

ETA Annual Performance Report Labor Market Information Services Kansas Department of Labor PY 2014 July 1, 2013 – June 30, 2014

Accomplishments

A. Continue to populate the Workforce Information Database (WIDb) with State and Local data.

The WIDb is currently populated with all of the core data tables. Kansas uses Web software from Geographic Solutions and has the capability to display county employment and wage estimates from our *Kansas Wage Survey*. Much of our data is able to be displayed by various geographic areas such as statewide, local workforce area, projections region area, metropolitan statistical area (MSA), and county and city levels. The Kansas Labor Information Center (KLIC) website is available for review at <https://klic.dol.ks.gov/>. The KLIC website aids in customer self-assisted service for the information they are seeking. The WIDb is hosted by Geographic Solutions.

B. Produce and Disseminate Industry and Occupational Employment Projections.

The statewide 2012-2022 Long-Term Projections were completed June 2014. These projections were completed using the methodology outlined by the Projections Managing Partnership. The long-term projections were completed by the deliverable.

The 2013Q1 - 2015Q1 Short-Term Projections were completed and submitted Feb. 28, 2014. These projections were completed using the methodology outlined by the Projections Managing Partnership. For the short-term projections, statewide and each of the seven regions included the following data tables:

- Projections by industry
- Projections by occupation
- Dashboard showing ranking and distribution of industry and occupational projections
- Tables of summaries by area, education, experience, training, replacement index and Green Enhanced Skill Occupations

By sorting above tables, the following tables can be extracted:

- Top 10 fastest growing industries
- Top 10 industries by absolute change
- Top 10 industries by share of employment in base and projection quarters
- Top 10 fastest growing occupations
- Top 10 occupations by absolute change (new, replacement and total openings)
- Top 10 occupations by educational attainment
- Top 10 occupations by experience
- Top 10 occupations by training
- Top 10 occupations by replacement index

C. Publish an Annual Economic Analysis Report for the Governor and the state WIB.

The 2013 Economic Report was completed prior to September 30, 2013. It is a compilation of several data sets collected and maintained by numerous research entities. In addition to the Kansas Department of Labor, the sources of data for this report include the Bureau of Economic Analysis, U.S. Department of Commerce, U.S. Department of Labor, and U.S. Census Bureau among many others. The following data was highlighted in the report:

- Current Employment Statistics
- Local Area Unemployment Statistics
- Kansas Job Vacancies
- Online Job Openings (Help Wanted Online)
- Worklife Earnings
- Gross Domestic Product
- Kansas Exports
- Consumer Price Index
- Average Weekly Wage
- Population Estimates
- Housing Values, Indices, Characteristics, and Sales
- Productivity

There was a press conference and press release of this product. We also used Facebook, Pinterest and Twitter to advertise this product.

D. Post Products, Information and Reports on the Internet.

- 2013 Edition of the Kansas Wage Survey (added in September 2013)
LMIS publishes the results of the ***Kansas Wage Survey*** annually. Data from this survey is released at the statewide, county, local area, metropolitan statistical area and projection region levels. The Wage Survey is promoted with a press release and throughout the year on social media sites including Facebook, Twitter and Pinterest.

- 2013 Edition of the Job Vacancy Survey (added in September 2013)
LMIS publishes the results of the **Kansas Job Vacancy Survey** on an annual basis. Data from this survey is released at the statewide level as well as each of the five local areas in the state. It also contains information on job openings in Kansas by business size, industry, occupation, education and benefits and wages. The JVS is promoted through a press release and on social media via Facebook, Twitter and Pinterest.
- Monthly CPI updates
Detailed **Consumer Price Index** data is published monthly on the LMIS website. The index is listed for Nationwide, Midwest and Kansas City MSA.
- Monthly Current Employment Statistics (CES) and the Local Area Unemployment Statistics (LAUS) data
LMIS publishes this data on a monthly basis along with highlights and bullet points for the agency press release. Nonfarm employment data is published at statewide and metropolitan statistical area level. Local Area Unemployment Statistics data is published at statewide, metropolitan statistical area, county and city level. **CES and LAUS** data is posted on Facebook, Twitter and Pinterest throughout the year.
- Quarterly and Annual Quarterly Census of Employment and Wages (QCEW) data for statewide, metropolitan statistical area and all counties
Quarterly and annual QCEW data includes employment and wage data and is presented by industry and by size class. QCEW data is marketed on KDOL and LMIS social media sites including Facebook, Twitter and Pinterest.
- Kansas Industry and Occupational Projections 2012-2022 (added June 2014)
Occupational and Industry employment projections are useful sources of information for planning and preparation of educational and training programs, assessing the need of skilled workers in the future and studying long-range trends in occupational employment. The long term projections are created every two years and cover a ten-year time-span. These are produced for the state and seven geographic areas. The projections are promoted on Facebook, Twitter and Pinterest after their release and throughout the year.
- Monthly News Releases
The **Monthly News Release** is released each month, and includes information for the prior month. The information included is LAUS data at the county, city, MSA and statewide levels. Also included is the CES data for the MSA and statewide areas, the Midwest CPI and the most recent UI information. The monthly news release consists of a report which is presented to the Kansas Secretary of Labor and members of the agency's Communications department, as well as the Governor's office. Following the report, the information is released to members of the media and the public. The monthly Labor Report is also posted on social media every month on Facebook and Twitter. LMIS has also started creating visual graphics highlighting key data from the release that have generated record engagement numbers on Facebook, Twitter and Pinterest.

