

MICHIGAN'S LABOR MARKET NEWS

VOL. 77, NO. 10
DECEMBER 2021

Michigan's Career Explorer

Feature Article pg. 16

Infographic of the Month: Career Explorer Inputs and Uses

pg. 15

Partner Perspective: Michigan Works! Southwest

pg. 26

Michigan's seasonally adjusted September jobless rate was revised upward substantially by the U.S. BLS to 6.3 percent. The state jobless rate edged down in October to 6.1 percent.

OCTOBER 2021 JOBLESS RATE

MICHIGAN

6.1%

NATIONAL

4.6%

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IT'S BIGGER THAN DATA.

The Bureau of Labor Market Information and Strategic Initiatives is your one-stop shop for information and analysis on Michigan's population, labor market, and more.

- Our Federal-State Programs division runs the state's cooperative agreements with the U.S. Bureau of Labor Statistics and the U.S. Census Bureau, making us the official source for this information.
- Our Research and Analytics division conducts workforce research and program evaluation, giving you the insight you need to make smarter decisions.

In October, Michigan's unemployment rate fell by two-tenths of a percentage point to 6.1 percent. The state's total workforce level was unchanged over the month, however was down 96,000 or 2.0 percent since year-ago levels. Payroll jobs jumped 38,000 in October and marked the sixth consecutive month of job gains in Michigan. It was also the second highest monthly job advance of the year.

This month's *Michigan's Labor Market News* focuses on a new job seeker tool called Career Explorer which was made available to the public in June. The goal of this new tool is to provide individuals with accessible data and options enabling them to find better jobs, training, and education. The Feature Article details how Career Explorer was developed by combining data from different sources and piloted with our partners at Michigan Works! Southwest. Inside, you will find an Infographic of the Month displaying some of the inputs and uses of the Career Explorer tool. You can also find a Partner Perspective describing how this tool was designed, rolled out, and received at Michigan Works! Southwest.

Our Relevant Rankings provides state rankings by how their labor force participation rate has changed since pre-pandemic, along with a ranking of each prosperity region's percent of job ads that only require a high school or equivalent diploma.

We hope you enjoy this issue of *Michigan's Labor Market News*. Please let us know if there is something you would like to know more about.



SCOTT POWELL
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MICHIGAN JOBLESS RATE INCHES DOWN IN OCTOBER

U.S. BUREAU OF LABOR STATISTICS ISSUED UPWARD REVISION TO SEPTEMBER MICHIGAN RATE

Michigan's seasonally adjusted jobless rate edged down by a tenth of a percentage point in September to 4.6 percent.

The national unemployment rate declined by 0.2 percentage points in October to 4.6 percent. Over the year, the U.S. jobless rate fell by 2.3 percentage points and Michigan's unemployment rate receded by 2.0 percentage points.

Michigan's employment level during October edged up by 6,000, or 0.1 percent. This increase was similar to the national employment advance of 0.2 percent over the month.

The number of unemployed in Michigan decreased by 2.3 percent over the month, and by a significant 26.0 percent over the year. In comparison, the U.S. unemployment total fell by 3.3 percent in October and a large 32.9 percent since October 2020.

Despite recovery over the past year, Michigan's labor force situation still lagged behind pre-pandemic levels. Employment in the state was

276,000, or 5.8 percent, below the February 2020 pre-pandemic level. Total unemployment in October was 107,000, or 57.8 percent above the February 2020 level. In addition, Michigan's October 2021 unemployment rate of 6.1 percent was 2.4 percentage points above the pre-pandemic rate.

Statewide Labor Force Participation Rates by Gender Reveal Narrowing Gap During Past Five Years

The labor force participation rate is the number of individuals in the labor force as a percentage of the 16 year and older noninstitutionalized population. The Current Population Survey (CPS) for Michigan provides information on the labor force participation trends by gender on both a monthly and annual basis.

An examination of annual average Michigan labor force participation rates by gender from 2015 to 2020 shows that women consistently had lower labor force participation than men

over this period. However, trends over this period did differ somewhat by gender. Between 2015 and 2020, Michigan male labor force participation inched down by six-tenths of a percentage point. In contrast, female labor force participation rose by a full percentage point over the same time frame.

As a result, the labor force participation rate gap between Michigan men and women narrowed over the five-year period from 2015 to 2020, with the male rate 10.6 percentage points above the female rate during 2015, and a difference of 9.0 percentage points in 2020.

SHIBANI PUTATUNDA
Economic Specialist

Note: Data Revision Causing Temporary Series Break in September 2021

The household survey data for the Detroit metro area in January 2021 had an unusually large drop in unemployment that exceeded statistical reliability criteria. As a result, the U.S. Department of Labor, Bureau of Labor Statistics applied a statistical adjustment to that data as they have been doing monthly to any erratic household data since the start of the pandemic in April 2020.

This adjustment produced some distortions in the benchmarking factors used for Michigan, the Detroit metro area, and the Balance of Michigan. To reduce these distortions, BLS has modified this intervention with the publication of September 2020 revised and October preliminary estimates. This modification resulted in estimates that better reflect the model inputs for the most recent two months and produced a revised September seasonally adjusted Michigan unemployment rate of 6.3 percent. This also resulted in an upward revision in September unemployment rates for all Michigan metro areas, regions, and counties. Data corrections for January to August 2021 will be addressed during the usual annual revision process at the end of 2021. The revised estimates will be published in March 2022.

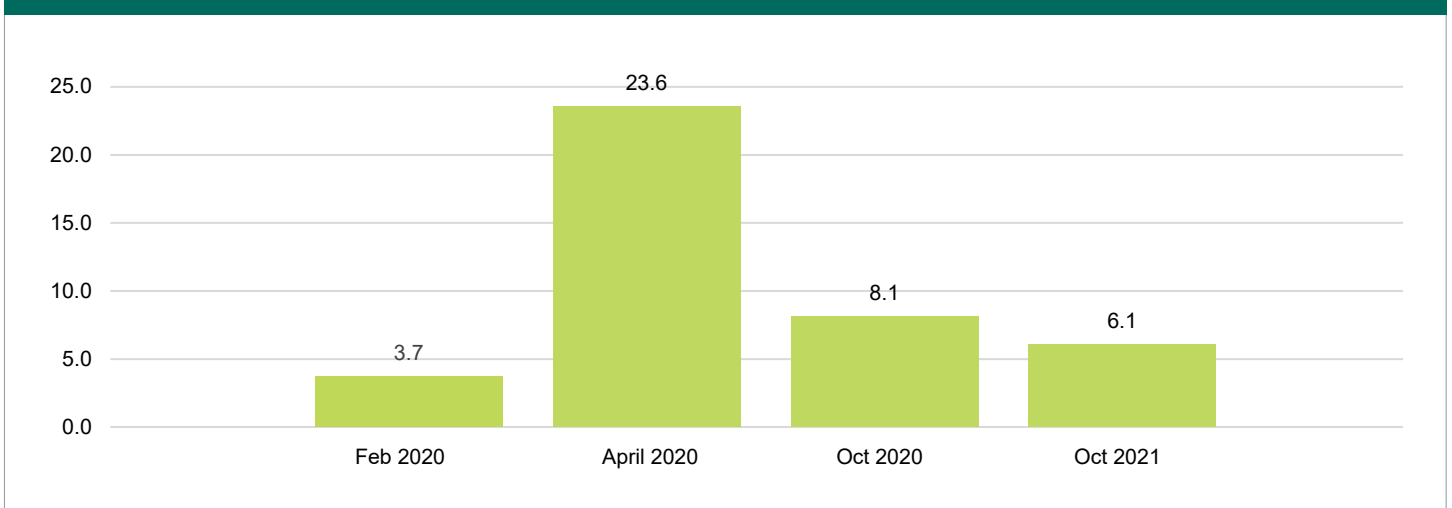
The revised estimates for September 2021 and the newly published October 2021 data can be fully compared with data for all months of 2020 and prior years. However, the data for September and October 2021 should not be compared with previously released estimates for January to August 2021 until all months of 2021 are revised in March 2022.

MICHIGAN LABOR FORCE ESTIMATES, OCTOBER 2021 (SEASONALLY ADJUSTED)

	OCT 2021	SEP 2021	OCT 2020	OVER THE MONTH		OVER THE YEAR	
				NUMERIC	PERCENT	NUMERIC	PERCENT
Civilian Labor Force	4,759,000	4,759,000	4,855,000	0	0.0%	-96,000	-2.0%
Employed	4,467,000	4,461,000	4,462,000	6,000	0.1%	5,000	0.1%
Unemployed	291,000	298,000	393,000	-7,000	-2.3%	-102,000	-26.0%
Unemployment Rate	6.1	6.3	8.1	-0.2	XXX	-2.0	XXX

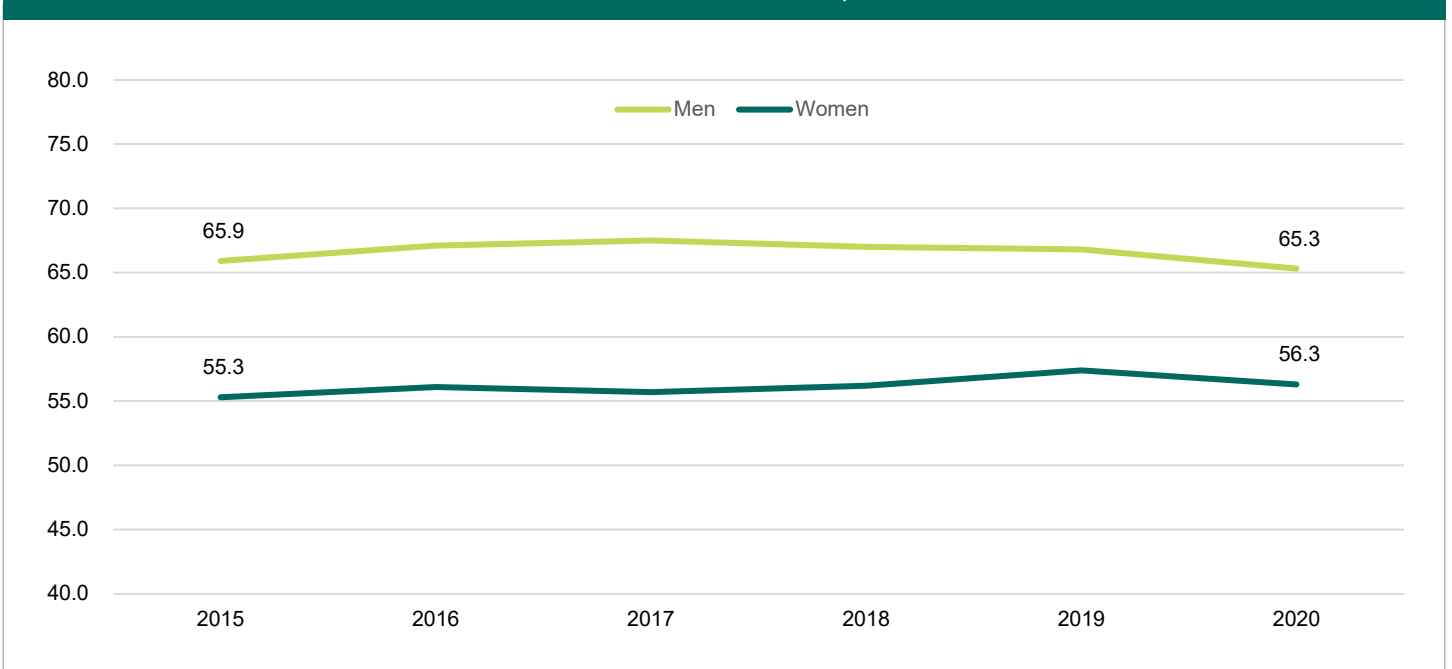
Source: Local Area Unemployment Statistics, Bureau of Labor Market Information and Strategic Initiatives, Department of Technology, Management & Budget

MICHIGAN SELECT UNEMPLOYMENT RATES, FEB 2020–OCT 2021 (PERCENT)



Source: Local Area Unemployment Statistics, Bureau of Labor Market Information and Strategic Initiatives, Department of Technology, Management & Budget

MICHIGAN LABOR FORCE PARTICIPATION RATES BY GENDER, 2015–2020



Source: Local Area Unemployment Statistics, Bureau of Labor Market Information and Strategic Initiatives, Department of Technology, Management & Budget

MICHIGAN JOB TRENDS BY INDUSTRY SECTOR

Monthly Overview

Nonfarm payrolls in Michigan accelerated in October, gaining 37,500 jobs (0.9 percent). This is the second largest over-the-month gain in 2021, only behind February's jump of 60,300 jobs. October also marked the sixth month in a row with an increase in jobs. This rise brings Michigan's payroll jobs to 5.1 percent below February 2020's pre-pandemic level.

