

**State Of Hawaii
Labor Market and Workforce Information Plan
Program Year 2004**

**Section 1
Workforce Information System**

Hawaii's Workforce Information System is an integral part of the One-Stop Centers for Career Assistance, serving the needs of various customers and partners: individual job seekers, employers, counselors, economic developers, education and training providers, planners, policy makers, and state and local workforce investment boards. The goal of the workforce information system is to provide access to timely, accurate and relevant labor market information (LMI) products and services, which are developed collaboratively and based on customer feedback, to all customers to make informed choices and decisions to successfully compete in a global economy.

The Research and Statistics Office (R&S) of the Department of Labor and Industrial Relations (DLIR) has been designated by the Governor as the agency responsible for the Employment Statistics System in Hawaii under WIA Section 309. The R&S Office supports workforce development activities through data gathering, analysis and delivery of LMI. It operates various core statistical programs in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics (BLS): Current Employment Statistics (CES), ES-202, Local Area Unemployment Statistics (LAUS), Mass Layoff Statistics (MLS), and Occupational Employment Statistics (OES). It also supports the WIA by producing analytical products for employers, job seekers, program planners, policy makers, and the general public and disseminating them electronically or in print. Producing and increasing accessibility to quality and timely labor market information will help achieve the vision of a globally competitive and skilled workforce which promotes and nurtures a diverse and prosperous economy and preserve the special quality of life in Hawaii.

WIA/Wagner-Peyser strategic plan fits under the umbrella of the State of Hawaii's broad economic and workforce development goals, which are: 1) comprehensive and coordinated workforce system that complements economic development policies; 2) Self-sufficiency of individuals in Hawaii's population; 3) Improved basic skills and qualifications of workforce entrants; 4) Improved productivity of Hawaii's workplace and incumbent workers; 5) Qualified labor supply for targeted industries with the potential for economic expansion; and 6) Goals organized around performance outcomes.

Hawaii's workforce information system supports the state's WIA/Wagner-Peyser five-year strategic plan. It provides to all customers electronic access to the most timely, accurate, and relevant state and local demographic, economic, and workforce data, as well as easy access to a public database of all businesses in the state, which are important for program planning, career exploration, and job search. It also provides current and projected industry and occupational data, as well as career information for education and training program planning, career counseling, and job search activities.

The R&S Office maintains formal and informal contacts with the Workforce Development Division (WDD), which is a partner in all One-Stop centers, and the Workforce Development Council, since we all fall under the jurisdiction of the Hawaii Department of Labor and Industrial Relations (DLIR). Our close working relationship and proximity allowed us to participate in the

development of the WIA/WP five-year plan. The Employment Statistics System/Labor Market Information components of the plan were reviewed and accepted by all stakeholders.

A Workforce Statistics work group has been established under the Workforce Development Council (WDC) as a forum to discuss issues confronting the local workforce information system. WDC is the private sector-led, cross-agency State policy council that serves as WIA's State Workforce Investment Board (WIB) in Hawaii. It is charged by State statute to advise the Governor and legislature on workforce development issues. Members of the work group include representatives of the local WIBs and agencies of data users and data developers who meet to identify and resolve problems. In working with the work group members, the needs of state and local boards, businesses, individuals, and the workforce development system are addressed. Customers are consulted about the relevance of LMI to their needs. Ongoing consultation ensures continuous improvement and enhancement of the workforce information system. Through the Workforce Statistics work group, interagency collaboration facilitates identification of data sources, common definitions and accessibility to information. The Internet version of the Workforce Statistics Workgroup called the eForum will be redesigned and incorporated in the HIWI website. Topics and relevant issues will be posted for comments and feedback.

To ensure that the PY 2004 Work Statement supports the goals and objectives of the state and local WIBs, we presented the proposed work statement to the WDC Planning Committee for review and recommendation for approval by the full Council. All issues and concerns were addressed and resolved to our mutual satisfaction. The Workforce Development Council formally approved the PY 2004 labor market and workforce information plan on September 15, 2004.

