

ILLINOIS DEPARTMENT OF EMPLOYMENT SECURITY
Economic Information and Analysis Division

ONE-STOP LMI GRANT
Work Plan Narrative

July 1, 2004 through June 30, 2005

Description of IDES' Statewide Workforce Information System

The Illinois Department of Employment Security (IDES) has been gathering and disseminating workforce information for much of its history. In 1933, the Wagner-Peyser Act authorized states to operate statistical programs. In 1968, amendments to the Act called for development of comprehensive information about the workforce at the national, state and local levels. Through cooperative agreements and grants with the U.S. Department of Labor's Bureau of Labor Statistics and Employment and Training Administration, as well as the U.S. Department of Education and the U.S. Bureau of the Census, IDES produces workforce and career information under a variety of programs.

In 1999, the Illinois Governor, under Section 309 of the Workforce Investment Act (WIA) of 1998, designated IDES as the official administrator of our State's employment statistics program. In 2002, IDES was given responsibility for the delivery of career information programs formerly administered by the State Occupational Information Coordinating Committee (SOICC). IDES is now the primary and most cost-effective source of a wide variety of workforce and career information, and we continue to expand our capabilities to develop, collect, analyze and disseminate workforce information. Because statewide and local data are critical ingredients in public and private sector planning, in economic development, and in education and employment training programs, there is an ever increasing demand for workforce and career information.

IDES management uses workforce and career information to project workloads and activities; describe the applicant, claimant, and employer populations; validate audits of activities and levels of service around the State; monitor and predict employment cycles; and identify occupations where skill surpluses or shortages exist.

Administrative data is compiled and published in reports that assist IDES management to better serve customers. Data on future Unemployment Insurance (UI) workloads are produced to plan for future staffing needs and Illinois Employment and Training Center (One-Stop) site studies. UI data is used to monitor and to predict economic

cycles and to identify industries releasing large numbers of workers. Information on clients eligible for federal job training programs is provided to the Illinois Department of Commerce and Economic Opportunity and its local WIA Program Services Entities (Adult, Youth, Dislocated Worker).

Recent, ongoing initiatives to incorporate workforce information into career decision-making at all levels have significantly expanded and broadened the demand for workforce information, which is a basic resource for information on:

- ▶ Industry trends -- current, historical, and projected;
- ▶ Occupational trends -- current (including employment and wage levels) and projected (both short- and long-term); and,
- ▶ Labor force demographics -- including age, sex, and race.

IDES staff provide technical assistance in the use and application of workforce and career information through workshops and seminars or, upon request, individually to the requester. In addition, staff are frequently asked to speak at seminars and conferences and serve on commissions, boards, and committees either as resources or as members.

Description of the process used to ensure that the SWIB can exercise its responsibility for ensuring that state workforce information policy is responsive to the needs of the state and local workforce investment system

IDES continues to collaborate with the SWIB directly and through DCEO to ensure that state workforce information policy is responsive to the needs of the state and local workforce investment system. Since WIA programs were transferred to the DCEO in Program Year 03, IDES has developed and executed shared data agreements allowing for the exchange of information consistent with state workforce information policy. During the recent restructuring of the Illinois Workforce Investment Board, IDES has continued to coordinate with DCEO, providing high quality and reliable workforce and career information, consistent with the needs of the workforce investment system.

Description of how the statewide workforce information system supports the goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan for state and local workforce development

IDES' workforce information system is geographically-structured to support the primary goals of the State's WIA/Wagner-Peyser Five Year Strategic Plan for state and local workforce development: individual economic self-sufficiency and competitive

businesses. To meet these goals, high quality reliable workforce and career information is made available and used by individuals and businesses to assist them in making informed economic decisions. It is the mission of the workforce information system to establish and maintain a comprehensive, coordinated and effective system for the production, analysis and dissemination of workforce and career information that is accessible and responsive to all Illinoisans.