The U.S. also registered growth in over-the-month seasonally adjusted payroll jobs. A gain of 531,000 jobs since September is just below the monthly job growth average of 582,000. Since October 2020, nationwide jobs have gone up by 5,774,000 (4.1 percent). Nationally, nonfarm employment remains 2.8 percent below its February 2020 level.

All major industry sectors gained employment in October. On a percentage basis, Michigan's *Leisure and hospitality* sector exhibited the largest monthly gain, up by 1.8 percent. The state's *Professional and business services* sector had the largest over-the-year numeric increase in payroll jobs (+36,000). Both *Manufacturing* and *Information* also had over the month job increases of greater than 1 percent.

Over the Year

Since October 2020, Michigan has gained 129,500 nonfarm jobs (3.2 percent). This is slightly less than the national job gain of 4.1 percent over the same twelve months. Michigan jobs were down by just under 200,000 when compared to totals in October 2019. Similar to the monthly industry gains, all major sectors exhibited employment growth over the year with the exception of *Education and health services*, which posted a minimal job decline. *Professional and business services* had the largest numerical gain from one year ago, adding 35,800 jobs. Other major sectors with significant gains from year-ago levels occurred in *Manufacturing* (+13,800); *Trade, transportation, and utilities* (+24,300); and *Leisure and hospitality* (+27,800).

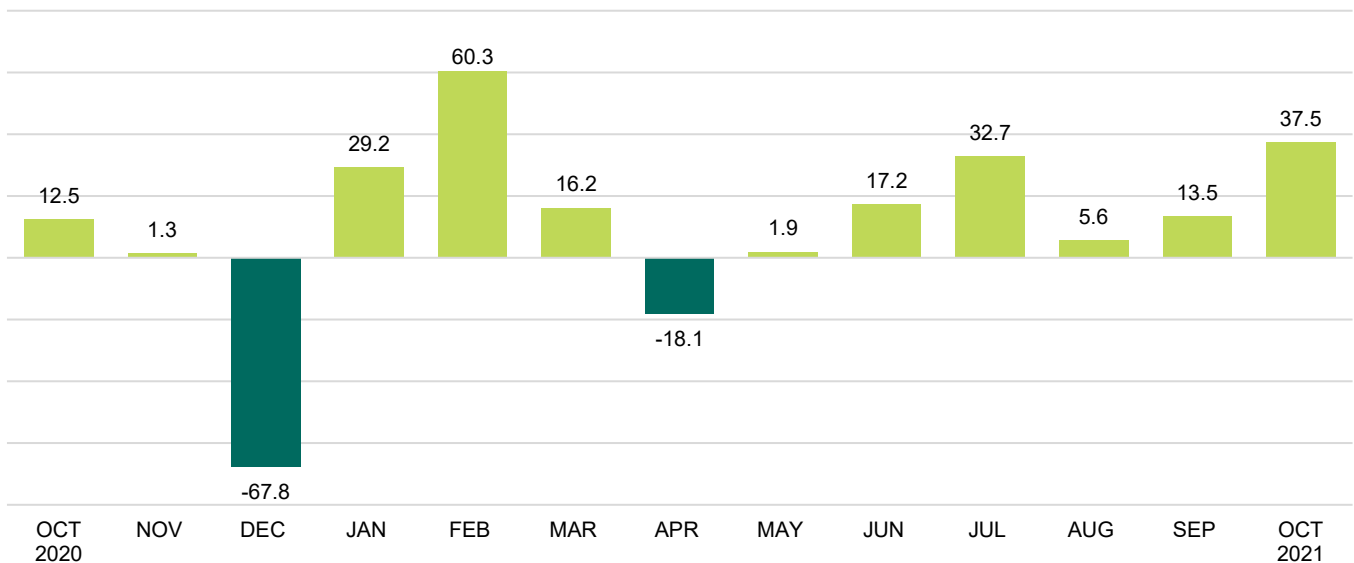
Total payroll jobs were still down 229,000 since pre-pandemic February 2020. Over 50 percent of those jobs were lost in the industries of *Leisure and hospitality* (-65,800) and *Education and health services* (-51,300). Another 30 percent of the job loss can be attributed to the *Manufacturing* (-35,100) and *Government* (-31,100) sectors.

Increases to Average Hourly Earnings in 2021

Workers in Michigan's private sector have seen an accelerated increase to their average hourly earnings in recent months. Since the end of 2020, average hourly earnings have increased by \$1.27 or 4.6 percent in Michigan. This is slightly larger than the \$1.13 (3.8 percent) growth for U.S. in total private wages over the same time period. While wage growth was widespread across most sectors, only four industries experienced real wage growth that outpaced the 6.2 percent inflation since the end of 2020.

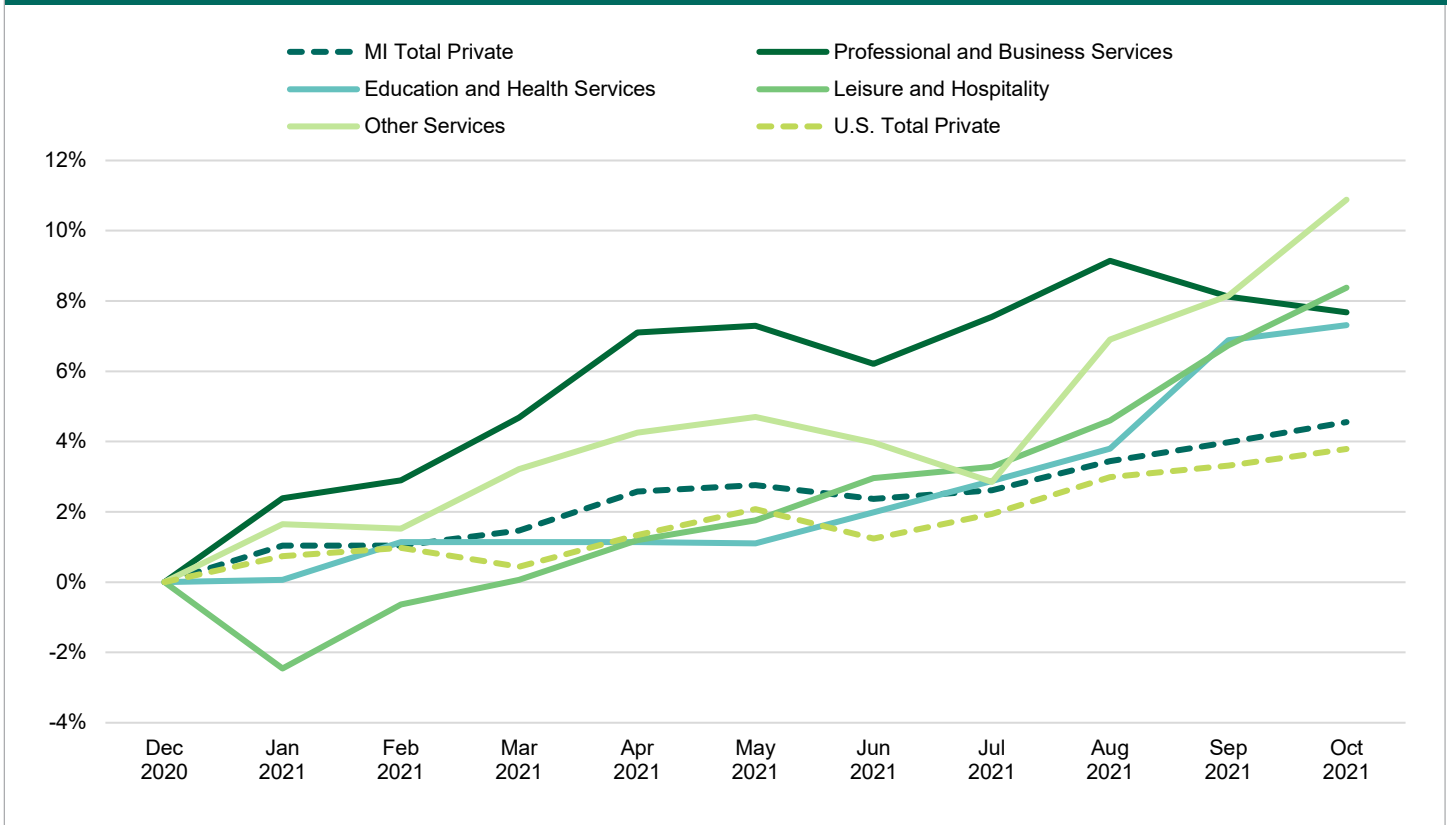
The greatest increase in hourly wages for workers in Michigan occurred in the *Other services* industry. Since the end of 2020, the average hourly earnings for workers in this sector increased by \$2.71 (10.9 percent). *Leisure and hospitality* employees saw the second largest increase, gaining \$1.33 per hour on average, a growth of 8.4 percent. The two other sectors where average wages outpaced inflation through October were *Professional and business services*, adding \$2.41 on average per hour (7.7 percent) and *Education and health services* growing \$2.06 on average per hour (7.3 percent). Only staff in the *Information* industry recorded wages that have been relatively flat in 2021.

MICHIGAN OVER-THE-MONTH PAYROLL JOB CHANGE (IN THOUSANDS)



Source: Current Employment Statistics, Bureau of Labor Market Information and Strategic Initiatives, Department of Technology, Management & Budget

PERCENT CHANGE IN AVERAGE HOURLY EARNINGS BY SELECT INDUSTRIES, DEC 2020–OCT 2021



Source: Current Employment Statistics, Bureau of Labor Market Information and Strategic Initiatives, Department of Technology, Management & Budget

Significant Industry Employment Developments

MANUFACTURING

The considerable boost of 9,900 *Manufacturing* jobs in October was the largest one month gain since July of 2020. This was also the largest

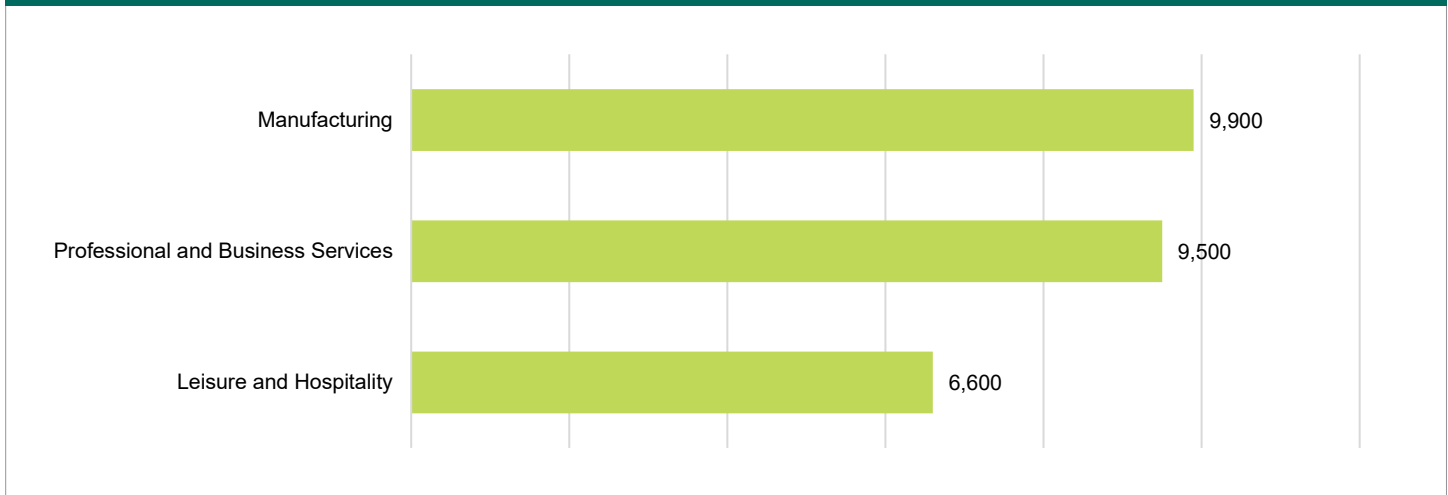
increase seen in the month of October since the beginning of the series back to 1990. This entire gain was concentrated in *Durable goods*, which rose 10,000 over the month, while *Nondurable goods* saw a minimal decline. This industry is now only 35,100 jobs within its pre-pandemic February 2020 level, however jobs

in this industry had been trending downward since 2018.