Hawaii's primary means of disseminating labor market information is through our Hawaii Workforce Informer (HIWI), www.hiwi.org, our internet delivery system of labor market information. HIWI is customized to reflect local workforce area information and is the standard delivery method of LMI. Information that can help with job search, career decisions, business planning, research and much more are provided. Pages on business, industry, local areas, occupations, and wages have been set up. The R&S Office also continues to produce hard copy publications, which are also available for download on HIWI. Resource centers of all One-Stop centers provide internet access to HIWI. Counselors also provide workforce information to customers. When requested, the R&S Office also provides training to workforce development staff. We also participate in workshops as presenters, panel members, and/or exhibitors.

We will use a combination of methods to assess customer satisfaction of our products and services. We plan to survey readers of our publications and also develop a survey on our Hawaii Workforce Informer system. Anyone who accesses the system, including state and local boards, businesses, individuals, and workforce development agencies will be able to provide input on our products or the system. We will continue our meetings with WDC and One-Stop Center staff to discuss their needs for products and services. We will ask participants of our training sessions for feedback on evaluation forms. We will also monitor the types of information being requested by tracking phone calls and e-mail received, and the internet visits of the various pages of our HIWI system quarterly and annually using Web Trends.

Feedback from our customers indicates that there is wide support of our products and services. Overall, customers found them useful and timely for their needs. The consultation and feedback process also provided us with suggestions for this year's planning grant. Customers wanted to see more occupational wage information – by industry and area, as much local data as possible, and more brochures that integrate occupational wages, projections, education and

training for selected targeted industries. We have addressed their information needs in our core products and services work statements.

To enhance delivery of our products and services, R&S will team up with the Workforce Development Division, which is a partner in all One-Stop centers, and state and local WIBs and share a booth at career expos and seminars. Staff will design brochures and be available to answer questions by the public, but other divisions will cover exhibit fees and printing costs. The Chamber of Commerce will also include our HIWI brochure in their relocation package. In past years, the state government also funded a position to collect occupational employment and wages and produce county occupational employment estimates, wages, staffing patterns, and occupational projections. However, this position is vacant and funds are no longer available to perform the activities of the position.

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**Section 2
Core Products and Services**

The LMI core products and services to support the America's Labor Market Information System (ALMIS) and One-Stop Career Services System initiatives are:

1. Populate the ALMIS database with state data;
2. Produce and disseminate industry and occupational employment projections;
3. Develop occupational and career information products;
4. Ensure workforce information and support to state and local Workforce Investment Boards
5. Maintain and enhance the state electronic workforce information delivery system; and
6. Support State workforce information training activities.

Statement of Work

A. Description of Activities and Products

1. ALMIS Database: Staff will continue to populate and maintain all tables designated as core tables, in accordance with guidance issued by the ALMIS Database consortium for the areas and time period required within a month of its availability. By the end of the program year, Hawaii will populate the database beyond the minimum requirements by including county, state, and national data, providing additional years of data for the specified tables, and populating other non-core tables. We will also collect occupational licensing information, which has been re-coded to the O*NET/SOC taxonomy, update the three files, and submit the data to the National Crosswalk Service Center for placement on the ACINet site. Currently we are using ALMIS Database version 2.2.

Hawaii will also make the ALMIS Employer Database provided by InfoUSA available to its customers within a month of its receipt. In accordance with ALMIS Workgroup guidelines, we will integrate the most current version of the Employer Database with the ALMIS Database. The ALMIS Employer Database also resides on the ACINet site, and the public can access it through HIWI, which has a link to ACINet.

We will take advantage of informational materials, tools, and training opportunities provided by the ALMIS Workgroup. We will incorporate enhancements that are identified, in order to continue improving the database to meet national, state, and local customer information needs.

The number of visitors to our Hawaii Workforce Informer (HIWI) web site, which uses the ALMIS Database, is the primary measure of customer support of the ALMIS Database. During PY 2003, HIWI had 75,629 unique visitors who made 146,316 visits.

