville Chamber who have been a huge help in planning this conference.

I also invite you to learn more about the many other services C2ER offers, including our training program, our Cost-of-Living Index, our Journal of Applied Research in Economic Development, and our databases on state business incentives and state economic development expenditures. In addition, please consider pursuing certification as a Certified Community Researcher (CCR), which demonstrates to employers your mastery of the concepts of community and economic development research. More information on all of these services is available at www.c2er.org.

I hope you have a productive and enjoyable week, and I look forward to seeing you!

Sincerely,

Jim Held, CCR
Chair, Council for Community and Economic Research
2012-13
Greetings. We’re glad you’re here!

On behalf of the board and staff of the Labor Market Information Institute, I’d like to welcome you to this year’s LMI Forum, held once again in conjunction with the C2ER Annual Conference.

This marks the third year that the Forum and C2ER Conference have been held simultaneously. We love the fact that this brings together individuals and organizations from the workforce, economic development, and community research fields. We learn from one another, we develop relationships and networks of experts, and – yes – we have some fun.

Those of us in the labor market information field are passionately committed to developing high quality employment-related information, and to making it useful and valuable to all our customers. We hope that comes across in the workforce research-related agenda items we’ve prepared for this week.

Beyond the events of this week, don’t forget that the LMI Institute offers a variety of training opportunities, through in-person classes and Webinars, general analyst training and customized training. We would welcome your participation in and suggestions regarding any of these opportunities. To find out more about the LMI Institute, visit our web site at http://lmiontheweb.org/.

I do want to thank all those who have made this event possible: the leadership and staff of C2ER, our hosts in Nashville, the sponsors and exhibitors.

That’s all from me. Enjoy the week. Learn new things. Meet great people. And return to your homes, after this conference, with new skills, new contacts, and renewed passion for your important work.

Sincerely,

Graham Slater
Chair, Labor Market Information Institute Board
Tools and Techniques Training Workshop 1:
Understanding State and Local Employment Projections to Plan for the Future

Instructor: Larry Less, State of Ohio Department of Jobs & Family Services – Bureau of Labor Market Information

When it comes to predicting the economy and the labor market, projections play a crucial role in allocating resources efficiently for education, training, transportation, business, and economic development. The purpose of this seminar is to increase users’ understanding of how states develop their employment projections and how to use those projections appropriately to make sound planning decisions.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 - 8:30</td>
<td>Breakfast <em>(Legislative Terrace)</em></td>
</tr>
<tr>
<td>8:30 - 9:00</td>
<td>General Discussion &amp; Overview</td>
</tr>
<tr>
<td>9:00 - 9:30</td>
<td>Basic Concepts</td>
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<tr>
<td>9:30 - 10:30</td>
<td>Production of State &amp; Local Employment Projections</td>
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<tr>
<td>10:30 - 10:45</td>
<td>Morning Break <em>(Davidson Room)</em></td>
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<tr>
<td>10:45 - Noon</td>
<td>Production of State &amp; Local Employment Projections (Continued)</td>
</tr>
<tr>
<td>Noon - 1:00</td>
<td>Lunch on your own</td>
</tr>
<tr>
<td>1:00 - 1:45</td>
<td>Issues and Methodology</td>
</tr>
<tr>
<td>1:45 - 2:45</td>
<td>Best Practices in Occupational Analysis</td>
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<tr>
<td>2:45 - 3:00</td>
<td>Afternoon Break <em>(Davidson Room)</em></td>
</tr>
<tr>
<td>3:00 - 3:45</td>
<td>Other Uses of Projections Data</td>
</tr>
<tr>
<td>3:45 - 4:00</td>
<td>Wrap-up &amp; Evaluations</td>
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<tr>
<td>4:00 - 5:00</td>
<td>BLS Discussion</td>
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</table>

Speaker: Michael Wolf, Bureau of Labor Statistics

- A discussion session with BLS to receive feedback from state projections analysts
Tuesday, May 21, 2013

7:30 - 8:30 a.m.

**Breakfast**

*Legislative Terrace*

8:30 - 4:00 p.m.

**Tools and Techniques Training Workshop 2**

**Tools and Techniques for Getting High Response Rates and Good Data From Your Business Survey**

*Breakout Room 4A*

**Instructor:** Danna Moore, Washington State University

Economic and Workforce Development professionals often need to get critical information from their companies. Company surveys are notoriously difficult. This training is designed to help improve your survey design and execution to raise response rates and lower your survey costs.

