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1978 ANNUAL REPORT TO THE CONSORTIUM

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**MINNESOTA OCCUPATIONAL INFORMATION SYSTEM**  
670 AMERICAN CENTER BUILDING  
150 EAST KELLOGG BOULEVARD  
SAINT PAUL, MINNESOTA 55101

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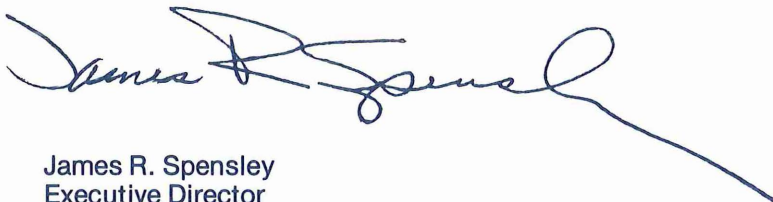
M.O.I.S. has a mission: not only to supply occupational and educational information to a broad range of Minnesotans, but also to stimulate local programs which support realistic career planning.

In 1972, U.S. business and industry spent 15 billion dollars for manpower training and reeducation of its employees. In recent years, high rates of unemployment have resulted in massive government spending. Yet, studies show that people are more successful in obtaining and keeping jobs if they had information about the world of work while they were preparing for and deciding about training and employment.

During this our third year of operation, the system was used at 240 sites, six times more than last year. More than 190,000 individuals had access to M.O.I.S. for current and accurate occupational and career planning information.

We believe M.O.I.S. is an important link between school and work. As we complete our second full year of operation we are pleased to report to our consortium and other friends our progress and problems during the past year.

The staff wishes to express its special thanks to the M.O.I.S. Board and task forces, educators and agency personnel, business and labor organizations, and the many individuals who have helped.



James R. Spensley  
Executive Director

## **M.O.I.S.**

The Minnesota Occupational Information System - current, accurate, and locally relevant information. About careers, training, schools and more. So Minnesotans can make more informed occupational decisions and choose the education or training most relevant to their employment goals.

### **WHO USES IT?**

Career changers and career seekers, teenagers and adults, researchers and counselors, students and teachers - anyone concerned with preparing for and choosing careers, or helping others to do so.

### **WHERE IS IT?**

In secondary schools, community colleges, vocational technical institutes, private and public colleges and universities, CETA agencies, Vocational Rehabilitation offices, correctional institutions, and other social service agencies. This year M.O.I.S. served students and clients in 240 sites, widely dispersed throughout Minnesota.

## **WHAT IS IT?**

A counseling and instructional resource - easy to use - available through computer or manual delivery. The system includes:

Occupational Information - detailed and complete - on salaries, employment outlook duties, working conditions, and advancement opportunities - for over 350 Minnesota careers. That's 95% of the Minnesota labor force.

Preparation Information - the training and education needed to prepare for a career.

Program Information - a detailed description of educational and training programs available in Minnesota - everything from apprenticeships to liberal arts - and a list of schools offering the programs.

School Information - area vocational technical institutes, community colleges, state universities, private colleges, medical schools, private vocational and professional schools, and teaching hospitals - over 200 Minnesota schools altogether - with detailed information like costs, admissions requirements, housing, and programs of study for each one.

QUEST\* - a questionnaire which helps each user sort occupations by matching his or her interests, abilities, and work requirements with characteristics of occupations in the Minnesota labor market.

## HOW M.O.I.S. BEGAN

In 1975 the U.S. Department of Labor funded eight states, including Minnesota, to develop occupational information systems. Minnesota's grant, approximately \$900,000, is to be distributed in decreasing portions over four years. The grant period ends in September, 1979.

On the state level, Governor Anderson established the Minnesota Occupational Information System through Executive Order 118/118A to perform under the terms of the federal grant. The Governor appointed a Board of Directors to represent both users and suppliers of occupational information. The Minnesota Higher Education Coordinating Board (HECB) was designated as fiscal and personnel agent. In 1977 Governor Perpich continued M.O.I.S. by Executive Order 147.

The Minnesota Educational Computing Consortium (MECC) agreed to provide computer delivery to M.O.I.S. clients. Over 70 % of the state's school districts have MECC computer service; 90% of all elementary, secondary, and vocational school students have access to MECC service. MECC also provides marketing assistance and technical services to M.O.I.S. users.

In March 1976, staffing was completed and work begun. Information was gathered from Minnesota labor market statistics, the U.S. Department of Labor, and individuals in each occupation listed. Much of the file organization was modeled after Oregon's Career Information System, a similar program begun there in 1972.