The ALMIS Database supports the WIA/WP 5-year strategic plan by providing to all customers the most timely state and local demographic, economic, and workforce data, as well as easy access to a public database of all businesses in the state, which are important for program planning, career exploration, and job search activities.

Principal customers: Education community, Workforce Investment Board and planners, businesses and economic development, One-Stops/One-Stop partners, Workforce Development professionals, job seekers, individuals, students, special populations, and parents.

The outcome and system impact is that the ALMIS Database provides a standardized structure and data source for the HIWI, our labor market information Internet delivery system. HIWI allows a quick upload of the ALMIS database, thus, customers will have access to more timely state and local LMI. Since every state follow the same standard to populate the database, customers also could make data comparisons across states or within local labor markets.

Milestones:

Populate and maintain all core tables for the areas and time period required	Within a month of availability
Collect, update, submit occupational licensing information to NCSC	Nov. 2004
Populate the database beyond the minimum requirements	June 2005

Estimated cost: \$46,000. We will request approval from ETA Regional Office for equipment purchases of \$5,000 or more.

2. Projections: During PY 2004, staff will review the NAICS-based industry database that has been converted back to 1990 for Honolulu MSA. Using the methodology, software tools, and guidelines developed by the Projections Workgroup and the Projections Managing Partnership, staff will then begin developing long-term industry and occupational projections for Honolulu MSA using 2002 as the base year and projecting out to year 2012. We also plan to produce short-term 2004-2006 industry and occupational employment projections at the state level. We will use 2nd quarter 2004 as the base period and project to 2nd quarter 2006. Upon completion of the Honolulu MSA long-term and statewide short-term projections, data will be incorporated into the ALMIS Database and submitted for dissemination in accordance with procedures established by the Projections Workgroup and the Projections Managing Partnership. Data will also be put on HIWI for public use.

Staff will be given the opportunity to attend training that will build technical and forecasting expertise.

A survey of One-Stop centers and Workforce Information Council staff indicated that occupational projections are important. Projections were also widely distributed, with over 8,000 customers receiving copies of the 2000-2010 industry and occupational projections reports for the state and counties or other reports and brochures, such as Best Job Opportunities, Demand Occupations,

and Career Directions, which contained projections data. Over 29,000 files containing projections were also downloaded from our HIWI site.

The data supports the WIA/WP 5-year strategic plan by providing current and projected long- and short-term industry and occupational data for education and training program planning, career counseling, and job search activities.

Principal customers: Education community, Workforce Investment Board and planners, businesses and economic development, One-Stops/One-Stop partners, Workforce Development professionals, job seekers, individuals, students, special populations, and parents.

The outcome and system impact is that these long- and short-term occupational estimates will identify expanding and declining occupations at the state and local levels. Planners will be able to offer training programs that match occupational opportunities in the state so employers will be provided with skilled workers. Job seekers will be able to assess the availability of jobs that match their skills.

Milestones:

Complete development of NAICS-based historical industry employment series	Dec. 2004
Develop 2002-2012 industry projections, Honolulu MSA	April 2005
Develop 2002-2012 occupational projections, Honolulu MSA	June 2005
Complete 2004/Q2 to 2006/Q2 industry forecasts, State of Hawaii	March 2005
Complete 2004/Q2 to 2006/Q2 occupational forecasts, State of Hawaii	June 2005
Populate ALMIS Database with projections data	June 2005
Submit projections to Projections Consortium and Projections Managing Partnership	June 2005

Estimated cost: \$96,000. We will request approval from ETA Regional Office for equipment purchases of \$5,000 or more.

- Occupational and Career Information Products: Staff will continue to produce a variety of occupational and career information products. The products to be developed will be based on customer surveys, feedback from users, and an evaluation of customer needs. All products will be SOC-based and be available in printed hard copy publications or be available for download on HIWI.