PROFESSIONAL AND BUSINESS SERVICES

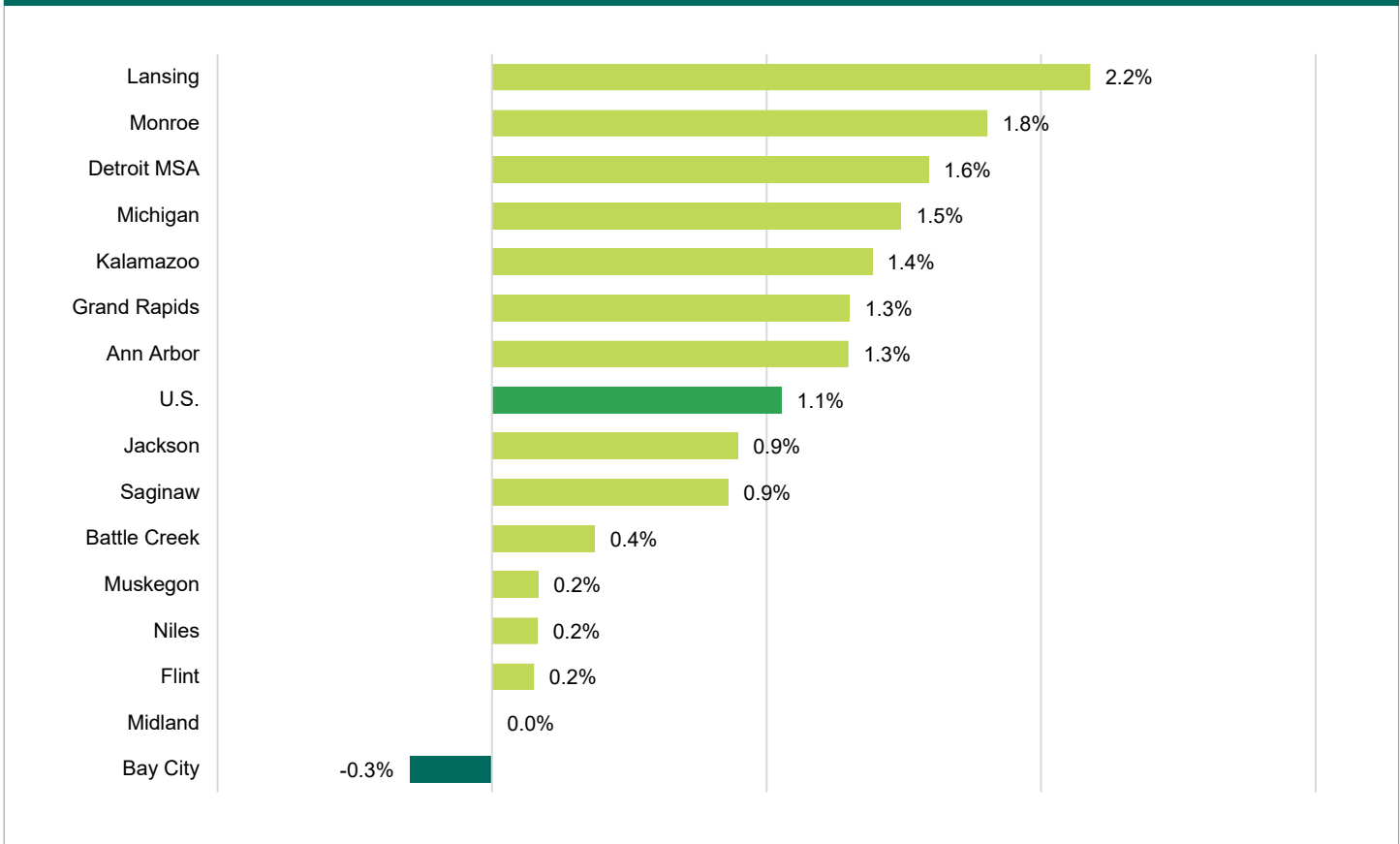
In Michigan, this industry can be similar to the *Manufacturing* sector, since many automobile engineering and designing firms are in this

MICHIGAN OVER-THE-MONTH JOB CHANGE BY SELECT INDUSTRY, SEP–OCT 2021 (IN THOUSANDS)



Source: Current Employment Statistics, Bureau of Labor Market Information and Strategic Initiatives, Department of Technology, Management & Budget

MICHIGAN METRO AREA JOB CHANGE, SEP–OCT 2021 (NOT SEASONALLY ADJUSTED)



Source: Current Employment Statistics, Bureau of Labor Market Information and Strategic Initiatives, Department of Technology, Management & Budget

sector. Like *Manufacturing, Professional and business services'* 9,500 job expansion in October was also its greatest since July 2020. This industry is much closer to its pre-pandemic February 2020 level, needing only 12,100 jobs to recover. Growth in subsectors was split between *Professional scientific and technical services* (4,400 jobs) and *Administrative and support and waste management* (4,700 jobs).

LEISURE AND HOSPITALITY

Seasonally adjusted jobs in *Leisure and hospitality* rose noticeably since September (6,600 or 1.8 percent), to 369,700. Employment growth occurred in both the *Arts, entertainment, and recreation* (3,600 jobs) and *Accommodation and food services* subsectors (3,000 jobs.) The subsectors in these industries typically reduce employment in the fall as tourism slows and the academic school year begins. However, as these industries continue to recover from the substantial job losses seen during the pandemic, they have not followed their usual fourth quarter declines. For example, *Restaurants and other eating places* has a 10-year average October employment loss of 2,100, but in 2021 this sector added 100 jobs.

Metropolitan Statistical Areas (MSAs)

Twelve of the 14 Metropolitan Statistical Areas (MSAs) experienced employment growth in not seasonally adjusted payroll jobs in October. Only Bay City recorded a slight decrease while Midland remained flat. There were three metro areas that registered a higher percentage growth of not seasonally adjusted jobs than Michigan in October. Lansing's monthly job gain of 2.2 percent was the largest, followed by Monroe (+1.8 percent) and Detroit (+1.6 percent.)

Since October 2020, all metro regions added jobs with the exception of a small 200 job loss in Flint. Four areas recorded over-the-year job gains greater than 3 percent, four areas exhibited growth from year-ago levels of between 2 and 3 percent, while five areas grew by less than 2 percent from October 2020.

Compared to pre-pandemic levels of October 2019, all MSAs still indicate some level of total nonfarm employment loss ranging from -1.1 percent in Monroe to -7.6 percent in Muskegon.

Much of the October employment gain in Michigan was concentrated in *Manufacturing and Professional and business services*. However, the statewide gains in these industries were not shared among all areas. In *Manufacturing*, only the Detroit (+8,800) and Lansing (+1,600) MSAs had large positive gains, while losses were found in Battle Creek, Flint, Muskegon, and Saginaw. The employment rise in *Professional and business services* was more widespread, as 12 of the 13 areas that publish this industry also had job growth. Bay City employment was unchanged in this industry over the month.

WAYNE ROURKE
Associate Director



MICHIGAN PAYROLL JOBS (SEASONALLY ADJUSTED)

INDUSTRY	OCT 2021	SEP 2021	OCT 2020	OVER THE MONTH		OVER THE YEAR	
				LEVEL	PERCENT	LEVEL	PERCENT
TOTAL NONFARM	4,223,900	4,186,400	4,094,400	37,500	0.9%	129,500	3.2%
Total Private	3,638,100	3,601,100	3,522,100	37,000	1.0%	116,000	3.3%
Private Service-Providing	2,868,300	2,842,400	2,772,100	25,900	0.9%	96,200	3.5%
GOODS-PRODUCING	769,800	758,700	750,000	11,100	1.5%	19,800	2.6%
Mining, Logging, and Construction	185,700	184,500	179,700	1,200	0.7%	6,000	3.3%
Mining and Logging	7,000	7,000	6,600	0	0.0%	400	6.1%
Construction	178,700	177,500	173,100	1,200	0.7%	5,600	3.2%
Manufacturing	584,100	574,200	570,300	9,900	1.7%	13,800	2.4%
Durable Goods	442,900	432,900	429,700	10,000	2.3%	13,200	3.1%
Transportation Equipment Manufacturing	179,800	177,500	175,809	2,300	1.3%	3,991	2.3%
Non-Durable Goods	141,200	141,300	140,600	-100	-0.1%	600	0.4%
SERVICE-PROVIDING	3,454,100	3,427,700	3,344,400	26,400	0.8%	109,700	3.3%
Trade, Transportation, and Utilities	787,200	781,700	762,900	5,500	0.7%	24,300	3.2%
Wholesale Trade	163,800	163,800	161,000	0	0.0%	2,800	1.7%
Retail Trade	448,700	445,600	438,200	3,100	0.7%	10,500	2.4%
Transportation, Warehousing, and Utilities	174,700	172,300	163,700	2,400	1.4%	11,000	6.7%
Information	50,700	49,900	49,100	800	1.6%	1,600	3.3%
Financial Activities	228,000	226,200	225,800	1,800	0.8%	2,200	1.0%
Finance and Insurance	175,300	174,700	174,900	600	0.3%	400	0.2%
Real Estate and Rental and Leasing	52,700	51,500	50,900	1,200	2.3%	1,800	3.5%
Professional and Business Services	642,100	632,600	606,300	9,500	1.5%	35,800	5.9%
Professional, Scientific, and Technical Services	307,800	303,400	291,900	4,400	1.5%	15,900	5.4%
Management of Companies and Enterprises	72,200	71,800	70,400	400	0.6%	1,800	2.6%
Administrative and Support and Waste Management and Remediation Services	262,100	257,400	244,000	4,700	1.8%	18,100	7.4%
Education and Health Services	641,000	640,400	642,000	600	0.1%	-1,000	-0.2%
Educational Services	67,600	67,300	66,100	300	0.4%	1,500	2.3%
Health Care and Social Assistance	573,400	573,100	575,900	300	0.1%	-2,500	-0.4%
Leisure and Hospitality	369,700	363,100	341,900	6,600	1.8%	27,800	8.1%
Arts, Entertainment, and Recreation	47,200	43,600	36,200	3,600	8.3%	11,000	30.4%
Accommodation and Food Services	322,500	319,500	305,700	3,000	0.9%	16,800	5.5%
Other Services	149,600	148,500	144,100	1,100	0.7%	5,500	3.8%
Government	585,800	585,300	572,300	500	0.1%	13,500	2.4%
Federal Government	54,100	54,400	57,100	-300	-0.6%	-3,000	-5.3%
State Government	180,100	179,300	170,500	800	0.4%	9,600	5.6%
Local Government	351,600	351,600	344,700	0	0.0%	6,900	2.0%

Source: Current Employment Statistics, Bureau of Labor Market Information and Strategic Initiatives, Department of Technology, Management & Budget

REGIONAL LABOR MARKET ANALYSIS

NOTE: September 2021 unemployment rates by metro area and county were revised upward significantly by the U.S. Department of Labor, Bureau of Labor Statistics. Please see the note on page four of this publication for more details.