IDES' workforce information strategy addresses a number of identified information needs. Our goal is to improve our employment statistics system such that our customers receive timely, accurate and relevant information about local, State, and national labor markets. Strategies to achieve this goal include:

- ▶ Further improvement in the systematic provision of expanded geographic detail (e.g., sub-MSA, sub-county, etc.) for various data series (wage data, short-term employment projections, long-term employment projections, etc.);
- ▶ Continued development of occupational skill data, including that provided by O*NET, Illinois Skills Match System (ISM), and the provision of skills data to customers for career exploration as well as job search;
- ▶ Improved methods for estimating occupational supply;
- ▶ Development of data regarding fringe benefits, to better reflect the true costs and benefits of employment in Illinois;
- ▶ Development of additional information regarding key Illinois industries facing worker shortages. This may include the development of data on new and emerging occupations, in-depth analysis of occupational supply issues, and other research needed to appropriately respond to the workforce needs of major Illinois business sectors;
- ▶ Information delivery strategies, including Internet delivery, printed products and other means that provide convenience and ease of use for customers of the Illinois Employment and Training Center (IETC/One Stop) system. Linkages are maintained from the Illinois Workforce Information Center (WIC) web site to other appropriate Federal and state web sites including BLS, ISAC, iTransfer and other Illinois workforce partners. The Illinois Workforce Information Center web site will more fully integrate systems such as Occupational Information System (OIS), Horizons, Countdown, Career Trek, Sub-state Employment Projections System (SEPS), and Illinois Resources Information System (IRIS) to provide users with comprehensive access to career and workforce information;
- ▶ Built-in customer feedback options, to ensure that products from the workforce and career information system are customer driven. Special efforts will be made to market the use of the web site to users and to ensure that information

is available universally, at no cost;

- ▶ Development of mechanisms for customer feedback on efforts carried out under Section 118 of the Carl D. Perkins Vocational and Technical Education Act;
- ▶ Strategies on marketing, training and awareness to facilitate Illinoisans' access to data and information necessary for career decision-making;
- ▶ Utilization of new and emerging data sources; and,
- ▶ Utilization of IETC/One Stop and workforce partners as a source of workforce information (i.e., feedback of hard data, as well as continuous improvement data regarding the provision of workforce information).

Description of how IDES' activities are consistent with the strategic vision of the Governor and the State Workforce Information Board

To support the Governor's strategic vision for economic development, workforce and career information and analysis must refine existing data delivery systems and develop new approaches that effectuate industry sector analysis and promote career pathways development. To that end, IDES will deliver several tools to local and regional partners:

Identification and definition of industry sectors and clusters critical to economic development

- ▶ **Current industry employment and industry employment projections**
Monthly job counts and projections of industry expansion and contraction for counties, Local Workforce Areas, Metropolitan Statistical Areas (MSAs), and user-defined regional geographies.
- ▶ **Local Employment Dynamics**
Through a federal/state partnership with the U.S. Bureau of Census, IDES has recently made available 29 new measures of employment activity to customers. These measures (such as new hires, separations, job gains, job losses, labor turnover, and earnings) are produced by age and gender categories of workers within industry sectors for counties, Local Workforce Areas, Metropolitan Statistical Areas (MSAs), and user-defined regional geographies.

Provision of technical assistance in the compilation and interpretation of customized data for the planning and decision-making processes

- ▶ **Critical local review of economic and labor market data sets and on-site resource for local economic intelligence**
Local labor market economists analyze, interpret and disseminate monthly local area labor force statistics for subsequent use by local elected officials, regional planners and other entities responsible for economic development. They respond to inquiries from same regarding economic conditions and forecasting labor market trends for local and regional areas. They review and revise local area employment projections, the components of the Substate Employment Projections System (SEPS), and recommend revisions in the area and industry coding of the Covered Employment and Wages Program

to ensure accurate industrial and geographical classifications and employment levels are assigned to all firms and establishments.

- ▶ **Data to support site selection proposals for regional and local economic development entities and partner agencies**

Working with economic development and private sector representatives, staff economists produce local and regional economic development reports to properly advise executives and elected officials and to anticipate shifts in labor supply, demand and trends. They design and implement special economic analysis and research projects to support site selection promotion, such as supplying industries and available workforce within a defined mile radius, for a wide range of local and state organizations (educational institutions, local governments, business associations, economic developers, etc.).

Identification and promotion of career progression opportunities within industry sectors

- ▶ **Industry-Occupational staffing patterns and occupational projections**
These data identify occupations critical to each selected industry sector and projections of occupational employment changes and job openings for counties, Local Workforce Areas, Metropolitan Statistical Areas (MSAs), and user-defined regional geographies.
- ▶ **Development of career pathways**
Staff within IDES' Career Resource Network (ICRN) section can provide technical assistance to the Statewide partners as career pathways are developed and adapted from available resources.
- ▶ **Organization and delivery of career information by pathways**
ICRN deliverables can be tooled to deliver comprehensive career information for Career Pathways.