We will publish the results of the 2002-2012 industry and occupational projections for the State of Hawaii, since this has been one of the most widely used information. Using the 2002-2012 occupational projections data that were developed for the state, we will also produce brochures that integrate high growth or large number of openings with education and training levels, wages, and knowledge, skills, and abilities needed. These brochures will provide a quick and easy view of jobs of various educational levels and are extremely popular as handouts at One-Stop Centers and job fairs.

As occupational wages continue to be widely requested by our customers, including state and local boards, individuals, businesses, and the workforce development system, we will continue to publish in print and on HIWI results of the 2003 OES survey for the state and Honolulu MSA.

Hawaii's construction industry is recovering from years of decline, but there are still misperceptions about its future. The Research and Statistics Office, in collaboration with the Workforce Development Division, will be designing several brochures for distribution at a Construction Career Expo. The first one, "Building Your Future in Construction," will present occupational employment, average annual openings, average wages, and educational and training requirements for selected construction occupations. The second brochure highlights white-collar jobs in the construction industry. The Workforce Development Division will be responsible for printing of the brochures.

The primary means of obtaining career information, however, will be from HIWI. HIWI uses the information contained in the ALMIS Database, and the ALMIS database has a wealth of occupational information: wages, employment projections, industry employment, O*Net skills and tasks for the job, employment and training, and job openings. Customers can access the occupational information through HIWI and tailor them to their needs.

The career and occupational information pages had over 25,000 visits last year. Additionally, over 9,500 copies of various occupational reports were distributed.

The WIA/WP 5-year strategic plan depends on occupational and career information for education and training program planning, job search, and career counseling activities.

Principal customers: Education community, Workforce Investment Board and planners, businesses and economic development, One-Stops/One-Stop partners, Workforce Development professionals, jobseekers, individuals, students, special populations, and parents.

The outcome and system impact is that customers will see more meaningful and understandable career information products, with analysis and graphics, in print and electronic formats. Customers will also have access to more sub-state long-term industry and occupational forecasts so they can assess opportunities that match their skills in their local areas.

Milestones:

Publish 2002-2012 industry/occupational projections, State	Dec. 2004
Publish results of 2003 OES survey, State, Honolulu MSA	June 2005
Produce construction brochures	Sept. 2004

Estimated cost: \$64,500. We will request approval from ETA Regional Office for equipment purchases of \$5,000 or more.

4. Provide workforce information and support required by the State, the state Workforce Development Council, and local workforce investment boards: The state Workforce Development Council and the local WIBs need labor market information to meet their planning requirements. To obtain some idea of their information needs, we met with WIB and One-Stop center staff and asked for feedback on our products – their usefulness, timeliness, format, and suggestions on how we can improve them. We also heard ideas for new products. This on-going communication ensures that our products and services are in line with their needs. Staff is also available to provide training or make presentations. On request, we will also provide ad hoc research addressing the state and the local WIB needs.

The primary way for the local WIBs to access local labor market information is through the Hawaii Workforce Informer, our Internet delivery system of labor market information. HIWI uses the

information in the ALMIS database, and most of the data in the ALMIS database is collected at the county level, which matches our LWIB geography. Through HIWI, the state and local workforce investment boards will be able to access the most up to date local data and all of our publications, which can be downloaded and printed, to support their mission and strategic plans. HIWI also features customized web pages for the local WIBs, which display selected information that are relevant to their local area. This year we also plan to update area profiles that are available on HIWI for Oahu, Hawaii County, Maui County, and Kauai County, to make the information more current.

State WIB liked the industry brochures that incorporate occupational employment, wages, job openings, and education and training information. We will produce similar brochures for other targeted industries, which will be determined in consultation with the Workforce Development Council staff.

Feedback from the state WIB indicates the need for more occupational employment and wage information by industry and area. We will use the Estimate Delivery System (EDS) to estimate occupational employment and wages for our three balance-of-state areas. This information will be updated on HIWI. Using EDS, we will also generate occupational employment and wages by industry for the state and make them available through HIWI.