ANN ARBOR METROPOLITAN AREA

- Joblessness in the Ann Arbor region decreased by 0.7 percentage points in October to 3.9 percent, the lowest unemployment rate among metro areas in Michigan.
- Workforce in the area remained relatively stable, as gains in the number of employed (+2,000) were accompanied by a decline in the number of unemployed (-1,400).

MONTHLY INDUSTRY DEVELOPMENTS

- Total nonfarm payroll jobs in Ann Arbor moved up by 2,800 or 1.3 percent to 218,500 this month, on pace with the statewide rate of growth in October (+1.5 percent).

INDUSTRY TRENDS

- Regional jobs in the *Professional and business services* industry increased over the month by 800 or 2.7 percent. This was about a full percentage point above the national rate of gain during October.

BAY CITY METROPOLITAN AREA

- The unemployment rate in the Bay City metro area moved down in October by 0.6 percentage points to 5.3 percent.
- Total labor force in the region declined both over the month (-1.1 percent) and over the year (-3.9 percent).

MONTHLY INDUSTRY DEVELOPMENTS

- Bay City nonfarm payroll jobs remained virtually unchanged in October (-100 or -0.3 percent), and also displayed little change over the past year (+200).

INDUSTRY TRENDS

- Jobs in *Leisure and hospitality* fell for the second straight month and consequently were down by 800 or 17.8 percent since October 2019.

FLINT METROPOLITAN AREA

- Flint regional joblessness declined by 1.1 percentage points in October to 7.1 percent, still 2.4 percentage points higher than the statewide rate.
- Workforce in the region fell by 2,000 or 1.2 percent since last month, the largest percent drop among all Michigan metro areas during October.

MONTHLY INDUSTRY DEVELOPMENTS

- October nonfarm payroll jobs in Flint stayed virtually flat, with a monthly increase of only 0.2 percent to 130,600.
- Employment within the regional *Professional and business services* sector rose by 500 or 3.0 percent over the month to 17,200, slightly higher than pre-pandemic October 2019 job levels.

INDUSTRY TRENDS

- Flint total nonfarm payroll jobs remained 200 or 0.2 percent lower than year-ago job levels, the only metro area in Michigan to record an over-the-year job cut.

BATTLE CREEK METROPOLITAN AREA

- Although the jobless rate in Battle Creek declined by 0.7 percentage points in October to 6.0 percent, it continued to remain well above the statewide unemployment rate (4.7 percent).
- Over the year, both the total number of employed (-1,600) and unemployed (-600) in the region decreased.

MONTHLY INDUSTRY DEVELOPMENTS

- In October, total nonfarm employment in Battle Creek edged up by 200 (+0.4 percent) to 53,500.
- Since October 2020, total payroll jobs moved up by 200 or 0.4 percent but remained 5.4 percent lower than October 2019 levels.

INDUSTRY TRENDS

- Mainly due to a labor dispute, total regional jobs in the *Nondurable goods manufacturing* sector fell 300 or 15.8 percent during October.

DETROIT-WARREN-DEARBORN METRO AREA

- The Detroit metro area jobless rate fell by 0.9 percentage points to 4.5 percent over the month, down significantly over the past year.
- The total workforce in the labor market rose by 18,000 or 0.9 percent in October, unlike most major state regions which recorded monthly labor force reductions.

MONTHLY INDUSTRY DEVELOPMENTS

- Total nonfarm payroll jobs in the Detroit MSA rose strongly in October by 30,800. This was the largest monthly job addition so far in 2021, and the highest October job gain in at least the last 10 years.
- Employment in the *Transportation equipment manufacturing* sector moved up by 8,200 or 8.0 percent in October, as auto workers returned to the job from recent layoffs.

INDUSTRY TRENDS

- Regional *Trade, transportation, and utilities jobs* recorded typical seasonal job additions this month (+4,500 or 1.2 percent) but remained 2.2 percent below October 2019 job levels.

GRAND RAPIDS-WYOMING METRO AREA

- The jobless rate in the Grand Rapids labor market fell by 0.6 percentage points in October to 4.0 percent.
- The October jobless rate reduction reflected more employed persons in the region (+5,100), and a monthly drop in the number of unemployed residents.

MONTHLY INDUSTRY DEVELOPMENTS

- In October, nonfarm payroll jobs in the Grand Rapids MSA advanced by 7,100 or 1.3 percent, to 551,700.
- Regional jobs in the *Leisure and hospitality* sector recorded atypical job gains during October, moving up by 600 or 1.4 percent. This outpaced a small monthly job reduction in this industry statewide.

INDUSTRY TRENDS

- *Trade, transportation, and utilities* recorded typical seasonal job gains this month, rising 0.7 percent to 98,500, which was slightly higher than October 2019 job levels.

CIVILIAN LABOR FORCE AND NONFARM PAYROLL JOBS

	ANN ARBOR			BATTLE CREEK			BAY CITY		
	OCT 2021	SEP 2021	OCT 2020	OCT 2021	SEP 2021	OCT 2020	OCT 2021	SEP 2021	OCT 2020
PLACE OF RESIDENCE									
Civilian Labor Force	188,100	187,500	193,100	58,700	58,700	60,900	46,800	47,300	48,700
Employed	180,800	178,800	184,100	55,200	54,800	56,800	44,300	44,400	45,900
Unemployed	7,300	8,700	9,000	3,500	3,900	4,100	2,500	2,800	2,800
Unemployment Rate	3.9	4.6	4.7	6.0	6.7	6.7	5.3	5.9	5.7
PLACE OF WORK									
Total Nonfarm Jobs	218,500	215,700	213,900	53,500	53,300	53,300	33,300	33,400	33,100
Mining, Logging, and Construction	5,200	5,200	4,800	2,000	2,000	2,000	1,600	1,600	1,500
Manufacturing	13,600	13,400	13,200	9,800	10,100	10,100	4,900	4,900	4,500
Trade, Transportation, and Utilities	26,300	26,500	25,700	9,400	9,200	9,000	6,800	6,800	6,900
Wholesale Trade	6,400	6,400	6,300	*	*	*	*	*	*
Retail Trade	15,200	15,400	15,000	5,900	5,900	5,700	4,600	4,500	4,700
Information	6,300	6,200	6,000	*	*	*	300	300	300
Financial Activities	6,600	6,600	6,400	1,100	1,100	1,100	1,300	1,300	1,300
Professional and Business Services	29,900	29,100	29,500	5,100	5,000	5,100	2,600	2,600	2,600
Educational and Health Services	27,700	27,500	28,100	9,700	9,500	9,800	5,600	5,600	5,900
Leisure and Hospitality	14,500	14,600	13,100	3,900	4,000	3,900	3,700	3,900	3,800
Other Services	5,500	5,400	5,400	1,800	1,800	1,800	1,000	1,000	1,000
Government	82,900	81,200	81,700	10,400	10,300	10,300	5,500	5,400	5,300
	DETROIT-WARREN-DEARBORN			FLINT			GRAND RAPIDS-WYOMING		
	OCT 2021	SEP 2021	OCT 2020	OCT 2021	SEP 2021	OCT 2020	OCT 2021	SEP 2021	OCT 2020
PLACE OF RESIDENCE									
Civilian Labor Force	2,094,000	2,076,000	2,137,000	171,200	173,200	178,000	560,200	558,700	570,100
Employed	2,000,000	1,965,000	1,933,000	159,000	158,900	165,000	538,100	533,000	542,900
Unemployed	94,000	111,000	203,000	12,200	14,200	13,000	22,200	25,800	27,200
Unemployment Rate	4.5	5.4	9.5	7.1	8.2	7.3	4.0	4.6	4.8
PLACE OF WORK									
Total Nonfarm Jobs	1,967,600	1,936,800	1,888,200	130,600	130,400	130,800	551,700	544,600	532,700
Mining, Logging, and Construction	83,200	81,500	81,200	6,000	6,100	5,800	26,900	26,800	25,800
Manufacturing	246,500	237,700	234,600	12,600	13,500	13,400	108,500	108,400	108,300
Trade, Transportation, and Utilities	370,900	366,400	360,500	25,900	25,700	26,700	98,500	97,800	96,200
Wholesale Trade	79,000	79,800	79,900	5,000	5,100	5,100	31,500	31,500	30,700
Retail Trade	197,500	194,400	196,300	16,800	16,500	17,500	47,900	47,400	47,200
Information	25,300	25,100	24,900	1,000	1,000	1,000	5,600	5,600	5,500
Financial Activities	127,300	126,700	123,300	5,900	5,900	5,900	27,000	26,900	26,500
Professional and Business Services	398,000	390,300	372,200	17,200	16,700	17,000	75,900	72,800	72,200
Educational and Health Services	297,500	292,800	294,100	25,200	25,000	25,600	94,800	93,800	92,000
Leisure and Hospitality	166,500	165,800	150,000	14,100	14,200	13,000	44,500	43,900	38,300
Other Services	66,700	66,300	64,000	4,900	4,800	4,800	20,600	20,400	19,700
Government	185,700	184,200	183,400	17,800	17,500	17,600	49,400	48,200	48,200

Source: Current Employment Statistics and Local Area Unemployment Statistics, Bureau of Labor Market Information and Strategic Initiatives, Department of Technology, Management & Budget
 * Data is suppressed

JACKSON METROPOLITAN AREA

- Joblessness in the Jackson MSA moved down over the month by 0.8 percentage points to 5.1 percent in October.
- Workforce in the region remained down since year-ago levels, due to declines in both the number of employed (-900) and unemployed (-600).

MONTHLY INDUSTRY DEVELOPMENTS

- Jackson total nonfarm employment advanced by 500 or 0.9 percent in October to 56,300.
- Regional jobs in the *Professional and business services* industry rose 3.8 percent over the month and 5.8 percent over the year.

INDUSTRY TRENDS

- Typical seasonal job additions were recorded in Jackson's *Educational and health services* sector, increasing by 300 or 3.0 percent to 10,400 in October.

KALAMAZOO-PORTAGE METRO AREA

- The jobless rate in the Kalamazoo region fell by 0.6 percentage points in October to 4.6 percent.
- Over the year, total labor force in the metro area moved down by 2.0 percent, matching the statewide rate of decline.

MONTHLY INDUSTRY DEVELOPMENTS

- Although Kalamazoo jobs advanced by 2,000 or 1.4 percent this month, total nonfarm employment was still 4.3 percent lower than pre-pandemic October 2019 levels.
- Regional jobs in the *Retail trade* sector increased slightly more than normal this month, by 2.7 percent (+400), relatively higher than the statewide rate of gain for this industry (+1.5 percent).

INDUSTRY TRENDS

- Slightly lower than average job additions were recorded within Kalamazoo's *Government* sector, rising by only 500 in October to 21,600.

LANSING-EAST LANSING METRO AREA

- The unemployment rate in the Lansing MSA decreased noticeably by 1.9 percentage points over the month to 4.5 percent, the largest rate decline among all Michigan metropolitan areas.
- The number of unemployed in the region fell sharply over the month (-4,400) as jobs rose across most industries.

MONTHLY INDUSTRY DEVELOPMENTS

- In October, Lansing regional payroll jobs advanced by 4,900 or 2.2 percent over the month to 229,700, the largest percent increase among all Michigan metro areas this month.

INDUSTRY TRENDS

- *Manufacturing* jobs in the Lansing area moved up by 1,600 or 9.3 percent to 18,800, due largely to recalls from layoffs in the auto sector.

MIDLAND METROPOLITAN AREA

- The jobless rate in the Midland metro area edged down by only 0.1 percentage point to 3.8 percent in September.
- Labor force levels declined in September in the Midland MSA and have also moved down over the past year.

MONTHLY INDUSTRY DEVELOPMENTS

- Over the month, nonfarm employment within the Midland labor market increased marginally by 300 or 0.8 percent, to 36,700.

INDUSTRY TRENDS

- Job gains were only recorded within the area's *Service providing* (+300 or 1.1 percent) sector, as employment in *Goods producing* remained unchanged over the month.
- Over the past year, payroll jobs in Midland rose by 1,300, led by an addition of 1,000 jobs in the *Private service providing* sector.