Moreover, the Economic Information and Analysis Division at IDES has proposed the implementation of several projects to facilitate local and regional labor market planning:

Target occupations critical to regional economic success and identify worker shortages and skill gaps

- ▶ **Job vacancy surveys**
This proposal is to conduct a quarterly employer survey on job vacancies, employer hiring practices, and compensation benefits for user-defined geographic regions. Studies consistently highlight the absence of timely information on job vacancies as a key oversight in the offering of workforce information. Job seekers, training providers, job development specialists and other major stakeholders face an information deficit to locate pockets of labor demand in local areas.
- ▶ **Skills-Based employment projections**
Numerous national and local customer surveys have identified the dearth of skills information as a critical gap in the labor market information infrastructure. In fact, customer satisfaction assessments offered by Illinois employers and training providers are consistent with this finding. IDES is working with a consortium of states to develop a methodology and software to produce skills-based employment projections that are consistent with the occupational projections and extend coverage to counties, Local Workforce Areas, Metropolitan Statistical Areas (MSAs), and user-defined regional geographies.
- ▶ **Supply-Demand analysis**

Assist all stakeholders and workforce development partners in the development of an on-line tool to identify the pool of qualified workers and examine projected workforce need by occupational group. The supply side of the equation must be buttressed by seeking additional information such as from unions on those completing apprenticeship; from private vocational training sources including industry training programs from CBOs and the like; and, from innovative measures such as the Wage Record Interchange System (WRIS) and Labor Market Tightness (recommended NGA study).

Develop a data infrastructure for the production of subcounty labor market information

- ▶ Current industry employment, local employment dynamics, and industry and occupational employment projections for the City of Chicago and northern and southern portions of Cook County

Cook County, which comprises almost one-half of Illinois' private-sector employment, is rich in its diversity of industry composition across well-defined subcounty geographies. This proposal investigates the development of a methodology to segment Cook into three subcounty regions and to construct a data infrastructure that will enable customers to map labor market information to these regions.

- ▶ Local employment dynamics in a geographical information systems environment

This proposal investigates the attachment of latitude and longitude geocodes to Illinois firms. These geocodes, then, would be incorporated within a Geographical Information System (GIS) to provide planners with critical information on the measures of local employment dynamics by demographic categories of workers within a given radius of a user-defined point-of-origin.

Description of IDES' strategy for consulting with state and local workforce investment boards, businesses, individuals and the workforce investment system to determine customer demand for workforce information

IDES' strategy for consulting with state and local workforce investment boards, businesses, individuals and the workforce development system to determine customer demand for workforce information includes the following:

- ▶ Participation of local workforce investment boards in the development of local workforce and career information;
- ▶ Provision of technical assistance and direction to local workforce investment boards;
- ▶ Establishment of workforce and career information technical standards;
- ▶ Provision for analysis of labor market trends, technical and professional skill requirements, and education and training options;
- ▶ Recommendation of policies to expand the availability and use of local, state, regional and national workforce and career information;
- ▶ Leadership and support of the development of new products and services that are all-inclusive, demand-driven, dynamic, and that broaden access;
- ▶ Provision for the designation of economically rational local and regional labor market

areas;

- ▶ Collaboration with the State Workforce Investment Board on projects, as necessary;
- ▶ Provision for the dissemination of workforce and career information via various media including electronic means such as through the Labor Market Information Access System, HORIZONS, and workforce and career information Internet sites;
- ▶ Establishment of policy for and coordination of the development of workforce and career information to support Illinois Employment and Training One-Stop Centers, the Education-to-Careers Initiative, the Welfare-to-Work Program, Perkins Vocational-Technical Education Programs, economic development activities, and other stakeholders in the workforce system;
- ▶ Development of a strategy for long-term funding to provide workforce and career information at the State and local levels; and,
- ▶ Oversight of the development of customer satisfaction surveys and other feedback mechanisms to continuously improve the strategy for providing labor market and career information.

Description of the broad strategic approach for workforce and career information delivery to principal customers

Workforce and career information and services in Illinois are delivered as core services to customers through the State's One-Stop mediated service delivery system via the resource rooms, which provide access to our labor market and career information publications and reports and on-line via our Web site portal page www.ILWorkInfo.com. Also available, through our Statewide network of local labor market economists, are on-site presentations and training sessions; e-mail, telephone, and written responses to requests; and, custom reports and analyses.