Continuous and informal contacts, through verbal and/or written communication are maintained between the Research and Statistics Office and the Workforce Development Council (WDC), as well as the Workforce Development Division (WDD), which is a partner in all One-Stop Centers, since we are all part of the Hawaii Department of Labor and Industrial Relations (DLIR). WDD acts on behalf of DLIR as the state administrative entity for WIA formula funds allocated to the State of Hawaii. There is also a Workforce Statistics Work Group established under the Workforce Development Council through which data needs are communicated. Members of the work group include representatives of the local workforce investment boards and agencies of data users and data developers.

No quantitative survey data is currently available to measure customer satisfaction for our state and local WIB support services and products. Most of the feedback were qualitative and collected through one-on-one interviews.

This activity supports the WIA/WP 5-year strategic plan by providing products and services to enhance the workforce information system that are based on feedback and collaborations with the WIBs.

Principal customers: Education community, Workforce Investment Board and planners, businesses and economic development, One-Stops/One-Stop partners, Workforce Development professionals, job seekers, individuals, students, special populations, and parents.

The outcome and system impact is that customers will see new and improved products, which have been prepared in collaboration with the workforce investment board and are based on customer needs. There will also be an increase in the amount of local area information available to make informed choices.

Milestones:

Maintain local pages on HIWI	Ongoing throughout the program year
Confer with LWIB and One-Stop Center staff	Ongoing throughout the program year
Prepare brochures on targeted industries	Various throughout the program year
Develop wage information by area	June 30, 2005
Develop wage information by industry	June 30, 2005

Estimated cost: \$65,500. We will request approval from ETA Regional Office for equipment purchases of \$5,000 or more.

- Maintain and enhance the state electronic workforce information delivery system: Hawaii's primary means of disseminating labor market information is through our Hawaii Workforce Informer (www.hiwi.org), our electronic delivery system of labor market information. The system uses the ALMIS Database and has linkages to other systems such as O*NET, America's Job Bank, and the Employer Database. Because it uses the ALMIS Database, which is a standardized database populated by each state, customers can make data comparisons across states or within local labor markets.

Hawaii is committed to maintain and support this web-based system. As a member of the Workforce Informer consortium, we will continue to participate in conference calls, suggest improvements, test the system for reliability, functionality, and usability, and incorporate enhancements identified by the consortium states. We will also make improvements such as providing more explanations and background information, providing new articles and more up-to-date data; changing the format to make it easier to navigate, and making it user-friendly. We will also set up a survey on the web site to solicit feedback from our users on the usefulness of the information and get their input on how we can improve the site.

The number of visitors to our HIWI web site is the primary measure of customer support. During PY 2003 HIWI had 75,629 unique visitors who made 146,316 visits.

HIWI supports the WIA/WP 5-year strategic plan by providing anyone with access to the Internet with more timely, accurate, and relevant state and local labor market information to make decisions.

Principal customers: Education community, Workforce Investment Board and planners, businesses and economic development, One-Stops/One-Stop partners, Workforce Development professionals, job seekers, individuals, students, special populations, and parents.

The outcome and system impact is that all customers will have easy access to an array of state and local workforce information on a timely basis to make informed decisions.

Milestones:

Maintain, support, and improve the Workforce Informer system	Ongoing throughout the program year
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Estimated cost: \$85,553. We will request approval from ETA Regional Office for equipment purchases of \$5,000 or more.

6. State workforce information training initiatives: The quality of our workforce information is dependent on the knowledge and skills of staff. To ensure that our labor market information staff have an understanding of LMI, are able to produce timely and accurate statistics, and are able to quickly respond to questions by phone or e-mail, the Hawaii Research and Statistics Office will take advantage of training to enhance the skills of the staff.

R&S staff will conduct training for LMI users. Staff will undertake at least five training activities to increase staff and customer knowledge of workforce information. The methods of education will be in the form of workshops as presenters, panel members, and/or exhibitors; participation in career fairs; attendance at meetings to provide input and respond to questions; and individual technical assistance.

An evaluation of feedback from our customers through our face-to-face meetings indicates that training should be provided to state and local boards, individuals, businesses, and the workforce development system when it is requested. The training should be tailored to the needs of the customer. Topics suggested include increasing awareness of our products and services, using our labor market information to make decisions, using our HIWI delivery system, and understanding our industry and occupational projections.