MONROE METROPOLITAN AREA

- Joblessness in the Monroe labor market decreased by 1.7 percentage points in October to 5.3 percent, the second largest percent decline recorded among major Michigan labor market areas.
- Labor force in the area fell slightly in October, as the rise in the number of employed (+1,000) persons was matched by a similar decline in the number of unemployed (-1,200).

MONTHLY INDUSTRY DEVELOPMENTS

- Total nonfarm payroll jobs in the Monroe labor market increased over the month by 700 or 1.8 percent, to 39,500.

INDUSTRY TRENDS

- Regional *Educational and health services* jobs rose by 200 or 4.5 percent over the month but were still well below pre-pandemic October 2019 job counts (-9.8 percent).

MUSKEGON METROPOLITAN AREA

- The regional unemployment rate in Muskegon fell over the month by 0.8 percentage points to 7.0 percent in October.
- The October rate drop did not reflect employment additions, as total employment over the month was unchanged. Instead, the monthly jobless rate cut reflected fewer persons active in the regional labor force.

MONTHLY INDUSTRY DEVELOPMENTS

- Nonfarm payroll job levels in the Muskegon MSA were virtually unchanged over the month, moving up by only 0.2 percent in October to 59,200.

INDUSTRY TRENDS

- Typical seasonal job cuts were recorded within the *Leisure and hospitality* sector, as jobs associated with summer tourism activity declined.

CIVILIAN LABOR FORCE AND NONFARM PAYROLL JOBS

	JACKSON			KALAMAZOO-PORTAGE			LANSING-EAST LANSING		
	OCT 2021	SEP 2021	OCT 2020	OCT 2021	SEP 2021	OCT 2020	OCT 2021	SEP 2021	OCT 2020
PLACE OF RESIDENCE									
Civilian Labor Force	71,000	71,100	72,600	162,600	162,400	165,900	238,900	239,400	240,300
Employed	67,400	66,900	68,300	155,200	153,900	157,200	228,200	224,200	228,000
Unemployed	3,700	4,200	4,300	7,400	8,500	8,700	10,800	15,200	12,200
Unemployment Rate	5.1	5.9	5.9	4.6	5.2	5.3	4.5	6.4	5.1
PLACE OF WORK									
Total Nonfarm Jobs	56,300	55,800	54,700	146,400	144,400	141,800	229,700	224,800	219,400
Mining, Logging, and Construction	2,300	2,300	2,200	7,100	7,000	7,100	9,700	9,500	8,700
Manufacturing	8,700	8,700	8,700	22,100	22,100	21,800	18,800	17,200	18,400
Trade, Transportation, and Utilities	12,700	12,700	11,900	27,100	26,600	25,800	35,200	34,800	34,100
Wholesale Trade	*	*	*	6,600	6,500	6,300	5,900	5,900	5,800
Retail Trade	6,600	6,500	6,600	15,400	15,000	14,900	20,400	20,100	20,200
Information	200	200	200	900	900	800	3,200	3,200	3,200
Financial Activities	2,200	2,200	2,200	7,700	7,700	7,700	17,600	17,500	17,200
Professional and Business Services	5,500	5,300	5,200	16,700	16,000	16,100	21,900	21,300	22,600
Educational and Health Services	10,400	10,100	10,100	24,800	24,800	24,900	30,500	30,300	30,900
Leisure and Hospitality	4,200	4,300	4,300	13,600	13,500	13,400	15,700	15,800	14,100
Other Services	2,200	2,200	2,200	4,800	4,700	4,700	9,100	9,000	8,800
Government	7,900	7,800	7,700	21,600	21,100	19,500	68,000	66,200	61,400
PLACE OF RESIDENCE									
Civilian Labor Force	38,400	38,700	39,600	72,000	72,300	73,500	72,900	73,400	75,900
Employed	36,800	36,900	37,700	68,200	67,200	69,100	67,700	67,700	69,800
Unemployed	1,600	1,800	1,900	3,800	5,000	4,300	5,100	5,700	6,100
Unemployment Rate	4.2	4.8	4.7	5.3	7.0	5.9	7.0	7.8	8.0
PLACE OF WORK									
Total Nonfarm Jobs	36,700	36,700	35,900	39,500	38,800	38,400	59,200	59,100	59,000
Mining, Logging, and Construction	*	*	*	2,100	2,000	2,000	2,600	2,400	2,500
Manufacturing	*	*	*	5,500	5,400	5,200	11,800	11,900	11,600
Trade, Transportation, and Utilities	*	*	*	10,100	10,000	10,100	13,200	13,000	13,400
Wholesale Trade	*	*	*	1,600	1,600	1,600	*	*	*
Retail Trade	*	*	*	4,600	4,500	4,600	10,900	10,600	10,800
Information	*	*	*	*	*	*	200	200	200
Financial Activities	*	*	*	800	800	800	1,700	1,700	1,700
Professional and Business Services	*	*	*	5,400	5,300	5,100	3,000	2,900	3,100
Educational and Health Services	*	*	*	4,600	4,400	4,500	10,800	10,700	10,900
Leisure and Hospitality	*	*	*	4,200	4,300	4,000	6,800	7,200	6,800
Other Services	*	*	*	1,400	1,400	1,400	1,900	2,000	1,900
Government	3,000	3,000	2,900	5,100	4,900	5,000	7,200	7,100	6,900

Source: Current Employment Statistics and Local Area Unemployment Statistics, Bureau of Labor Market Information and Strategic Initiatives, Department of Technology, Management & Budget
 * Data is suppressed

NILES-BENTON HARBOR METRO AREA

- The unemployment rate in the Niles-Benton Harbor MSA declined by 0.7 percentage points to 4.9 percent in October.
- The total number of persons in the labor force (70,100) edged down by 2.8 percent over the year due to reductions in both the number of employed and unemployed individuals.

MONTHLY INDUSTRY DEVELOPMENTS

- Total nonfarm employment in Niles-Benton Harbor moved up marginally (+100 or 0.2 percent) in October to 60,100.
- Regional jobs in the *Trade, transportation, and utilities* sector declined for the third consecutive month and were 1,100 or 10.4 percent lower than October 2019 job levels.

INDUSTRY TRENDS

- Payroll jobs within the *Leisure and hospitality* sector (-100 or -1.4 percent) decreased slightly less than average for the month of October, moving down seasonally to 7,100.

SAGINAW METROPOLITAN AREA

- Joblessness in the Saginaw labor market moved down over the month by 1.0 percentage point to 6.5 percent in October.
- The count of employed persons fell by 2,600 or 3.3 percent since October 2020, with a labor force decline of 3.4 percent during this period.

MONTHLY INDUSTRY DEVELOPMENTS

- Total nonfarm jobs in the Saginaw metro area rose over the month by 700 or 0.9 percent to 82,000.
- *Professional and business services* jobs increased by 2.9 percent this month, above the October national rate of gain for this industry.

INDUSTRY TRENDS

- A typical seasonal job addition was recorded in the *Trade, transportation, and utilities* sector (+300 or 1.8 percent) and jobs advanced by 3.1 percent since October 2020.

CIVILIAN LABOR FORCE AND NONFARM PAYROLL JOBS

	NILES-BENTON HARBOR			SAGINAW					
	OCT 2021	SEP 2021	OCT 2020	OCT 2021	SEP 2021	OCT 2020			
PLACE OF RESIDENCE									
Civilian Labor Force	70,100	70,400	72,100	81,200	81,700	84,100			
Employed	66,600	66,500	67,900	75,900	75,600	78,500			
Unemployed	3,500	3,900	4,300	5,300	6,100	5,600			
Unemployment Rate	4.9	5.6	5.9	6.5	7.5	6.6			
PLACE OF WORK									
Total Nonfarm Jobs	60,100	60,000	59,000	82,000	81,300	81,300			
Mining, Logging, and Construction	2,500	2,500	2,400	3,300	3,300	3,200			
Manufacturing	12,300	12,200	11,800	10,700	10,800	10,800			
Trade, Transportation, and Utilities	9,500	9,700	10,400	16,800	16,500	16,300			
Wholesale Trade	*	*	*	1,800	1,800	1,900			
Retail Trade	6,200	6,200	6,800	12,200	11,900	11,600			
Information	400	400	400	1,000	1,000	1,000			
Financial Activities	2,500	2,500	2,500	3,700	3,600	3,700			
Professional and Business Services	5,600	5,400	5,500	10,600	10,300	10,100			
Educational and Health Services	9,700	9,700	9,400	15,100	15,100	15,500			
Leisure and Hospitality	7,100	7,200	6,300	7,700	7,700	7,200			
Other Services	2,100	2,100	2,100	2,600	2,600	2,600			
Government	8,400	8,300	8,200	10,500	10,400	10,900			
UPPER PENINSULA									
	OCT 2021	SEP 2021	OCT 2020	NORTHEAST MICHIGAN					
				OCT 2021	SEP 2021	OCT 2020	NORTHWEST MICHIGAN		
				OCT 2021	SEP 2021	OCT 2020	OCT 2021	SEP 2021	OCT 2020
PLACE OF RESIDENCE									
Civilian Labor Force	133,100	134,100	134,000	79,700	81,200	81,000	145,300	148,200	147,400
Employed	127,000	127,300	127,400	75,000	76,000	76,100	138,600	140,700	140,000
Unemployed	6,100	6,900	6,700	4,700	5,200	4,800	6,700	7,500	7,500
Unemployment Rate	4.6	5.1	5.0	5.8	6.4	6.0	4.6	5.1	5.1

Source: Current Employment Statistics and Local Area Unemployment Statistics, Bureau of Labor Market Information and Strategic Initiatives, Department of Technology, Management & Budget
 * Data is suppressed

CAREER EXPLORER INPUTS AND USES

In June 2021, Michigan's Department of Technology, Management, and Budget (DTMB) launched Career Explorer. The tool was integrated into an existing job seeker resource, Pure Michigan Talent Connect (PMTc). The goal of the Career Explorer tool is to provide personalized career and education data that is tailored to a job seeker's individual needs. Career Explorer leverages job postings from PMTC, as well as training and education information from Michigan Training Connect and Pathfinder. When a user accesses the Career Explorer tool, they are provided with local labor market and training information to help them identify training and employment recommendations. The result is one tool with multiple sources of workforce, training, and education data specific to the job seeker.





MICHIGAN'S CAREER EXPLORER

Job seekers need access to high-quality information on education and job opportunities to ensure that they find success in the labor market. While Michigan currently has multiple online career and education resources available to job seekers, there was an interest in consolidating this information into one accessible, intuitive online tool. To pursue this goal, the Michigan Department of Technology Management and Budget (DTMB) applied for the Data for the American Dream grant in the spring of 2019. The Data for the American Dream, or D4AD, initiative aimed to “expand access to education and career data to provide students, workers, and job seekers with better data-driven information

leading to more informed career decisions in a changing economy.” The D4AD initiative’s target audience was those who are unemployed, underemployed, low-income, and low-skill. The initiative sought to provide these individuals with better data through intuitive, easy-to-understand tools, ultimately enabling them to seek better career, training, and educational opportunities.