**Tools and Techniques Training Workshop 3**

**Open Community and Economic Data: Now, We’re Really Outside the Box!**

*Breakout Room 4B*

**Instructor:** Virginia Carlson, University of Wisconsin-Milwaukee Department of Urban Planning

**Speaker:** Matthew Schumwinger, Milwaukee Stat

Many new data sources are emerging that go beyond integrating federal statistics for economic and workforce development. Explore something new or learn about a new way to package familiar data to: (1) measure and visualize economic vibrancy and culture, (2) respond to RFIs about your amenities, or (3) even identify company locations. Explore Factual.com, Google Public Data, Municipal Open Data, and Tableau. Whatever the data “box” you’re in, we’ll open it in a fun new way.

Noon - 1:00 p.m.

**Lunch on your own**
Manufacturing Extension Partnership

Headquartered in Gaithersburg, Md, the National Institute of Standards and Technology’s Hollings Manufacturing Extension Partnership (NIST MEP) is a public/private partnership that works with small and mid-sized U.S. manufacturers to help them create and retain jobs, increase profits, save time and money, develop new customers, and expand into new markets. Founded in 1988, the nationwide network provides a variety of services, from innovation strategies to process improvements to green manufacturing. MEP field staff includes more than 1,300 technical experts located in every state. For every dollar of federal investment, the MEP generates around $20 in new sales growth and $20 in new client investment ($2.5 billion each in new sales and new investments annually). For every $2,100 of federal investment, MEP creates or retains one manufacturing job.

31,373 Manufacturers served in FY2012

MEP completed over 490,000 customer engagements since the program’s inception including technical assistance projects, training programs, networking events and long-term strategic support. These customers are typically manufacturers with fewer than 500 employees in a broad range of industry sectors – from food processors to machine shops to solid state circuitry assemblers. They are companies that need help solving a specific problem, want to implement new technologies, export into new markets or hope to grow their businesses through the development or improvement of products.

MEP CLIENT IMPACTS

Results reported by MEP clients receiving services in FY2011. Of the 7,651 clients selected to be surveyed, 6,009 completed the survey in FY2012. Measures are a conservative snapshot of benefits. Recurring or cumulative benefits may be larger.

- **New Sales**: $2.5 Billion
- **Retained Sales**: $4.1 Billion
- **Total Increased/Retained Jobs**: 61,139
- **Cost Savings**: $900 Million
- **New Client Investments**: $2.5 Billion
Infogroup is a full service data company with over 40 years of data collection and market research experience. We work with WPOs, DOTs, Emergency Management, and many other government agencies. Our database contains over 24 million businesses and 235 residential records – all GECODED.

In addition to our current business and residential data, our historical files date back to 1997 and can be used in a variety of different government projects to perform year over year trend analysis. We also use our data center to perform community outreach surveys and market research such as broadband connectivity, city satisfaction, and agriculture research just to name a few.
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• Display advertised jobs and candidate data, supply & demand, employment and wage data, economic indicators, and demographics.
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• Compare data for multiple geographic areas, industries, or occupations.

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You don’t need to guess where your data is coming from—JobsEQ data is verifiable.
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Overflowing with Analysis
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Preconference Activities

Wednesday, May 22, 2013

7:30 - 8:30 a.m.

Breakfast
Legislative Terrace

Morning Roundtable Sessions
8:30 - Noon
State Economic Researchers Roundtable
Regional Economic Researchers Roundtable
Cost of Living Index Update and Planning Session

State Economic Researchers Roundtable
Breakout Room 4A
Introduction (8:30 - 8:45 a.m.)

Session 1: Diversity in the Workforce (8:45 – 10:00 a.m.)
Facilitator: Mike Philopot, West Tennessee Industrial Association

At the state level, economic developers all seem to struggle with helping rural communities become more competitive in attracting new businesses. This discussion will focus on best practices that help rural communities better prepare to handle RFIs from site selectors and host a successful site visit.

Break (10:00 - 10:15 a.m.)

Session 2: State Business Incentives Evaluation (10:15 - 11:30 a.m.)
Facilitators: Jeff Chapman, Pew Center on the States
Wen Sun, Center for Regional Economic Competitiveness

This session provides an overview of findings from C2ER State Economic Development Program Evaluation Survey and a report by Pew Center on the States “Evidence Counts - Evaluating State Tax Incentives for Jobs and Growth”.