Description of how workforce and career information are delivered as core services to customers through the state's One-Stop service delivery system

Illinois' One-Stop Career centers are the cornerstones for delivery of workforce and career information services. Each Local Workforce Investment Board (LWIB) is required to assess the opportunities and needs of the individuals and employers within their labor market and to design a local service delivery strategy that meets these needs. While each LWIB and its partner agencies has flexibility in determining the mix of services that will be offered, a minimum of one "comprehensive" one-stop center is required in every local area, with the option of satellites or additional comprehensive centers.

Description of the customer consultation and satisfaction assessment method(s) used

to collect and interpret customer satisfaction information and the principal customers to be consulted.

Compiled Customer Satisfaction feedback:

Among all three principal customer groups - employers, individuals, and the workforce development system - approximately two-thirds of respondents were "familiar with" or had "used" workforce and career information Web sites, but the remaining one-third had "never heard of it." However, within the business community (employers) the portion of customers that indicated knowledge of our Web sites was dominated by those "familiar with" but not having "used" them.

Overall, utilization of One Source Workforce and Career Information Web sites increased during PY 2003 to 950,000 unique monthly visitors and 43 million annual hits. Attribute ratings for Accuracy, Relevancy, Accessibility, Understandability, Geographical Area, Comparability, and Completeness from surveys and questionnaires were generally high, but did solicit several comments that when expounded during subsequent customer focus groups and partner agency interviews provided significant input for product/service improvement process.

Partner agencies in the workforce development system asked that:

- ▶ Additional tools and references addressing accessibility issues be added for persons with physical challenges.
- ▶ More information on gender equity issues be incorporated.
- ▶ Training opportunities be expanded.

Specific observations from focus groups, directed interviews, and on-line "contact us" responses concerning premier publications:

1. Guide to Career Choices/Guia para elegir carreras:

- ▶ It would be helpful if the Guides matched (or followed) the six career clusters or 16 national career clusters that are used in career guidance.
- ▶ Access: Materials are distributed by the head of the local vocational district or regional superintendent which works well. Downloading from a website is not preferred.
- ▶ The long- and short-term outlook is not needed. The number of annual openings may be more appropriate here.
- ▶ The general appearance of the materials was criticized. There should be color-coding by occupational cluster. With the same picture and type on the front of each brochure, it's hard to tell which is which.

2. Job Outlook in Brief (JOIB)/Perspectiva de trabajo en breve (PTBI):
 - ▶ The style of the publication does not appeal to young people. More color and visual appeal is needed.
 - ▶ The "annual openings" column is more meaningful than the long-term information.
 - ▶ The wage information is very important for both teens and for parents.
 - ▶ The back panel with Web references is very helpful. This should be expanded.
 - ▶ Many thought the JOIB should be distributed to PARENTS. Parents could then encourage their children to stay in school.

Based upon this feedback, PY 2004 Plan activities will:

- ▶ Develop and implement a business community outreach initiative to expand awareness and utilization of workforce information Web sites and resources by business and economic development associations, regional and local chambers of commerce, parent-teacher groups, and similar civic organizations.
- ▶ More aggressively raise awareness of all career information products, especially the Career Information System (CIS) and Countdown Web sites.
- ▶ Create and make available on-line e-learning application for Illinois' workforce and career information training modules (similar to Workforce ATM's LMI@Work) accessible to all partner agencies and stakeholders.
- ▶ Fully redesign and update the Job Outlook in Brief (English and Spanish language) and re-measure customer approval.
- ▶ Reorganize, redesign and update the Guides to Career Choices (English and Spanish) and reassess customer satisfaction.
- ▶ Alter plan for new parents' publication to shorten to brochure format and re-consult (field test) with sample audience prior to production and distribution.
- ▶ Expand and promote career information on nontraditional careers and accessibility issues.
- ▶ Develop and provide a recommended teaching approach for teachers and counselors to use when working with middle/junior high school and high school students.

Summary of customer satisfaction findings for the most recent survey of products and services and the effect those findings had on the planned products and services for PY'04 including how the plan addresses inadequacies or gaps identified by users.