Building Michigan’s Career Explorer Tool

Michigan’s grant proposal focused on the creation of a new online tool for job seekers called Career Explorer. This tool would be integrated into an

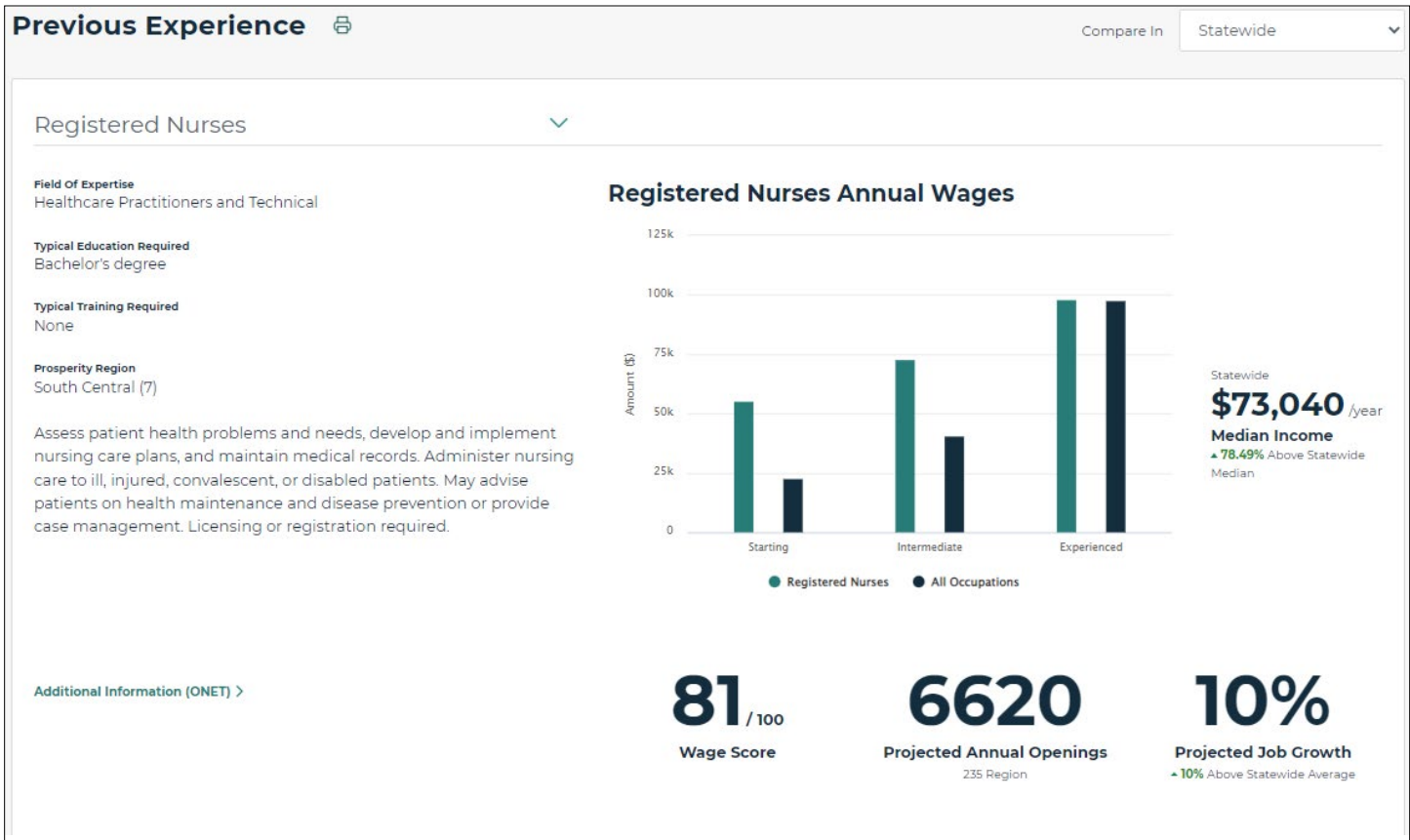
existing state job resource, Pure Michigan Talent Connect, and would combine multiple existing sources of career, training, and education data. Michigan also proposed the development of a new, publicly available API. An API, or Application Programming Interface, is a software intermediary that allows two applications to communicate with each other. The API that was built as part of the D4AD grant contains public and private education and training provider outcome information. This allows any future innovation partners, as well as the general public, to easily access and use data related to Michigan’s educational provider outcomes.

Multiple Data Sources, All in One Place



As part of the Data for the American Dream grant, Michigan developed a data API containing public and private education and training provider outcome data. The API is publicly accessible and contains outcome information such as employment rates and median wages for participants who have completed a training or educational program. This information assists job seekers in choosing a high-quality program.

While Michigan already collected public education and training provider outcome data, the state began collecting student-level data from private training providers during the D4AD grant period. This data was then linked to wage records for firms in Michigan, creating outcome metrics for private training providers for the first time. These outcomes were included with the already-available public education and training provider outcomes in the API.



INCORPORATING OCCUPATIONAL DATA

While each career, education, and training data source existed independently prior to the creation of the Career Explorer tool, the D4AD initiative was the first effort to combine these critical information sources into one tool for job seekers. One data source integrated into the Career Explorer tool is the labor market information reported by Michigan's Bureau of Labor Market Information and Strategic Initiatives (LMISI). LMISI's website contains detailed reports about wages and employment projections for occupations in Michigan. This information is critical for job seekers searching for high-wage, in-demand occupations, enabling them to find the career and educational pathways that meet their needs.

USING EDUCATIONAL INFORMATION

Job seekers need information about available educational opportunities that will lead them to the career they want. Michigan's Pathfinder tool is the job seeker resource that fills this need. Pathfinder is an online career planning tool that assists students and job seekers in finding high-wage, in-demand career pathways. When a user opens the website, they're asked to select a field of study, occupation, or school that they want to learn more about. After this selection, Pathfinder presents the relevant labor

market information, wage data, and metrics related to the educational program. This data was integrated into Career Explorer to help job seekers learn more about the various Michigan colleges and universities with educational programs that can help them achieve their desired career.

INCLUDING TRAINING AND JOB ADVERTISEMENTS

The Career Explorer tool also incorporates job ads and training opportunities from Pure Michigan Talent Connect. Pure Michigan Talent Connect serves as Michigan's labor exchange system, connecting Michigan's job seekers and employers, and serves as a central hub that links all public and private stakeholders who support Michigan's workforce. Michigan employers use Pure Michigan Talent Connect to post job ads and find local workers with the skills they need. The website also contains Michigan Training Connect, which is the state's official eligible training provider list. Individuals interested in finding information about training can use Michigan Training Connect to search based on occupation, region, provider, and more.

Together, these resources come together to create Career Explorer, a comprehensive

career, education, and training tool for job seekers in Michigan. Career Explorer can be accessed by logging in to the Pure Michigan Talent Connect website. After logging in, the job seeker must navigate to their Workspace and launch Career Explorer from the Workspace.

How Career Explorer Works

Career Explorer uses information the job seeker has entered into their Pure Michigan Talent Connect account to create personalized career, job, and training recommendations. Career Explorer opens to the Reemployment Info tab, where the user's most recent occupation is populated into the tool. The Michigan prosperity region where the job seeker is located is also populated into the tool, allowing employment information, job ads, and training results to be automatically filtered by the user's region. Underneath the field containing the user's most recent occupation, relevant employment information about the job is displayed, including the typical education and training required and a brief description of the job duties. If a user is interested in learning more about the occupation, a link to additional information in O*Net is provided.

Job seekers need information about their most recent occupation's wages and employment

Career Search

Use the search tool below to search for careers and to find pathways for pursuing those careers.

Career Education

Find a New Path

There are a number of job opportunities available in your area across all levels of education and training. Click on one of the occupations below to learn more about opportunities near you.

High School Diploma or Short-Term Training

0-3 Months

Construction Laborers
Helpers—Production Workers
Self-Enrichment Teachers

Postsecondary Certificate or Moderate-Term Training

3-12 Months

Heavy and Tractor-Trailer Truck Drivers
Insurance Sales Agents
Operating Engineers and Other Construction Equipment Operators

Associate Degree / Long-Term Training / Apprenticeship

1-4 Years

Cardiovascular Technologists and Technicians
Carpenters
Electricians
Plumbers, Pipefitters, and Steamfitters
Respiratory Therapists

Bachelor's Degree or Higher

4+ Years

Acute Care Nurses
Critical Care Nurses
Financial Managers
General and Operations Managers
Industrial Engineers

* *Bolded occupations are those related to current or past employment.*

projections, as well as context about how their most recent job compares to other occupations. The Reemployment Info page features a graph displaying the area's starting, intermediate, and experienced median wage levels for the user's most recent occupation. These wages are visualized next to the overall regional median wages for each level of experience, allowing users to better understand how the wages for

their most recent occupation compare to the median wages for all occupations in their region. Underneath this graph is the occupation's wage score, projected annual openings, and projected job growth, giving job seekers more information to determine if the occupation is high-wage or high-demand. Finally, related job postings are sourced from Pure Michigan Talent Connect and displayed beneath the wage and employment

information. To further tailor the relevance to the job seeker, job opportunities from the user's region are displayed first.

The second tab of the Career Explorer tool is the Pathways tab. This area of the tool allows users to search for career or educational opportunities and explore pathways for pursuing those careers. At the top of the page, job

Registered Nurses Job Postings

Registered Nurse

Michigan
Ionia (West Michigan (4b))

Why Work for the State of Michigan? Competitive Salaries
Some jobs may qualify for shift differential pay and/or prison pay of \$0.40 to \$0.50 per hour Some facilities may qualify for a \$5,000 sig...

Registered Nurse - Virtual Interview Event

DaVita Kidney Care
Detroit (Detroit Metro (10))

Hello Future Teammates! Looking to join a great place to work? DaVita is hosting a VIRTUAL HIRING and INTERVIEW event for <s...

RN Acute Med/Surg

Marlette Regional Hospital
Marlette (East Michigan (6))

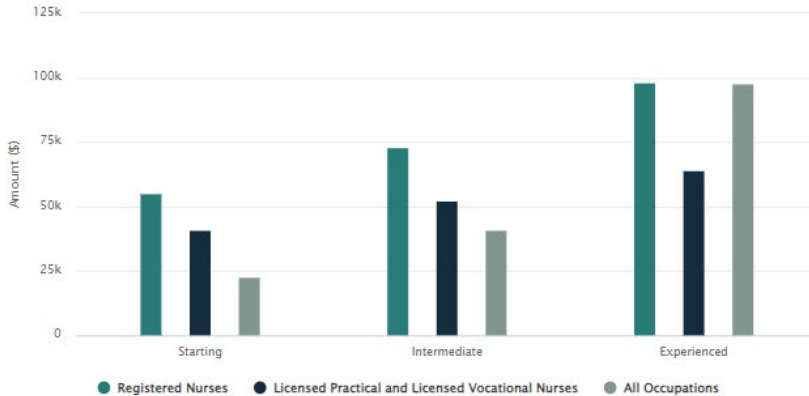
The Medical-Surgical/Telemetry RN is skilled in meeting the growth and development needs of neonate, child, adolescent, adult, and geriatric patients. The RN assumes primary care responsibilities working with Physicians, Physician Extenders,...

[View All Employment Opportunities](#)

Occupational Comparison

Compare In Statewide

Annual Wages



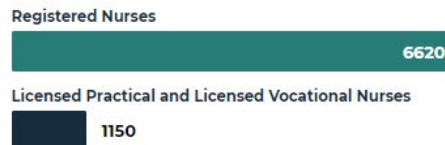
Registered Nurses
\$73,040 /year
Median Income
▲ 78.49% Above Statewide Median

Licensed Practical and Licensed Vocational Nurses
\$52,250 /year
Median Income
▲ 27.69% Above Statewide Median

Projected Job Growth



Projected Annual Openings



Wage Score



seekers can search for any occupation they want to learn more about with the “Career Search” box. If a user isn’t sure where to start, they can explore the “Find a New Path” section. This section displays occupations by varying levels of education, including high school diploma or short-term training; post-secondary certificate or moderate-term training; associate degree/long-term training/apprenticeship; and bachelor’s degree or higher. Occupations that are related to a user’s previous occupation are displayed in bold. Those that are not in bold may not be directly related to a user’s previous occupation, but are still high-wage, high-demand jobs in their region. Job seekers can click on the occupations to learn more about them.

After a user selects an occupation to explore, they will be directed to employment statistics that are similar to those displayed on the Reemployment Info tab. On this page, the selected occupation’s wages, wage score, job openings, and job growth are shown. Below this, users have the option to compare the occupation they’ve selected to their previous occupation or to another occupation of interest, which will create a head-to-head comparison of key employment and wage statistics.