Session 3: Open Discussion (11:30 - Noon)
Facilitator: Mary Cerney, South Dakota Governor’s Office of Economic Development
Regional Economic Researchers Roundtable

Session 1: Recent Chapter Survey Results (8:30 - 9:00 a.m.)
Facilitators: Matt Waldo, Morris, Lloyd & Associates, LLC
Sarah Gutschow, C2ER

With the promises of big data and constantly improving technology to conduct research, where are our research shops at in terms of technology deployment? What are the latest trends in collaboration between workforce and economic development shops? This session will present the results of two pre-conference surveys on these topics. What do the results suggest for future organization and chapter activities?

Session 2: Benchmarking Regional Growth (9:00 - 9:45 a.m.)
Facilitator: Matt Waldo, Morris, Lloyd & Associates, LLC

Regional economic researchers’ are often asked to assist EDOs in benchmarking/ranking the performance of their regions against others. What are good ways to do this and what mistakes should be avoided?

Session 3: Measuring Workforce Skills Gaps (9:45-10:30 a.m.)
Facilitator: Bob Sharak, Opportunity Inc. of Hampton Roads

Demonstrating that your region has a plentiful and skilled workforce is increasingly important to companies looking to locate or expand. How do researchers go about determining if they have the skilled workforce in place to help their EDOs win deals?

Break (10:30-10:40am)

Session 4: Answering “Odd Ball” Requests for Information (10:40-11:25 a.m.)
Facilitator: Marlena Bandurski, Greater Des Moines Partnership

We have all been there; the phone rings and the caller will ask for some obscure or strange piece of information about the region. This session looks to share some of our war stories and also how we handle these types of requests.

Session 5: Best Practices Lightning Round (11:25-noon)

A chance for members of the roundtable to share their experiences on how best to measure and build capacity in support of regional economic development efforts.
8:30 - Noon

Cost of Living Index Update and Planning Session

Breakout Room 5A

**Moderators:** Marlena Bandurski, Greater Des Moines Partnership
Dean Frutiger, C2ER
Erol Yildirim, C2ER

**Speakers:**
- James A. Kurre, Economic Research Institute of Erie
- Ian Mead, Bureau of Economic Analysis

C2ER Cost of Living Index participants will receive an update on this venerable project. Participants can provide input and meet with program management. This year, we will also have presentations by Dr. Jim Kurre of the University of Pennsylvania-Erie on the new County-Level Index Project and Ian Mead of the Bureau of Economic Analysis on personal income adjusted by regional price parities by state and metropolitan area.

12:00 - 1:00 p.m.

**Lunch on your own**
Become an Organizational Member & Access the Following Benefits:

• **FREE** registration for all members of your organization for the C2ER/LMI Institute Monthly Webinar Series

• Complimentary Access to:
  • Cost of Living Index
  • State Incentives Database
  • State Economic Development Expenditure Database
  • C2ER Economic Development Library, a collection of more than 4,100 regional economic studies and reports
  • C2ER Membership Directory
  • Discounted licensing fee for the Cost of Living Index Web Calculator customized to your organization’s website.

• Discounted registrations for:
  • C2ER Annual Conference/LMI Institute Forum
  • C2ER and LMI Institute training programs

• Discounted Certified Community Researcher (CCR) application fee

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**Cost of Living Index**

In publication since 1968, the quarterly Cost of Living Index provides a useful and reasonably accurate way to compare cost of living differences between urban areas weighted by different categories of consumer expenditures for mid-management households.

**State Business Incentives Database**

The State Business Incentives Database is a searchable database of incentive programs used by states for strategic business attraction. The Business Incentives Database includes more than 1,600 incentive programs across the country categorized according to:

- Program Category
- Program Type
- Geographic Focus
- Business Need

**State Economic Development Expenditures Database**

Collected by aggregating state budget data, the Expenditures Database assesses total resources available for economic development activity across more than 15 functional areas and multiple funding sources using consistent funding categorizations.

**Technical Assistance**

In cooperation with the Center for Regional Economic Competitiveness (CREC), C2ER promotes knowledge-based economic development efforts by helping local and regional entities to implement data-driven economic development strategies.
Conference Agenda

Wednesday May 22, 2013 (Continued)

Conference begins
1:30 - 2:00 p.m.

Introduction and Keynote Address: The Importance of Diversity in the Economy
Ballroom I
Introductions: Jim Held, CCR, New York State Department of Economic Development
Keynote Speaker: Karl Dean, Mayor, Nashville, TN
Welcome Speakers: Ralph Schulz, Nashville Chamber of Commerce
Jim Futrell, CCR, Pittsburgh Regional Alliance
Graham Slater, Oregon Employment Department

2:15 - 3:00 p.m.