For each of our principal customer groups - workforce investment boards (including internal customers and local staff of workforce agencies), employers, and individuals - activities during PY 04 will include: reexamination and redefinition of our customer

satisfaction assessment statement and objectives; enhancements to data collection technique(s); a research report with the compilation, analysis, and interpretation of the customer satisfaction and survey results; and, a final report based on our findings with analysis and recommendations. Additional activities will include: documentation of demand for our products and services, implementation of BLS and ETA recommended strategies, and continuous accountability monitoring.

Feedback collection techniques will include qualitative (comment) and quantitative (count) approaches and will also include all nine (9) LMI assessment attributes. The customer consultation methods we will use for conducting these studies include: focus groups, individual interviews, internet surveys, and handout and mail surveys. The following is a breakdown of the methods we will use and the information to be gathered.

- A. Conduct four (4) focus groups that will include:
 - ▶ Key stakeholders in the Illinois business community including leaders from State and Local Chambers of Commerce to ascertain the awareness level and use of our labor market information products;
 - ▶ Workforce investment board members and staff, business community leaders, and partners in the Governor's Opportunity Returns Economic Development Regions for the purpose of gleaning how effectively our labor market information is being utilized by these groups;
 - ▶ Counselors and students in the Chicago Public Schools who use our career information products to determine how they use our products for career exploration at the high school level; and
 - ▶ Counselors in the public schools (Statewide) who use our career information products with middle school students to ascertain how they use our products for career exploration.

- B. Conduct three or more directed interviews to solicit customer feedback on how they use our LMI products and services. The interviewees will include:
 - ▶ Front-line staff from for profit and government (non-profit) organizations who service business customers and individuals;
 - ▶ Individuals who visit the One Stop Centers; and
 - ▶ Employers who attend agency-sponsored conferences, workshops and seminars.

- C. Utilize internet surveys to solicit feedback regarding our LMI web site materials, our e-learning courses, and our general LMI products. Examine, expand and improve online surveys to derive more meaningful interpretations of the

information collected.

- D. Distribute handout evaluations to conference attendees and questionnaires and fax back surveys to customers receiving service or printed information through the toll-free assistance line. During the conduct of agency-sponsored conferences, we will provide evaluations that will target specific information regarding the use of our LMI materials. Detailed protocols will be developed for use by our Customer Services Team and Local Labor Market Economists in order to solicit feedback regarding the use of and satisfaction with workforce and career information Web sites and printed materials.

Funds leveraged or matched from funding sources other than these grant funds.

In support of the collection, analysis, and dissemination of Illinois labor market and career information products and services, over the last year, the IDES Economic Information and Analysis Division received funding from the US DOL Bureau of Labor Statistics, the US Department of Education, the US Bureau of the Census, the US Bureau of Transportation Statistics, and the Urban Institute. Grants and awards were also received from the Illinois Department of Commerce and Economic Opportunity, the Illinois State Board of Education, the Illinois Department of Human Services, the Illinois Community College Board, the Workforce Board of Metropolitan Chicago, and the University of Baltimore's Jacob France Institute. To the extent permitted by the grantors, all funds were used in coordination with ETA's One-Stop LMI grant to assist IDES in maintaining as well as developing and enhancing our labor market and career information products and services.

ILLINOIS DEPARTMENT OF EMPLOYMENT SECURITY
Economic Information and Analysis Division

ONE-STOP LMI GRANT
Work Plan Core Products and Services

July 1, 2004 through June 30, 2005

(1) Continue to populate the ALMIS Database with state data

Description

The ALMIS database supports informed job search, career choice, employer services, and access to education and training providers. It also facilitates the interstate exchange of data as states are required to adhere to the structure and coding standards established by the ALMIS Database Maintenance Consortium.

In addition to embedding lookup and crosswalk tables, Illinois will continue to update the ALMIS database using the latest state and local population, labor force, projections, wage, industry, training provider and administrative data. We will ensure the highest standard in data accuracy, consistency and database referential integrity through verification. Data from primary and secondary sources will be reformatted for strict adherence to the established database specifications. Appropriate statistical techniques will be utilized to analyze internal consistency and compatibility of data. We expect to complete conversion of the current database into the new ALMIS 2.3 format by June 2005. The new ALMIS database will serve as the foundation for a new version of our front-end system to be installed in October 2004 to disseminate core labor market information to users through our website: www.ILWorkInfo.com.