After reviewing employment and wage information for the occupation they’re interested in, users can view related education and job opportunities. Educational opportunities are populated from Pathfinder and Michigan Training Connect, with the education and training programs located in the individual’s region displayed at the top. If a user wants to learn more about an education or training program, they can click on the program title, which navigates to a page that displays the program’s outcomes. The median annual income, employment rate, and credential attainment rate are shown, which are calculated using real outcomes from past program participants. To learn more about the program and how to apply, the user can follow the “View Program Details” link to the see the program’s Pathfinder or Michigan Training Connect page.

Career Explorer Partnerships and Development

Career Explorer’s development and rollout was supported through strong partnerships with Michigan’s Labor of Economic Opportunity and Michigan Works! Southwest. At each stage of development, partners provided valuable input

and collected feedback from the end users of the tool. Their support was a critical component of creating a tool that was relevant, user-friendly, and informative to job seekers. During implementation, Michigan Works! Southwest staff piloted the tool directly with their customers. As part of the D4AD project, Michigan developed additional Career Explorer features that are only available to Michigan Works! case managers. These features build on the career and educational pathway information to provide additional information about a participant’s reemployment and training outlook.

The Career Explorer tool became available to the public in June 2021. A [user guide](#) was launched alongside the application to assist anyone looking to understand more about Career Explorer’s functionalities. In the future, plans are in place to continue to work with workforce development, Michigan Works!, and job seekers to spread awareness about the exciting uses and benefits of Career Explorer.

RUTH ARCHER
Strategy Officer

LOOKING FOR MORE MICHIGAN CAREER AND TRAINING RESOURCES?



[MITALENT.ORG](https://www.mtalent.org)

In addition to hosting the Career Explorer tool, Pure Michigan Talent Connect (PMTTC) serves as the state's labor exchange system and provides access to thousands of jobs, as well as valuable tools and resources to help with your career exploration and job searching needs. PMTC provides a centralized location for job seekers and employers to connect. Designed as an online talent marketplace, Michigan's job seekers are being connected to job, education and training opportunities while employers are being connected to qualified talent, programs and resources to develop and recruit talent in the state.



[PATHFINDER.MITALENT.ORG](https://www.pathfinder.mitalent.org)

Michigan Education & Career Pathfinder (Pathfinder) is a free online tool to make informed choices about educational and career options, as well as help with creation of educational development plans. It uses current labor market information, longitudinal wage data and other institutional data and metrics, allowing students, their parents, guidance staff and all job seekers to better match skills to career paths and jobs. Pathfinder is designed to attract and retain qualified talent to fill targeted industry skills gaps in Michigan.



[MICHIGANWORKS.ORG](https://www.michiganworks.org)

The Michigan Works! Agencies form a system of regional entities and were the first unified workforce development system in the U.S. They are an integral partner in developing Michigan's economic future. The system is demand-driven, locally-responsive and ready to meet the needs of each community.



[MICHIGAN.GOV/LEO](https://www.michigan.gov/leo)

The Michigan Department of Labor and Economic Opportunity's Office of Employment and Training was created in 2019. It houses the Bureau of Services for Blind Persons, Michigan Rehabilitation Services and Workforce Development. Together the office works to promote a flexible, innovative and effective workforce system by developing customized workforce solutions for businesses and individuals, including those with disabilities.



[MICHIGAN.GOV/LMI](https://www.michigan.gov/lmi)

The Bureau of Labor Market Information and Strategic Initiatives is your one-stop shop for information and analysis on Michigan's population, labor market, and more. Our Federal-State Programs division runs the state's cooperative agreements with the U.S. Bureau of Labor Statistics and the U.S. Census Bureau, making us the official source for this information. Our Research and Analytics division conducts workforce research and program evaluation, giving you the insight you need to make smarter decisions.

JOB AD NUMBERS CONTINUE TO IMPROVE

Job Ads Up Over the Month

In October 2021, there were 256,600 total job advertisements available. This is up 8 percent from the 238,600 job postings in September. Over the year, total ads are up 44 percent from October 2020 (177,700 ads). New advertisements, meaning online ads that were new posts in the specified month, are up over the month and over the year as well. October 2021 had 98,800 new postings, a 19 percent increase from September 2021, and up 40 percent compared to October 2020.

Supply/Demand Rate Improves

The supply/demand rate for October was 1.13. This represents approximately 113 unemployed individuals for every 100 open job advertisements. The rate decreased slightly from 1.25 in September. This comes as a result of job advertisements increasing by nearly 18,000 while the number of individuals unemployed dropped by 7,000 over the month. Reflecting on October 2020, Michigan had a rate of 2.21 as unemployment numbers remained high and job ads remained low.

Minimum Education Requirements

Total postings varied for each level of education in October 2021. A high school degree or

equivalent was specified more than any other education type (79,800 ads.) Examples of occupations that fell within this education category were *Food service managers*, *Customer service representatives*, and *Medical assistants*. The next highest volume of ads specified a minimum need for a bachelor's degree (54,600 ads). Examples of occupations that fit this requirement were *Registered nurses*, *Accountants and auditors*, and *Electrical engineers*.

Total ads were significantly lower for holders of associate degrees (14,300 ads) and master's degrees and above (6,800 ads). Occupations listing a minimum of an associate degree can overlap with both high school degree occupations and bachelor's degree occupations. Some of the most posted occupations with this level of education in October were *Registered nurses*; *Customer service representatives*; and *Medical and health services managers*. With master's degree and above occupations, there can also be some overlap with occupations needing at least bachelor's degree. A few of the top occupations for October were *Computer occupations, all other*; *Software developers*; and *Managers, all other*.

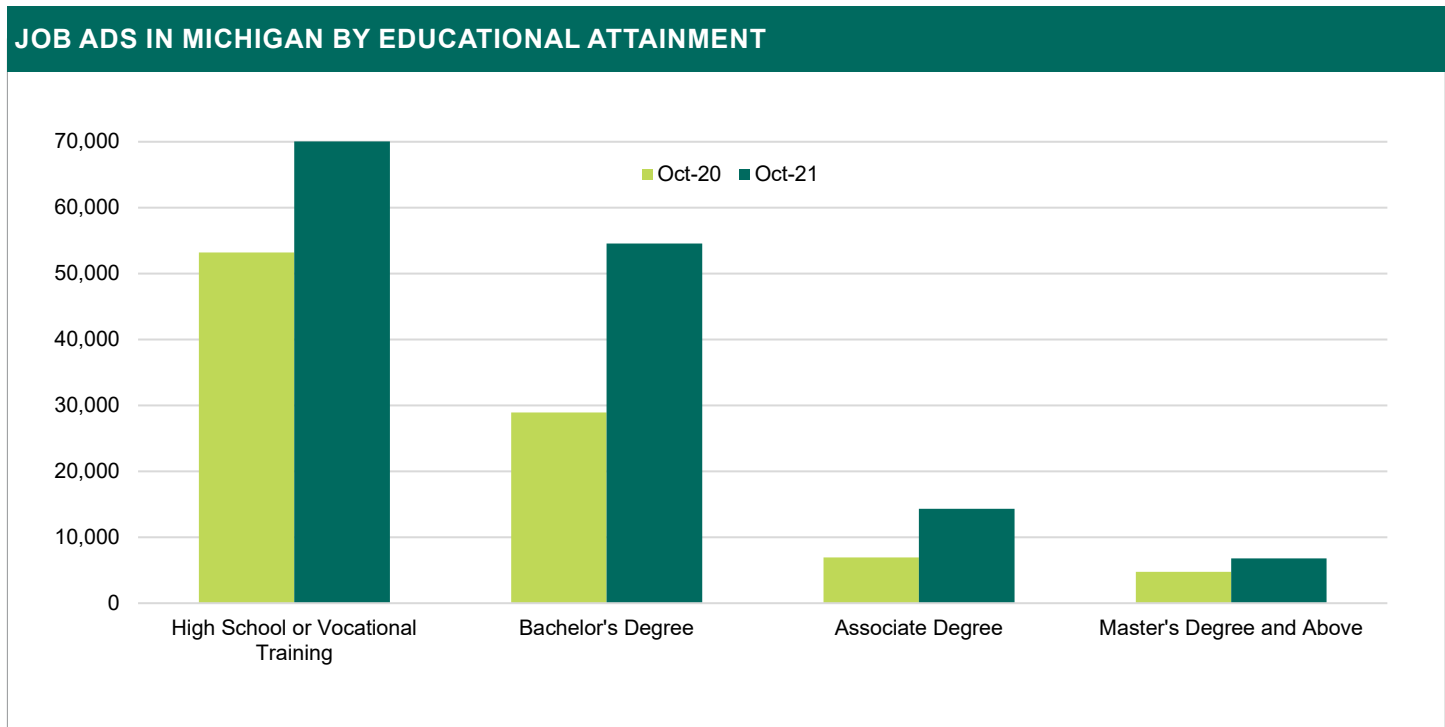
Michigan Metropolitan Statistical Areas

Out of the 14 metropolitan statistical areas (MSAs), 12 experienced growth in job advertisements over the month. The increases

ranged from 1.3 percent in Bay City to 22.8 percent in Battle Creek while Midland and Monroe dipped 0.5 and 3.0 percent, respectively. In Battle Creek, the most notable industries with high percent increases in job ads were *Other services*, *Health care and social assistance*, and *Information*. Looking at numerical increases, *Health care and social assistance*; *Other services*; and *Professional, scientific and technical services* were the top industries. In Monroe, the MSA with the highest loss in total job ads over the month, the biggest percent decreases were among *Construction, mining, quarrying, and oil and gas extraction*, and *Administrative support*. Numerically speaking, *Health care and social assistance*, *Construction*, and *Transportation and warehousing* were the top industries in terms of job ad loss.