Economic Outlook: Macro-economic U.S. outlook
Ballroom I
Introduction: Jim Futrell, CCR, Pittsburgh Regional Alliance
Speaker: Murat Arik, Associate Director, Middle Tennessee State University

3:00 - 3:25 p.m.

Networking Break
Davidson Room – Exhibitors and Internet Cafe

3:30 - 4:45 p.m.

Breakout sessions
(1) Research Leadership (2) Research Practice
(3) Research Data Tools (4) Research on the Workforce

Research Leadership: The Role of Research in Planning for Exports
Breakout Room 4A
Moderator: Marlena Bandurski, Greater Des Moines Partnership
Speakers: Mary Graham, CCR, Charleston Metro Chamber of Commerce
Fay Johnson, Census Bureau
Hayley Hovious, Department of Economic and Community Development, State of Tennessee

States and regions are competing in a global environment, but how are researchers helping to guide the planning and execution of export promotion and economic development. What role should research and analysis play in this process and what are the best tools for supporting export promotion?
Conference Agenda

Wednesday May 22, 2013 (Continued)

3:30 - 4:45 p.m.
Breakout sessions
(1) Research Leadership (2) Research Practice
(3) Research Data Tools (4) Research on the Workforce

Research Practice: Diversifying Your Economic Base
Breakout Room 4B
Moderator: Mark White, C2ER
Speakers: Troy Mix, Department of Urban and Regional Planning, University of Illinois

Research suggests that prosperous regions are much more likely to have a wide mix of industries that buffer the local economy in times of change. Which local economies are most/least diverse and how important is diversity to economic success? This session will focus on national research that examines measures of economic diversity and lessons learned from that research.

Research Data Tools: Measuring the Importance of Talent Diversity
Breakout Room 5A
Moderator: Denise Hanna, Arkansas Economic Development Commission
Speakers: Debby Mason, Nashville Area Chamber of Commerce
Garrett Harper, CCR, Nashville Area Chamber of Commerce

Immigration reform is a top national policy challenge that has ignited state and local debates. Community researchers can be essential feeders in providing information around the importance of a diverse talent base to our political leaders. Emphasizing experience from these debates in Nashville, we will examine the common messages that reform advocates use and consider how you can become more proactive in anticipating key questions from policy makers. What are the data and data tools that will help you demonstrate the role that immigration and immigrants play in your state or regional economy?

Breakout Room 5B
Moderator: Carrie Mayne, Utah Department of Workforce Services
Speakers: Sue Mukherjee, Pennsylvania Department of Labor & Industry
Natalie Torosyan, Utah Department of Workforce Services

This session will focus on the “big picture” of the on-going saga of the skills shortage. Topics will include causes and consequences of skills shortages, as well as the ongoing debate as to whether or not a true, widespread skills shortage actually exists.

5:00 - 6:30 p.m.
Conference Reception
Legislative Terrace/Davidson Room
Thursday, May 23, 2013

7:30 - 8:30 a.m.
Breakfast
Davidson Room/Legislative Terrace – Exhibitors and Internet Cafe

8:30 - 9:15 a.m.
Plenary Presentation: Creating a More Diverse Talent Base
Ballroom I
Moderator: Jim Futrell, CCR, Pittsburgh Regional Alliance
Speakers: Melanie Harrington, Vibrant Pittsburgh
Gaby Gonzales, Rand Corporation

As we’re mixing it up, some communities are transforming their talent base by proactively promoting in-migration. The story of Vibrant Pittsburgh describes how that city has taken on this initiative. Moreover, we’ll learn about how the impact of the initiative was measured, and the challenges faced in measuring VP’s progress.

9:30 - 10:45 a.m.
Breakout sessions
(1) Research Leadership (2) Research Practice
(3) Research Data Tools (4) Research on the Workforce

Research Leadership: Assessing and Preparing for Economic Resiliency
Breakout Room 4A
Moderator: Jim Held, CCR, New York State Department of Economic Development
Speakers: Larry Henson, CCR, Louisiana Department of Economic Development
Rick Clayton, Bureau of Labor Statistics

Economic resiliency refers to the ability of regions to respond to unexpected events – natural disasters, severe economic shocks, etc. – in ways that demonstrate their ability to adapt. With so much at stake, state and local economic analysts are being asked about the ability of their regions to adapt to these events through redundant infrastructure, emergency plans, and so forth. What research is underway on this topic? What role can state and local researchers play in supporting or guiding this research? What data do we need to have on hand and which partners can help us in responding?
Thursday, May 23, 2013 (Continued)