Following pilot testing in the fall of 1976, M.O.I.S. offered computer delivery in January 1977. Forty schools and agencies implemented M.O.I.S. that spring.

## THE CONSORTIUM

The Federal grant defines M.O.I.S. as a "consortium" uniting users and suppliers of occupational information. This concept implies cooperation in policy, operation and promotion, and eventually, in full support. For example, Minnesota agencies currently support the system by verifying the information presented about them. Validators represent commerce, industry, and labor. Nine Board members are from participating agencies. Seven others represent the served population. Additional representatives from education, business and labor participate in policy decisions through M.O.I.S. advisory committees and task forces.

## THE YEAR'S ACHIEVEMENTS

During the second year of operation, M.O.I.S. research provided significant improvements to the system's content. New occupations were added, and the resulting 351 occupations were reviewed and evaluated by employers, educators and practitioners throughout the state. This validation process not only insures the accuracy of the information, but also provides valuable data about the nature and dimensions of occupations as they are practiced in Minnesota.

Education and training program descriptions are now offered for each school or institution offering the program. Information was developed and maintained for 206 schools. For the first time information is available on private colleges and professional schools, proprietary vocational schools and teaching hospitals.

The staff began development of three new topics for fall, 1978. These include a job seeking skills files, apprenticeship information on selected apprenticeable trades in Minnesota, and a "People's" file of interviews which reflect individuals' perceptions about their work.

In the marketing services area, materials were revised: posters, newsletters, transparencies and a sound/slide presentation were developed and distributed to user sites. M.O.I.S. and MECC staff provided inservice training and support service to all user agencies and institutions.

M.O.I.S. staff carried the M.O.I.S. message to a wide variety of professional educational and guidance conventions and workshops, including two national conventions.

M.O.I.S. helped organize the Association of Computer-Based Systems for Career Information. The newly formed national organization will provide a cooperative base for joint development, training and technical assistance projects. James R. Spensley, M.O.I.S.' Executive Director, was elected the first president of the Association.

The Board began a serious review of alternative computer systems for delivery. By year's end, the Board had decided to broker computer ports and to seriously pursue alternative computer resources.

## FINANCING

The M.O.I.S. Board of Directors determined that the most equitable way to distribute the costs of the system is in proportion to the number of users served. Hence agencies are charged fees on the basis of the cost of materials and training plus a *per capita* fee to support continued information development, system enhancements and update. User sites also pay MECC for new or additional computer resources.

The 1977-78 pricing policy allowed joint purchase contracts among "associations" of users. A number of associations responded: regional ECSUs, existing computer consortiums, and others. These cooperative arrangements reduced direct training and administrative expenses and the resultant savings were passed on to consumers.

Fee income generated in fiscal 1978 totaled \$52,451.00. Although the number of sites using M.O.I.S. in fiscal 1978 was 240, a 600% increase over the previous year, fee income per site was less than projected. Conversion of computer systems at MECC caused a delay in usage at many sites with a subsequent loss of income. A contract for 32 CETA youth centers originally planned to begin in April did not begin until June 15. Some of the income from this contract will consequently shift to fiscal year 1979.

In April, Governor Perpich asked for recommendations concerning the operation and financing of M.O.I.S. when the Federal grant ends on September 30, 1979. The Board of Directors unanimously concluded that services should be continued. User fees could support about 45% of FY 79 system expenses based on current usage. Increased support might take the form of appropriations, grants or contracts, higher fees, or increased usage at the same rates.

The final recommendations will become part of a report to the Governor in conjunction with budget requests for the next biennium.

## EVALUATION

M.O.I.S. has been evaluated in several ways. In general, M.O.I.S. has been found to be a valid and convenient source of occupational and educational information. The information has met high standards for relevancy, accuracy, lack of bias, currency and ease of use.

The system provided excellent support for counseling and guidance programs for secondary and post-secondary students, CETA clients, and persons in correctional institutions.

The computer delivery system has been criticized because of cost, frequent changes, competition for service and unreliability. These criticisms affect both delivery and marketing of M.O.I.S. The manual delivery system has been criticized because the information provided is only a part of the information contained in the computer delivery system.

## NEXT YEAR

In fiscal year 1979 M.O.I.S. plans to broaden the information available to its users. The "People's" file, the job seeking skills file, and apprenticeship information will enhance current occupational information.

Marketing efforts will be directed toward expanding the user base to include private schools, colleges, social institutions, businesses, libraries, and private employment and rehabilitation agencies. M.O.I.S. will continue to provide necessary training and support to its user sites. User handbooks, staff manuals, audio-visual resources, newsletters and counseling and instructional applications will be furnished throughout the year.