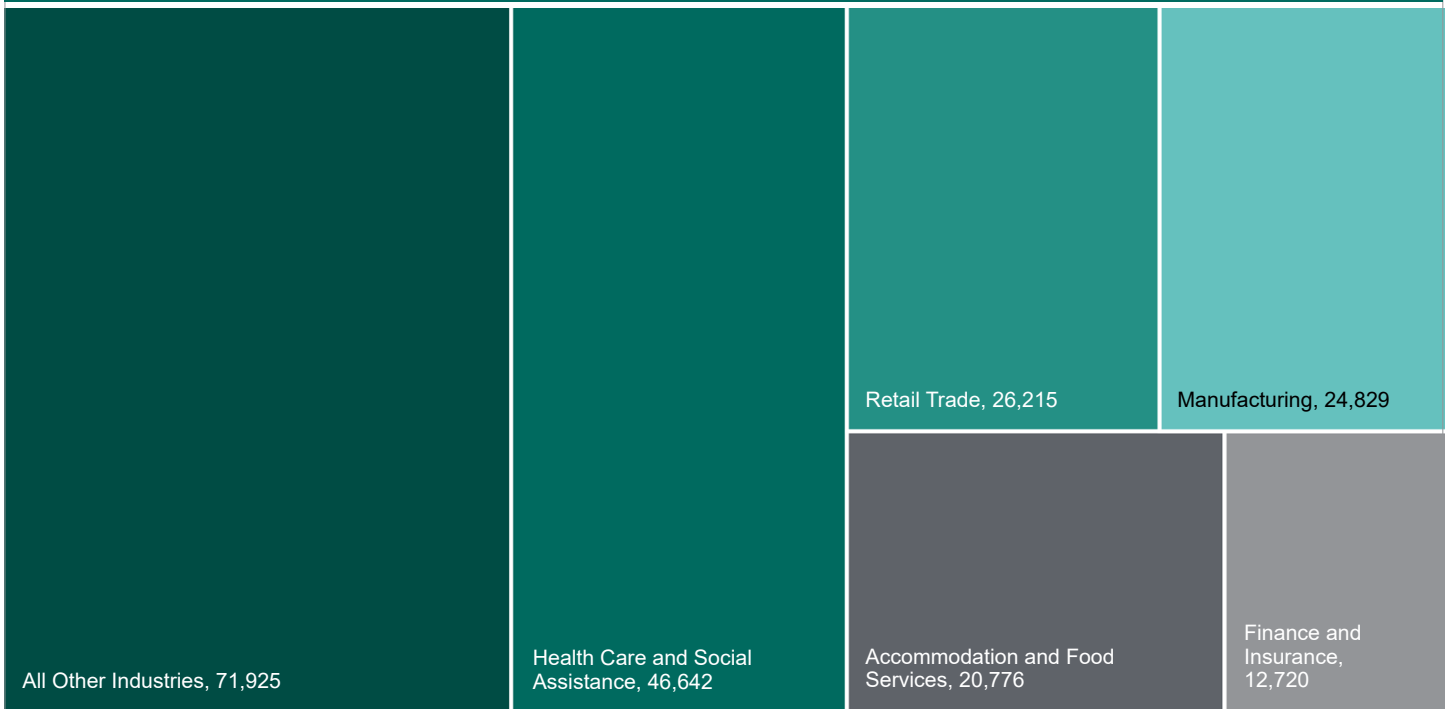
TRISHA SCHLEGEL

Economic Analyst



Source: The Conference Board Help Wanted OnLine®, Burning Glass Technologies

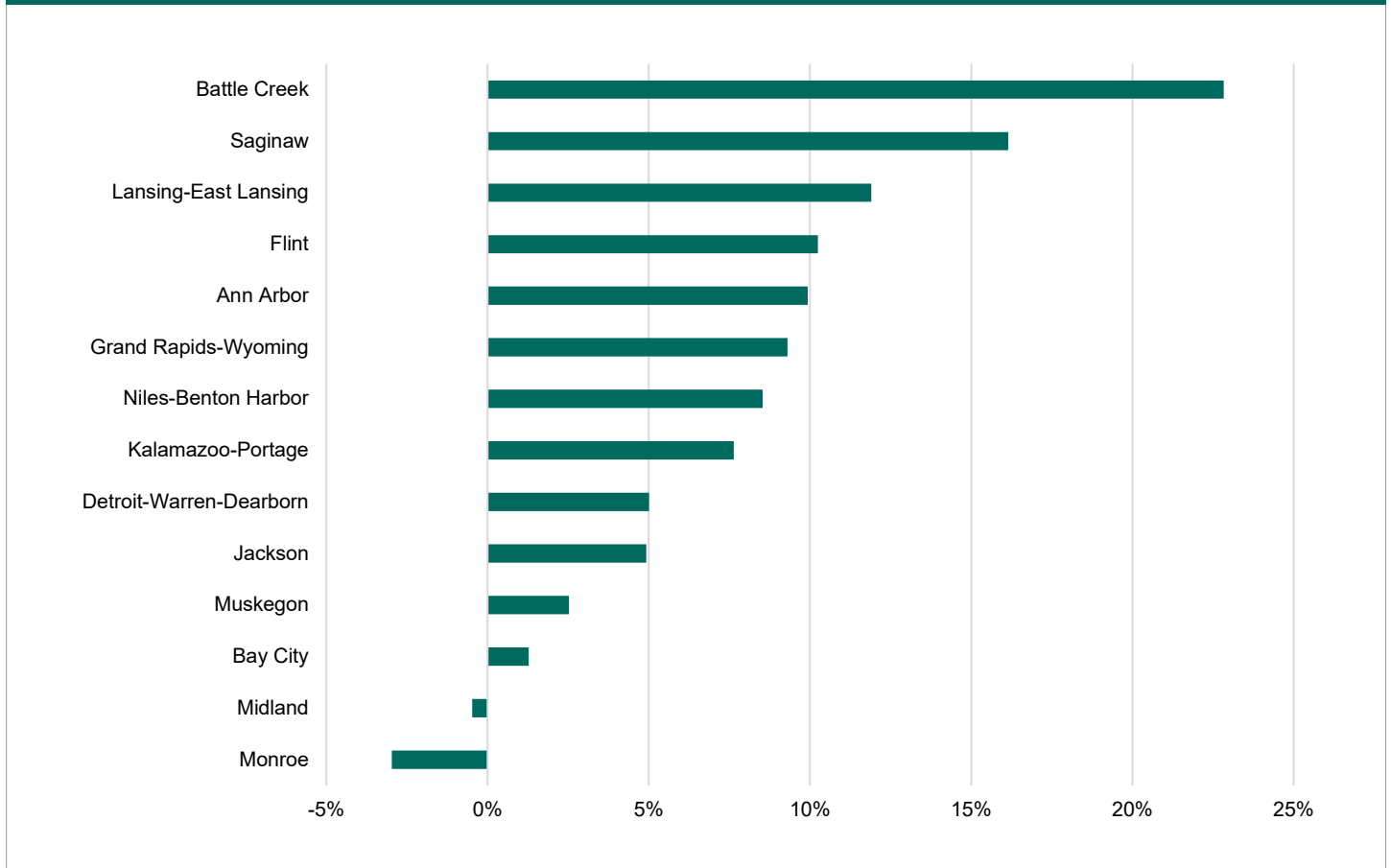
MICHIGAN ONLINE JOB ADS BY INDUSTRY, OCT 2021



Note: Roughly 53,000 postings did not have specific industry ties

Source: The Conference Board Help Wanted OnLine®, Burning Glass Technologies

CHANGE IN JOB ADS BY MICHIGAN METROPOLITAN STATISTICAL AREA, SEP–OCT 2021



Source: The Conference Board Help Wanted OnLine®, Burning Glass Technologies

RELEVANT RANKINGS

PERCENTAGE POINT CHANGE IN LABOR FORCE PARTICIPATION RATE BY STATE, FEB 2020–OCT 2021				
RANK	STATE	LABOR FORCE PARTICIPATION RATE		PERCENTAGE POINT CHANGE
		FEB 2020	OCT 2021	FEB 20 TO OCT 21
1	Oregon	61.4	62.3	0.9
2	South Dakota	68.3	68.7	0.4
3	Kansas	67.1	67.4	0.3
4	Wisconsin	66.2	66.4	0.2
5	Oklahoma	60.6	60.4	-0.2
6	South Carolina	57.6	57.2	-0.4
6	Florida	59.5	59.1	-0.4
8	Massachusetts	66.4	66.0	-0.4
8	Alaska	64.7	64.3	-0.4
10	Colorado	68.7	68.2	-0.5
10	Mississippi	56.1	55.6	-0.5
10	West Virginia	55.7	55.2	-0.5
35	Michigan	61.6	59.5	-2.1
40	Ohio	63.7	61.2	-2.5
40	Pennsylvania	63.5	61.0	-2.5
42	Kentucky	59.3	56.6	-2.7
43	New Hampshire	68.4	65.6	-2.8
44	Iowa	69.7	66.8	-2.9
45	Virginia	66.3	63.0	-3.3
45	Maryland	69.1	65.8	-3.3
47	Connecticut	66.5	63.0	-3.5
48	Nevada	64.9	61.1	-3.8
49	Vermont	66.1	61.3	-4.8

Source: Local Area Unemployment Statistics, U.S. Bureau of Labor Statistics

PERCENTAGE OF JOB ADS REQUIRING ONLY A HIGH SCHOOL DEGREE BY PROSPERITY REGION, OCT 2021

RANK	REGION	TOTAL ADS	PERCENT OF ADS REQUIRING A HIGH SCHOOL DEGREE	PERCENT OF ADS REQUIRING EDUCATION BEYOND HIGH SCHOOL
1	Northeast	2,138	68%	32%
2	Northwest	4,275	66%	34%
3	East Michigan	10,764	64%	36%
4	Upper Peninsula	4,883	61%	39%
5	West Michigan	42,378	59%	41%
6	Southwest	18,752	57%	43%
7	East Central	7,387	56%	44%
8	Southeast	26,434	51%	49%
9	Detroit Metro	118,700	48%	52%
10	South Central	17,511	42%	58%

Source: The Conference Board Help Wanted OnLine®, Burning Glass Technologies



PARTNER PERSPECTIVE

The Bureau of Labor Market Information and Strategic Initiatives provides a wealth of information and insights to help support programs and policies throughout the state. This month's Partner Perspective highlights how the staff at Michigan Works! Southwest helped refine Career Explorer and how they are using and promoting the tool to connect job seekers with new opportunities.

PROVIDING PERSONALIZED CAREER AND EDUCATION INFORMATION TAILORED TO INDIVIDUAL NEEDS

Background

Michigan Works! Southwest, a partner in the American Job Center network, provides demand-driven services to job seekers and employers in Branch, Calhoun, Kalamazoo, and St. Joseph Counties. Michigan Works! Southwest strives to prepare a qualified workforce to meet the talent needs of local businesses and industries in Southwest Michigan, a focus aligned with the goals of the Career Explorer tool. As the selected pilot site of the Data for American Dream (D4AD) project, Michigan Works! Southwest staff were able to provide input to ensure that the Career Explorer tool was both easy to use and assisted job seekers in making data-driven decisions to guide their career and training goals.

Design

Throughout tool development, Michigan Works! Southwest staff were provided the opportunity to supply feedback on the tool's design and functionality from the perspective of those who would be working side-by-side with job seekers accessing the Career Explorer tool. Staff provided input to ensure Career Explorer provided information that low-income, unemployed, and underemployed individuals needed to access better jobs, education, and training opportunities. Additionally, virtual feedback sessions were conducted to obtain input from staff across multiple levels of expertise and background, ensuring Career Explorer was user friendly, and provided information that would be meaningful to job seekers. To test this, Michigan Works! Southwest also engaged local job seekers in a focus group to gather insight from the targeted end user.

As a result of the feedback received, a Career Explorer User Guide was created. This ensured that once the tool launched statewide, Michigan Works! staff throughout the system would be able to consistently communicate the benefits of the tool to job seekers. It also provided an in-depth overview of the tool's functionality to assist individuals in the use of the tool itself.

Statewide training was also conducted to ensure Michigan Works! staff and partners were provided guidance related to the intended use of the tool. Staff learned about the functionality of the tool and the data sources

involved in determining the individualized recommendations.

Outreach

An additional critical partnership with Piper and Gold Public Relations resulted in a media campaign released in July of 2021 that focused on bringing awareness to the Pure Michigan Talent Connect's Career Explorer tool. The data-driven and customer-focused marketing campaign largely focused on increasing the use of Career Explorer and promoting its ability to provide tailored recommendations to individuals. This will result in professional achievements that align with both the labor market and the job seeker's personal ambitions.

Local Implementation

Prior to the release of the tool, Michigan Works! Southwest conducted internal training to frontline staff so they could best assist job seekers when they access the Career Explorer tool and begin determining individualized career strategies based on the tool's recommendations.

Outside of the tool's utilization within workforce development programs, individuals registering for work and those experiencing long-term unemployment are especially inclined to use the tool. It will assist them in identifying opportunities for potential career pathways, while providing personalized job postings and comparative information about local training options. This information will be in real time and in alignment with local labor market projections. The tool itself, while available to individuals remotely, is also accessible on all computers within the Michigan Works! Southwest Service Centers. To provide easy access for those interested in engaging with Career Explorer, computer desktops feature links directly to Pure Michigan Talent Connect which houses the tool.

Response from Customers

The initial implementation of the tool was affected by the COVID-19 pandemic and limited in-person services. Since the return of in-person services, the number of individuals accessing the Career Explorer tool has increased, and feedback from job seekers has been overwhelmingly positive. Users have expressed appreciation for the individualized recommendations related to local job

opportunities. They were excited to have an abundance of individualized career-related information in one easy-to-access location. Additionally, users enjoyed the tool's features which easily allow for the comparison of employment and training possibilities.

While long-term successes related to the tool's recommendations can be hard to track on a local level, staff strive to build professional relationships with customers which often result in their returning to share news of their successes. One such individual came to a Michigan Works! Southwest Service Center seeking assistance in determining a personal training and career goal. Staff recommended they utilize the Career Explorer tool and assisted them in reviewing the customized recommendations. Utilizing information within the tool, including local labor market information and training opportunities related to their individualized interests and skills, the individual chose to engage in a local training program and gained certification related to early childhood development. After receiving the certification, the individual gained employment at a local YMCA childcare center. The individual has since been promoted and now assists in grant writing for the organization.

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