9:30 - 10:45 a.m.
Breakout sessions
(1) Research Leadership (2) Research Practice
(3) Research Data Tools (4) Research on the Workforce

Research Practice: Exploring the Economic Impact of Manufacturing

Breakout Room 4B
Moderator: Marty Romitti, C2ER
Speakers: Jeff Lucas, NIST-MEP
Parker Bedsole, REMI

The manufacturing renaissance has risen to the top of the policy agenda and dialogue. This session will explore research underway on the relative impacts of manufacturing on regional economies and what is influencing growth in manufacturing production and employment.

Research Data Tools: GIS in a Small Research Shop

Breakout Room 5A
Moderator: Erin Casullo, Consultant
Speaker: Alan Spell, Missouri Department of Economic Development

GIS has come a long way in the past few years with new desktop and web-based applications that have reduced the costs. Public and private data providers are increasingly integrating GIS and policy makers are increasingly demanding it. What do you need to know to prepare? What are the best software tools and what can you do with them to improve communication efforts?

Research on the Workforce: The Alleged Ongoing Skills Shortage, Part Two: Results from State-Specific Research

Breakout Room 5B
Moderator: Graham Slater, Oregon Employment Department
Speakers: Brooke Jackson, Oregon Employment Department
Alessia Leibert, Minnesota Department of Employment and Economic Development
Amy Faulkner, California Employment Development Department

Speakers from California, Oregon, and Minnesota will share findings from recent skills-focused surveys and analyses, leading to a discussion of workforce planning, manufacturing skills, and high-priority skills.

10:45 - 11:15 a.m.
Networking Break
Davidson Room – Exhibitors and Internet Cafe
11:15 - 12:30 p.m.
Breakout sessions
(1) Research Leadership (2) Research Practice
(3) Research Data Tools (4) Research on the Workforce

Research Leadership Exchange: Assessing What Research Customers Want
Breakout Room 4A
Moderator: Eric Long, Greater Oklahoma City Chamber of Commerce
Speakers: Gary Crossley, Workforce Information Council
Patricia Silverstein, Development Research Partners

With a variety of customers competing for limited time, every regional economic research organization must set priorities and identify more productive ways to conduct the research that they are assigned. This session features senior researchers sharing their insights on how best to organize research more productively, collaborate to accomplish more, and communicate their work to ensure visibility.

Research Practice: Get a Schooling in Occupations
Breakout Room 4B
Moderator: Alan Spell, Missouri Department of Economic Development
Speakers: Walter Telthorst, Missouri Economic Research and Information Center
Jackie Keener, North Carolina Department of Commerce

Become an expert at Occupational Employment Statistics (OES) and learn how occupational data can make you a hero with local companies and help promote business development efforts. By combining OES with projections data you will also learn how to “grade” jobs to help training providers…and their kids!

Research Data Tools: Using Social Media to Support State and Local Economic Research
Breakout Room 5A
Moderator: Melanie Moore, JAXUSA Partnership
Speakers: Eric Simundza, GIS Planning
Anne Piedmont, Piedmont Research Associates

Economic and workforce development organizations are using Twitter, LinkedIn, Facebook and many other social media tools to gather data and disseminate information to customers. What tools are state and local economic researchers using and how are they using them? How do we know these tools help us reach our audience?
Thursday, May 23, 2013 (Continued)

11:15 - 12:30 p.m.
Breakout sessions
(1) Research Leadership (2) Research Practice
(3) Research Data Tools (4) Research on the Workforce


*Breakout Room 5B*
Moderator: Bill Niblack, Missouri Department of Economic Development
Speakers: Graham Slater, Oregon Employment Department
Tom Nardone, Bureau of Labor Statistics

In many states, the workforce is changing dramatically, both in size and composition. In this session, researchers will review key trends and identify some surprising statistics about what’s happening in the labor force. The session will also explore how well adults are prepared for the future job market.

12:30 - 1:50 p.m.

Keynote and Recognition Luncheon: What Are Site Location Consultants Seeking? A View from the Field

*Ballroom I*
Introduction: Jennifer Zeller, CCR, Georgia Power Company
Keynote Speaker: Jonathan Sangster, Economic Development, Georgia Power Company

2:00 - 3:15 p.m.