- Regional Focus

Another product LMIS is pleased to offer is **Regional Focus**. Regional Focus combines information from a variety of Labor Market Information programs into one easy-to-use site. The data is presented for each local area in Kansas according to five major topic areas—unemployment activity, employment and wage data, current job openings, employment projections and labor mobility. It includes the following information for the most current time period available: unemployment rates, initial claims for unemployment insurance, employment by industry, gender, age group, average duration for unemployment claims, number of claimants, top 10 employers, entry level, mean, and experienced wage rates, top 10 job vacancies, education requirements and benefit offers for job vacancies, projected demand by occupation and education, and commuting patterns. This data is also updated monthly on our KLIC website. Regional Focus is marketed through Facebook, Twitter and Pinterest.

- Affirmative Action

The Kansas Department of Labor **Affirmative Action** Report is intended to assist in the development of affirmative action plans. Previously, the ratios for the labor force section were derived from the most recent U.S. Census data along with the Bureau of Labor Statistics' (BLS) Local Area Unemployment Statistics (LAUS) data, to estimate labor force data for the years between the centennial years. In the 2010 census year the Census Bureau ceased collection of labor force data by race and gender; therefore eliminating the possibility for the Kansas Department of Labor to calculate the needed ratios. In our commitment to continue providing the Affirmative Action report to our customers, the five-year rolling estimates of the labor force data provided by the American Community Survey (ACS) will be used. The ACS is a branch of the U.S. Census Bureau.

- Unemployment Insurance Weekly Review

The **Unemployment Insurance Weekly Review** (UIWR) is a weekly publication that contains information relating to the Unemployment Insurance (UI) program. The review provides data on UI claims and exhaustions, benefit payments, Trust Fund balances and more. The UIWR provides the most current UI information available and allows comparisons to be made to the previous week and the same week one year ago. The data in the report includes the following:

- Initial and continued claims for UI benefits
- Weeks compensated
- Number of individuals receiving payments
- Number of final payments
- Total dollar amount of benefit payments
- Average weekly benefit amount
- Trust Fund balance
- Outstanding Trust Fund loan balance
- Contributions

- KanSERVE

Skills, Education and Resources for Veteran Employment, KanSERVE is part of an overall effort by Governor Sam Brownback to provide resources to veterans in Kansas. KanSERVE assists veterans in finding available jobs and training in Kansas simply using their Military Occupational Specialty (MOS) code. With this code, the civilian job search narrows down the results to each person's specific skill set. KanSERVE is promoted to LMIS customers at presentations with fliers and on the KDOL and KLIC websites with prominently placed buttons. It is also promoted on social media via Facebook, Twitter and Pinterest.
- Senate Bill 155 Governor's Initiative High Demand List

Senate Bill 155 was passed to support career technical education supporting high demand occupations in the state. A key provision of the Roadmap allows the Kansas Board of Regents to establish an incentive program that encourages school districts to increase the number of students graduating high school with an industry-recognized credential in key occupations, including manufacturing, designated as being in highest need of additional skilled workers. As part of the measure, high schools will receive a \$1,000 reward for any student that earns an industry-recognized certificate in a high-demand occupation for Kansas identified by the Kansas Department of Labor. The bill also covers any tuition costs for secondary students enrolled in postsecondary career technical programs.
- High Demand Occupations

The High Demand Occupations List is updated annually using short-term and long-term projections and job vacancy survey results. The list combines projected openings from these sources to rank occupations in terms of their demand at the current time, two years out, and 10 years out. This list is widely used by groups such as the Board of Regents, Department of Commerce and the State Legislature in crafting policies and programs in workforce development. The high demand occupations are promoted to LMIS customers on Facebook, Twitter and Pinterest.
- Career Posters

LMIS developed **Career Posters** this year that are mainly geared towards high school students who are deciding what career path to choose. These posters walk through occupations across different industries that can be obtained with little education along with occupations that can be worked towards with more education and work experience. Every occupation on the posters is in high-demand. LMIS conducted several focus groups at high schools in the Topeka metro to design posters that would attract high school students with both their style and content. After completing the posters, LMIS mailed the posters to every high school in Kansas. The career posters have also been promoted by the Secretary of Labor on her tour through Kansas, at KDOL exhibitor booths, on the KLIC website and on social media via Facebook, Twitter and Pinterest.