Illinois will continue to participate in the ALMIS Database Resource Center Consortium (formerly named the Database Maintenance Consortium), Structure Subcommittee and the Employer Database Steering Committee. The Structure Subcommittee meets to set standards and to resolve technical issues relating to special state needs and new programmatic requirements of the US Bureau of Labor Statistics and the Local Employment Dynamics program of the US Bureau of the Census. The Employer Database group works to ensure that One-Stop Career Centers are provided with employer names and address information to support job development and re-employment and job search activities.

Milestones

- ▶ Delivery of a finished database in the ALMIS 2.3 format in coordination with a parallel upgrade of the front-end system
- ▶ Installation and testing of the customization phase of a new version of the front-end application, Virtual Labor Market Information (VLMI); provide instructions to contractors to correct problems
- ▶ Continue participation in Consortium meetings and projects
- ▶ Continue participation in the VLMI user group meetings
- ▶ Continue to provide licensed occupations file to the National Crosswalk Service Center for display in the ACINET
- ▶ Continue update of all core tables required by the US Employment and Training Administration and other non-core tables as data becomes available.
- ▶ Continue to develop automated integration between federal/state statistical program processing systems and the ALMIS Database.
- ▶ Continue to provide data extracts and data verification services according to user or system specifications
- ▶ Continue to maintain communication and cooperation with the Illinois Skills Match (ISM) system/database administrator to monitor and ensure the proper interface of the ILWorkInfo and Illinois Skills Match web sites
- ▶ Continue to develop useful labor market information analysis tools and make them available on the Department intranet site

Principal Customers

State and Local Workforce Investment Boards, State departments and agencies, local economic development commissions, chambers of commerce, libraries, educational institutions, public utilities, business and labor as well as cities, counties, and other political subdivisions

Budget: \$198,778

Planned expenditures include project staff salary and benefits, support staff salary and benefits, allocated costs (rent, utilities, supplies), contractual employee, edp hardware.

(2) Produce and disseminate industry and occupational employment projections

Workplan

Construct County-level 1990-2003 NAICS-based industry employment series

08/31/04 Estimate ES202-based historical industry employment series

08/31/04 Investigate economic and non-economic code changes

- 09/30/04 Conduct outlier detection and apply adjustments
- 09/30/04 Develop and apply series for non-covered employment and special populations
- 10/15/04 Establish summability of the preliminary county-level to the preliminary state-level industry series and apply adjustments
- 10/30/04 Finalize revised county-level industry series
- 10/30/04 Construct Workforce Area industry series

Complete 2002-2012 Workforce Area Industry Projections

- 10/30/04 Finalize historical employment series
- 11/30/04 Estimate preliminary industry projections
- 12/15/04 Conduct review of industry projections
- 12/31/04 Finalize industry projections

Complete 2002-2012 Workforce Area Occupational Projections

- 11/15/04 Construct industry-based occupational staffing patterns for covered employment
- 11/30/04 Construct industry-based occupational staffing patterns for non-covered employment
- 12/15/04 Revise national input data
- 12/30/04 Revise occupational directory
- 01/31/05 Estimate preliminary occupational projections
- 02/15/05 Conduct review of occupational projections
- 02/28/05 Finalize occupational projections

Complete 2002-2012 Substate Industry and Occupational Projections (SEPS)

- 12/30/04 Construct industry and occupational input data files
- 01/31/05 Estimate preliminary industry projections
- 02/15/05 Conduct review of industry projections
- 02/28/05 Finalize industry projections
- 03/31/05 Estimate preliminary occupational projections
- 04/15/05 Conduct review of occupational projections
- 04/30/05 Finalize occupational projections

Complete 2004-2006 Statewide Industry Projections

- 02/28/05 Finalize historical employment series
- 03/31/05 Estimate preliminary industry projections
- 04/15/05 Conduct review of industry projections
- 04/30/05 Finalize industry projections

Complete 2004-2006 Statewide Occupational Projections

- 03/31/05 Construct industry/occupational staffing patterns for covered employment
- 03/31/05 Construct industry/occupational staffing patterns for non-covered employment
- 04/15/05 Revise national input data
- 04/15/05 Revise occupational directory
- 04/30/05 Estimate preliminary occupational projections
- 05/15/05 Conduct review of occupational projections
- 05/31/05 Finalize occupational projections

Schedule of Training

- Short-Term Industry Projections Software. The training session is tentatively scheduled for Spring 2005; Illinois will be a trainer as well as send staff to training.
- Short-Term Industry Projections Methodology. The training is tentatively scheduled for Spring 2005; Illinois staff will attend.
- Occupational Descriptor Software. The training is scheduled for October 2004; Illinois will be a trainer as well as send staff to training.
- Skills-Based Employment Projections software. The training is scheduled for October 2004; Illinois staff will attend.
- Occupational Projections Software. The training session is tentatively scheduled for Summer 2005; Illinois staff will attend.