Breakout sessions
(1) Research Leadership (2) Research Practice
(3) Research Data Tools (4) Research on the Workforce

Research Leadership: Supporting Business Development Research

*Breakout Room 4A*
Moderator: Deidre Myers, Oklahoma Department of Commerce
Speaker: Ben Pratt, Greater Erie Chamber and Growth Partnership

As states and regions develop comprehensive economic and workforce development strategies, they are increasingly relying on data to drive decision making. This session is focused on how states and regions are using the strategic planning process to change their ecosystem and prioritize resources in new ways. Using case examples from Oklahoma and Erie PA, we will explore the key economic development issue areas and the role that research and data play in driving those strategies.
Thursday, May 23, 2013 (Continued)

2:00 - 3:15 p.m.
Breakout sessions
(1) Research Leadership (2) Research Practice
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Research Practice: Research/Data Customer Response Strategies

*Breakout Room 4B*

**Speakers:** Catherine Renault, Innovation Policyworks
Mark White, C2ER

Researchers and data producers are under constant pressure to better meet their customer’s demand. This session will describe a project undertaken for three federal data agencies (Census, BLS, BEA) that sought to get people working in those agencies to think about ways they can better disseminate their data to their diverse user communities. It will also introduce researchers and data producers to several concepts that will help them think about innovation in a more systematic manner. The session’s overall goal is to get applied researchers and data producers to consider ways in which they can make their data and research more relevant and essential to their customers.

Research Data Tools: Data Innovations – An Analysis of the Similarities and Differences Between Real Time Job Postings and Traditional LMI

*Sponsored by EMSI*

*Breakout Room 5A*

**Speakers:** Brian Points, EMSI

Researchers in economic and workforce development now can forecast openings and employment growth using traditional data tools while aggregating de-duplicated web-advertised job postings. There has been little comparative analysis on the strengths and weaknesses of these approaches. In this session, EMSI compares current and historic job openings data from two widely available data tools—EMSI’s Analyst and Career Builder’s Supply-Demand portal—to find the statistical relationships between occupation-specific job openings and growth trends provided by the two data sets.

Research on the Workforce: Labor Supply Analysis for Business Recruitment: Are the Skilled Workers Available?

*Breakout Room 5B*

**Speakers:** Rebecca Rust, Florida Agency for Workforce Innovation
Erin Casullo, Consultant

What workforce information is most valuable to economic development organizations and businesses as they work through investment, marketing, expansion, and relocation decisions? How can this information be presented so it’s most valuable and most usable? How do we understand which jobs are “good jobs”, and worthy of support? This session will provide real-world answers and examples.
Conference Agenda

Thursday, May 23, 2013 (Continued)

3:15 - 3:45 p.m.

Networking Break
Davidson Room – Exhibitors and Internet Cafe

3:45 - 5:00 p.m.
Breakout sessions
(1) Research Leadership (2) Research Practice
(3) Research Data Tools (4) Research on the Workforce

Research Leadership: Using Research to Improve Incentive Decisions
Breakout Room 4A
Speakers: Jeff Chapman, Pew Center on the States
Ellen Harpel, Business Development Advisors
Wen Sun, C2ER

Incentive policy is still one of the most discussed topics in the economic development world. This session will describe tools and methods that help economic developers seeking answers to some real-world questions, such as how to benchmark your incentives, how to gain more competitive intelligence on business seeking incentives and share this information with stakeholders, and how to create an incentive evaluation program with a focus on policy effectiveness and overall economic impact.

Research Practice: Innovations in Research Methods – Real Time Labor Market Intelligence in Action Sponsored by Burning Glass
Breakout Room 4B
Speakers: Yustina Saleh, Burning Glass
Rebecca Cohen, Workforce Intelligence Network

Burning Glass Technologies and the Workforce Intelligence Network, a consortium of workforce boards and community colleges in SE Michigan, will present a case study of how WIN has used Labor/Insight – Burning Glass’s real-time LMI analysis tool – to promote the development of a manufacturing workforce directly aligned to the needs of local employers. Burning Glass staff will provide training on how real-time LMI can support a range of economic development efforts. Labor/Insight enables detailed analyses of labor market trends as they happen – such as knowing who is hiring and for what jobs – and conducting title and skills based analyses not possible with traditional sources of information.
Thursday, May 23, 2013 (Continued)

3:45 - 5:00 p.m.
Breakout sessions
(1) Research Leadership (2) Research Practice
(3) Research Data Tools (4) Research on the Workforce

Research Data Tools: Data Innovations
*Breakout Room 5A*
Speakers: Eric Simundza, GIS Planning
Lisa Franklin, LocationOne

This session will focus on emerging new data sets and data tools that you can use to highlight your competitive advantages.