- Kansas Index of Leading Indicators (KILI)
The Kansas Index of Leading Indicators (KILI) was started in 2012 following a request by Governor Brownback for a forward looking index which measures the condition of the Kansas economy. This series is updated monthly with 10 indicators (five state and five national). We give a KILI presentation each quarter at the Governors Economic Council meeting.
- Project 17 Research
 LMIS completed the survey portion of the collaborative *Project 17* with the Advanced Manufacturing Institute at Kansas State University. The focus of the project is to analyze the skill shed in the 17 counties that make up the southeast corner of the state. The survey instrument asked residents what occupations they were currently working in, wages, previous occupations, distance willing to commute, and benefits offered by their employer. After analysis of the survey data is complete the results will be compared to the skills demanded by employers in the 17 county region.

E. Partner and Consult on a Continuing Basis with Workforce Investment Boards and Key Talent Development Partners and Stakeholders.

LMIS has continued to work with Workforce Investment Boards and other stakeholders in PY 2014. The interaction with different groups has helped promote LMIS in the state of Kansas.

- KansasWorks
 KansasWorks is the State Workforce Board. LMIS provides support in terms of expertise and data for KansasWorks projects such as the Workforce Study Task Group. Representatives from LMIS are present in state workforce meetings and respond to any requests for data.
- WIA Allocation Formula
 Workforce Investment Act Funding Allocation Formula: KDOL collects data, develops and calculates the Workforce Investment Act (WIA) funding formulas.
- Reemployment & Eligibility Assessments (REA)
 There is a national vision for reemploying Unemployment Insurance (UI) claimants. There are four critical steps for implementation which includes: a comprehensive system that has a "common front door" supported by integrated registration/customer record, real time triage - integrated information driving service delivery at all points in the service delivery cycle; focus on skills transferability, and social media used for outreach and service delivery.

- **Presentations**
Presentations of LMIS data have also been given to the Kansas House and Senate Committees, the Consensus Revenue Estimating Committee, the Kansas Workforce Summit, the Governor’s Council of Economic Advisors, the Kansas Workforce Board, the Vocational Technical Authority, and the Kansas Legislative Research Department. These presentations included Workforce Development Issues, instructions on using the LMIS KLIC website as well as overview presentations about the Kansas economy and Labor Market Information Services using all the data we have in our division.

- **Other Activities**
LMIS participated in economic development and workforce development meetings and other workforce and economic activities such as:
 - Annual Kansas Workforce Summit – January 2014
 - Development of a broad LMI training for workforce center staff – currently working with the Department of Commerce to develop this training
 - Providing labor market data to Kansas Board of Education
 - Partner in a group which is implementing the State Longitudinal Database grant by providing labor market and UI Tax data with the Kansas Board of Regents
 - Partnering with the Department of Corrections and continuing a Memorandum of Understanding to share data
 - Partnering with the Department of Health and Environment and continuing a Memorandum of Understanding to share data
 - Respond to more than 311 special requests we have received for labor market data.

F. Conduct Special Studies and Economic Analyses.

- **2013 Kansas Job Vacancy Survey**
Each year LMIS puts together the Job Vacancy Survey which is one of our major studies. Based on internet download numbers each year, this is a widely used product and is an invaluable resource to our customers, including the state and local workforce boards. Approximately 3,000 employers across the state of Kansas were surveyed during the second quarter of the year. These employers range in geographic area, industry and size class.

The results of the survey are presented in the following categories:
 - Job vacancies by occupations
 - Job vacancies by industry and size class
 - Job vacancies by education requirement
 - Job vacancies by length of opening
 - Job vacancies by wages offered, and
 - Job vacancies by benefits offered.

This data is published at the statewide and local area level. The 2013 Job Vacancy Survey was released in September 2013. It was marketed with a press release and on social media via Facebook, Twitter and Pinterest.

- 2014 Kansas LMIS Customer Satisfaction Survey

The 2014 LMIS Customer Satisfaction Survey was conducted to examine the current level of satisfaction of LMIS customers. The survey examined the level of satisfaction with:

- Response timeliness
- Response follow-up
- Information accessibility
- Employee knowledge
- Customer service
- Data quality/accuracy
- Product utility

The survey also solicited suggestions from respondents for future development and improvement. The demographics of the respondents were also analyzed by occupation, county, and industry. The Customer Satisfaction Survey is not released publicly, but kept for internal use only. The 2014 report was completed in March 2014 with an astounding 91.5 percent response rate – up from 45.5 percent just one year ago. The Customer Satisfaction Survey was used to help create the LMIS Marketing Plan.

- 2013 Unemployment Insurance Reference Guide

The UI Reference Guide contains information about Trust Fund balances for the past 10 years, as well as the factors impacting those balances. The guide also presents trends in unemployment rates, benefit payments and employer contributions for this 10-year span. In addition, a listing of recent changes in the Kansas employment security laws enacted by the Kansas Legislature is included.