To increase awareness of our statewide workforce development system, the Research and Statistics Office teamed up with the Workforce Development Division and state and local WIBs by setting up an exhibit booth at the Chamber of Commerce of Hawaii Employer Law Seminar. Staff participated in the planning and designing of the display, produced and distributed brochures, and responded to questions from employers on our products and services. The council covered the exhibit fee.

Staff is also designing a HIWI brochure that the Chamber of Commerce will include in their relocation package, which is mailed to persons planning to relocate to Hawaii. Intended residents will be able to visit the web site and access information on living and working in Hawaii.

This activity supports the WIA/WP 5-year strategic plan by providing customers with access to training and technical support in using workforce information.

Principal customers: LMI staff, education community, Workforce Investment Board and planners, businesses and economic development, One-Stops/One-Stop partners, Workforce Development professionals, job seekers, individuals, students, special populations, and parents.

The outcome and system impact is that program delivery staff, state and local WIBs, and other customers will increase their knowledge and understanding of the workforce information available and will be able to provide better planning, counseling, and service delivery.

Milestones:

Attend training	Ongoing throughout the program year
Undertake various training initiatives	Various throughout the program year

Estimated cost: \$17,500. We will request approval from ETA Regional Office for equipment purchases of \$5,000 or more.

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**Section 3
Consultation and Customer Satisfaction Assessment**

During PY 2004, the Hawaii Research and Statistics Office will use various methods to solicit customer satisfaction feedback of our products and services: surveys, personal interviews, track requests and usage. The information that we receive will be tabulated and used as input to ensure that the products we develop address customer needs and are meaningful.

In PY 2003 we designed a questionnaire to survey readers on our mailing list about the report they receive. The survey was sent at the time the report was released. We asked questions about usage, format, timeliness of information, and how to improve the product. In PY 2004 we will continue to solicit feedback of other products at the time the report is released. Comments will be reviewed and if feasible, we will incorporate the suggestions and redesign future reports.

We will also continue to ask participants of our training sessions for feedback on evaluation forms to assess their level of satisfaction. Attendees will also have the opportunity to provide comments. We will tabulate and evaluate the results and address deficiencies.

In PY 2003 staff conducted one-on-one interviews with several One-Stop center professionals and managers and also met with Workforce Investment Board staff. The purpose was to improve awareness of our LMI products and seek feedback on how they can be changed to better meet their needs. The feedback obtained from our meetings will also be used to create new products that are responsive to customer demands. In PY 2004 we plan to reach out to other One-Stop centers.

We will also continue to monitor the types of information being requested by tracking the phone calls and e-mail received. We will collect information on who uses our information, what kind of information they are seeking, how the information is being used, whether the product meets their needs, and how they can be improved. Quarterly and annually we will also track usage of our HIWI system using Web Trends, especially the pages that were visited most often and the files that were downloaded most often. The statistics will provide us with some idea of the information that is being accessed most often by our customers, including businesses, individuals, and the workforce development agencies.

We also developed a survey inquiring about the content, navigation, and usefulness of our HIWI system. An on-line user survey is scheduled for February 2005

Results of each option will be compiled and used in conjunction with other customer feedback information to identify areas for improvement and respond to changing needs. Hawaii is monitoring the progress of the federal-state Performance Measures Workgroup to help us prepare for future customer satisfaction measures and standards.

Survey results indicate that customer satisfaction is quite high for our products. Overall, about three-fourths of our publication survey respondents indicated that they were satisfied with our reports. About 15 percent were very satisfied with our products. Over 80 percent rated the

usefulness good or excellent and over 90 percent agreed the information was timely for their needs. We intend to meet or exceed these ratings in PY 2004.

Estimated cost: The estimated costs to perform customer satisfaction assessment are included in the various core products and services work statements. We will request approval from ETA Regional Office for equipment purchases of \$5,000 or more.