A goal of 400 user sites is projected for the year with an expected 325,000 users having access to the system.

## LONG RANGE GOALS

The Minnesota Occupational Information System expects to prove itself a valuable and economical occupational and career planning resource. Our goal is to serve 500,000 persons annually, at no cost to the individual user, and at minimum cost to user agencies.

## FINANCIAL NOTES

Revenues	
Federal OIS Grant	\$274,382.00
State Appropriation	50,000.00
User Fees Paid	36,494.00
Other Income	1,958.00
	<u>Total Receipts \$362,834.00</u>
User Fees Receivable	24,707.00
Refunds, Unused Access	(8,750.00)
	<u>Total Income \$378,791.00</u>

## EXPENSES

Personnel	\$197,498.00
Fringe Benefits	31,979.00
Travel	8,019.00
Equipment	1,120.00
Supplies	3,363.00
Rents & Leases	14,632.00
Contractual	
MECC	21,684.00
HECB	30,000.00
Other Contracts	52,415.00
Other Direct Costs	13,871.00
	<u>Total Expenses \$374,581.00</u>
BALANCE	\$4,210.00

MINNESOTA OCCUPATIONAL INFORMATION SYSTEM  
BOARD OF DIRECTORS JULY, 1978

CONSORTIUM MEMBERS

1. Governor's Affirmative Action Program Director

Stanley Gardner, Equal Opportunity  
Department of Personnel  
444 Lafayette  
St. Paul, Minnesota 55101  
(612) 296-3600

2. Commissioner of Economic Security - Designee  
State Job Service

Thomas Weber  
Special Assignments Supervisor  
390 North Robert  
St. Paul, Minnesota 55101  
(612) 296-3600

3. Commissioner of Education - Designee

\*Janet Hyllested, Director, Instant Information Service  
Division of Vocational-Technical Education  
556 Capitol Square Building  
550 Cedar Street  
St. Paul, Minnesota 55101  
(612) 296-6481

4. Commissioner of Economic Security - Designee  
Statewide CETA Coordination

\*Rick Hokanson, Supervisor  
Program Analysis and Technical Assistance  
690 American Center Building  
150 East Kellogg Blvd.  
St. Paul, Minnesota 55101  
(612) 296-6061

5. State Planning Agency Director - Designee

Katherine Gustafson, Planner  
Economic Development  
101 Capitol Square Building  
550 Cedar Street  
St. Paul, Minnesota 55101  
(612) 296-5726

6. Commissioner of Administration - Designee

\*Thomas LaVelle, Assistant Commissioner  
208 Administration Building  
50 Sherburne Avenue  
St. Paul, Minnesota 55155  
(612) 296-6950

7. Commissioner of Personnel - Designee

\*James W. Fritze, Assistant Commissioner  
3rd Floor - Space Center Building  
444 Lafayette  
St. Paul, Minnesota 55101  
(612) 296-2642

8. Minnesota Higher Education Coordinating  
Board Executive Director - Designee

\*David Laird (Chairperson)  
Deputy Executive Director  
400 Capitol Square Building  
550 Cedar Street  
St. Paul, Minnesota 55101  
(612) 296-9259

9. State Community College System Chancellor - Designee

Banning L. Hanscom  
Associate Vice Chancellor for Student Affairs  
301 Capitol Square Building  
550 Cedar Street  
St. Paul, Minnesota 55101  
(612) 296-3758

REPRESENTATIVE MEMBERS

10. Business and Industry Representative

Mark S. Anderson, Vice President  
Minnesota Association of Commerce and Industry  
480 Cedar Street  
St. Paul, Minnesota 55101  
(612) 227-9591

11. Labor Representative

Edward Bolstad, Minnesota AFL/CIO  
175 Aurora Avenue  
St. Paul, Minnesota 55103  
(612) 227-8583

12. Local Office Representative, State Job Service

Robert Gustafson, District Counseling Supervisor  
Minnesota Department of Economic Security  
111 Lincoln Avenue S.E.  
St. Cloud, Minnesota 56301  
(612) 255-3266

13. Student Representative, Department of Education

Barbara Strasser  
14645 Chianti Avenue  
Rosemount, Minnesota 55068  
(612) 423-2281

14. Counselor Representative, Department of Education  
(awaiting appointment)

15. CETA Client Representative

Cynthia Stampley  
St. Paul Career Guidance and Training Center  
310 Cedar Street  
St. Paul, Minnesota 55101  
(612) 298-4570

16. Student Representative, Higher Education Advisory  
Council (awaiting appointment)

\*Executive Committee