Research on the Workforce: Using Labor Market Information to Help the Unemployed Return to Work
*Breakout Room 5B*
Moderator: Stephanie McGarrah, North Carolina Department of Commerce
Speakers: Sue Mukherjee, Pennsylvania Department of Labor & Industry
George Putnam, Illinois Department of Employment Security

Labor market information (LMI) is part of the broader workforce system, a system that provides unemployment insurance benefits to the unemployed and assists job seekers in finding their next jobs. In this session, leaders from Illinois and Pennsylvania will participate in a group discussion of ways in which LMI can use Unemployment Insurance and other data to improve the outlook for the nation’s unemployed.

6:00 - 8:00 p.m.
Honky Tonk Bar Crawl
Conference Agenda

Friday, May 24, 2013

7:30 - 9:10 a.m.

Breakfast: C2ER Membership Business Meeting
Ballroom I
Speaker: Jim Held, CCR, New York State Department of Economic Development

9:15 - 10:30 a.m.
Breakout Sessions
(1) Research Leadership (2) Research Data Tools (3) Research on the Workforce

Research and Leadership Exchange: Responding to Requests for Information (RFIs)
Breakout Room 4A
Facilitator: Jennifer Zeller, CCR, Georgia Power Company

This facilitated discussion will focus on how economic developers prepare for RFI’s and how they organize to respond to the fire drills RFI’s create. Learn tips from your peers and brainstorm strategies to make molehills out of these mountains.

Resource Data Tool Exchange: Discover How Louisiana Is Using the Power of LMI to Help Unemployment Claimants Return to Work Sponsored by Geographic Solutions
Breakout Room 5B
Speakers: Paul Toomey, Geographic Solutions
Shannon Raemaker, Geographic Solutions

Louisiana has recently deployed a new system called HiRE for Helping Individuals Reach Employment. This system integrates their unemployment benefits, workforce and labor market information systems. This session will highlight the innovative delivery mechanisms that are being used to present traditional and real-time labor market information to claimants to help them return to work sooner and significantly reduce the average unemployment claim duration in Louisiana. This includes the use of labor market information and other transactional data to create a dynamic reemployment plan for claimants when they file initial and continuing claims.

Resource Data Tool Exchange: The Latest, Greatest Data Tools
Breakout Room 4B
Facilitator: Drew Conrad, University of Northern Iowa

This informal roundtable session allows researchers an opportunity to talk about the latest public and proprietary data sets they have found and their experiences with them.
Conference Agenda

Friday, May 24, 2013 (Continued)

9:15 - 10:30 a.m.
Breakout Sessions

Research on the Workforce Exchange: Longitudinal Data Analyses: Measuring Student and Education Success

Breakout Room 5A
Facilitators: Alexandra Hall, Colorado Department of Labor & Employment
David Stevens, University of Baltimore

The development of “longitudinal data systems”, tracking students from the education system to the workforce, has been a major initiative in recent years. This group discussion will include an overview of some national, regional, and state initiatives, focused not only on their successes, but also on the challenges they’ve faced and overcome.

10:30 - 11:00 a.m.

Networking Break
Davidson Room

11:00 - 12:30 p.m.

Plenary Session: Regional Socioeconomic Statistics Update

Ballroom I
Moderator: Patrick Jankowski, CCR, Greater Houston Partnership
Speakers: Tom Mesenbourg, Census Bureau
Joel Platt, Bureau of Economic Analysis
Tom Nardone, Bureau of Labor Statistics

Representatives from the Census Bureau, Bureau of Labor Statistics, and Bureau of Economic Analysis will provide updates on regional data programs and new initiatives. Take advantage of this opportunity to provide feedback to federal statistical agencies.

12:30 p.m.

Conference Adjourns

Thank you to our Media Sponsor Partners
During the past 12 months, the Council for Community and Economic Research, YOUR professional membership organization, has been hard at work increasing the visibility of economic, workforce, and community research by advocating for higher quality data, promoting more focused public and private investments in local data, and continuing to strengthen C2ER products and services. We have also sought to keep you informed about new data sources, exciting research, and opportunities to learn. Following are some of the most vital accomplishments during the past year.

Communication with Data Users and Producers

**Weekly Publication of the C2ER/LMI Institute Update**
- Monitored and summarized emerging data issues, relevant events, and recent research
- Distributed update to nearly 3,000 individuals by weekly email publication, including C2ER/Labor Market Information (LMI) Institute members as well as targeted stakeholder contacts
- Expanded C2ER library to include more than 4,100 abstracted reports for download

**Journal of Applied Research in Economic Development**
- Produced a series of specialized articles in a blog format on key issues most relevant to economic development analysts and practitioners
- Expanded readership, according to Google Analytics, including increases in return readership

**Annual Conference, Training and Certification**
- Coordinated annual C2ER conference and LMI forum in Nashville, attracting more than 180 attendees for a week’s worth of programming on research leadership, practice, and related tools/techniques
- Provided leadership in support of the LMI Institute and the Projections Managing Partnership, including webinars, training, and leadership development activities for the LMI system
- Conducted three specialized training courses at the C2ER annual conference/LMI forum
- Implemented Basic/Applied Analyst training courses in Washington, Charlotte, Portland (OR), and others
- Conducted specialized workshops targeted to data users in Arizona, California, Ontario, and at the National Association of Workforce Boards annual conference
- Produced a series of 10 webinars on economic and workforce development issues and webinars for the state economic development associations in Pennsylvania and Maryland
- Certified two new candidates as Certified Community Researchers
2012-13 Accomplishments Continued

Data Advocacy and National Visibility for C2ER Member Efforts

- Engaged with a network of national membership organizations to educate congressional staff about the importance of local federal statistics for economic and workforce development
- Held a series of 10 2-day training sessions for federal statistical agencies on how users apply their data to real-world research and analysis problems
- Conducted a series of 3 focus group sessions for Census, BLS, and BEA regional economic and demographic data users and 3 separate focus groups for each of the agencies’ data dissemination units

Data Collection and Research Activities

**Cost of Living Index – C2ER’s flagship data product since 1968**

http://www.coli.org

- Partnered with the WT Cox Publishing house to expand marketing efforts for COLI to academic libraries
- Exhibited a new library-oriented COLI product at the American Library Association convention exhibition
- Developed the County-Level and State-level indexes
- Updated the Cost of Living Adjusted Median Household Income data.
- Updated the Metro/Micro listings as reported by the Office of Management and Budget (OMB)

**C2ER State Business Incentives Database Update**

http://www.stateincentives.org

- Maintained and updated unique summary of more than 1,800 state programs designed to help businesses create jobs with 2012 state legislative changes
- Promoted database which was featured in numerous magazine and newspaper article throughout 2012 including Business Expansion Journal and the New York Times
- Produced report from survey of economic development program impacts

**C2ER State Economic Development Program Expenditures Database Update**

http://www.stateexpenditures.org

- Organized unparalleled database of state investments in economic development and training in an “apples-to-apples” comparative framework, updated for FY 2011 and 2012 expenditures as well as FY 2013 budgets for all 50 states in the database
- Created a new web-based interface for searching and reporting state economic development expenditure data

**Other Policy and Economic Research and Technical Assistance**

- Conducted study of workforce data products and users for the Workforce Information Council, a representative group chartered by Congress and including the BLS and state LMI directors
- Drafted a white paper on best practices in state incentive evaluation
- Conducted industry cluster and/or workforce studies for eastern North Carolina, Erie (PA), Knoxville (TN)
- Developed a draft white paper and cluster analysis on rural manufacturing in North Carolina
- Completed an incentives research study for El Paso (TX)
C2ER and LMI Institute invite you to join us in Pittsburgh, PA in 2014!!

June 2nd – 6th, 2014
Renaissance
Pittsburgh Hotel

On behalf of the Pittsburgh Regional Alliance (PRA), we look forward to hosting C2ER’s Annual Conference & the LMI Institute Forum in 2014. Since the conference was last held here in 1999, downtown Pittsburgh has seen over $4.5 billion in new investment. This includes our host venue – the Renaissance, a 107 year old office building that underwent a stunning transformation in 2001 into a four star hotel.

But the transformation of Pittsburgh has been going on much longer. From its first renaissance in the 1950s and 1960s, which cleaned up our skies and our rivers, to its second in the 1980s, which helped to pull the region out of depths of the steel industry collapse and an unemployment rate that peaked at 17%, the story of Pittsburgh is one of resilience and transformation.

We look forward to sharing that story with you and having a great time introducing you to our region.

The PRA Market Research Team
Jim Futrell, Cassie Buseck, Jael Jones, Albert Ciuksa and Joshua Devine