Principal Customers

Staff (counselors, trainers, planners) and customers (UI claimants, dislocated workers) of One-Stop Career Centers, State agencies and organizations, private sector (training providers), employers, human resource managers, economic developers

Budget: \$352,638

Planned expenditures include project staff salary and benefits, support staff salary and benefits, allocated costs (rent, utilities, supplies), part-time consultant services, edp hardware and software, data subscription services, and in-state and out-of-state travel.

(3) Provide occupational and career information products for public use

Description

- A. Both on-line and in printed format, in both English and Spanish, deliver products and publications that enable customers to make informed career and occupational

decisions through providing analysis of employment trends, educational, training and skill requirements, short- and long-term employment projections, wages, career advancement opportunities, and labor market conditions with a demand-driven focus on major employing industries in the State. On-line products include the Career Information System (CIS), Career Click and Countdown. Examples of printed products include Guides to Career Choices, Guia para elegir carreras, Job Outlook in Brief (JOIB), Perspectiva de trabajo en breve para Illinois (PTBI), and promotional posters.

- B. Based upon feedback from the Illinois PTA, several Regional Superintendents of Education, and middle and high school guidance counselors, develop and introduce the new brochure Parents Pocket Guide to Careers.
- C. Through coordination and consultation with the Governor's Economic Development Plan, the Job Training Division of the Illinois Department of Commerce and Economic Opportunity, State WIB, and Local Workforce Investment Boards, conduct statewide industry-specific Job Vacancy Surveys (JVS). Produce reports for use by the State and Local WIBs and develop appropriate Web-based access.
- D. Continue to enhance, update, refine and promote Web sites (Workforce Info Center [WIC], LMI Source, Career Information System [CIS], Countdown, and Career Click) to improve the delivery of SOC-based occupational and career information and analysis tools to all stakeholders in the Illinois Workforce Development System.

Customer Support, Consultation and Satisfaction Assessment

Local economic development organizations and business leaders are finding that "lack of career awareness" is the most often cited cause for Critical Skill Shortages as deliberations proceed in each of the State's Economic Development Regions. This plan year we will continue to work with LWIBs and education institutions, especially the Workforce Boards of Metropolitan Chicago (WBMC) and Chicago Public Schools (CPS) to assess and enhance the core products and services described above. Activities this plan year will focus on Internet Web sites, the introduction of the new brochure Parents Pocket Guide to Careers, and the redesigned Job Outlook in Brief (JOIB) and Guides to Career Choices. In addition to the on-line feedback mechanisms that are available to customers, two focus groups (individuals) will be conducted to gather and analyze feedback on the career information Web sites and redesigned brochures; two focus groups (businesses and WIBs) will be conducted to gather and analyze feedback on WIC and JVS; and, customers of career information products (individuals) will be consulted via survey and interviews to solicit suggested enhancements. (See full

Customer Satisfaction section for full details.)

Supports the goals of the state's WIA/Wagner-Peyser Five Year Strategic Plan

The on-line resources that make up IDES' workforce and career information systems provide geographically-structured information to support the State Plan goals of economic self-sufficiency and business growth through informed economic decisions at the local level. It is the mission of IDES' workforce and career information system to establish and maintain a comprehensive and effective system for the analysis and dissemination of information that is accessible and responsive to all Illinoisans.

Principal Customers

Students, parents, teachers, counselors, education administrators, Governor's Economic Development Regions, State and Local Workforce Investment Boards, employers, business associations, local economic development commissions, chambers of commerce, libraries, labor organizations, other State departments and agencies.

Outcome/System Impact

During this plan year, we project our Web sites will average 75,000 unique visitors per month. The importance of this metric is as an indicator of access to career and labor market information. Students and job seekers need this information in order to set career paths, obtain appropriate training and achieve career success. Printed product distribution to customers should total: one million Guides to Career Choices; 150,000 Guia para elegir carreras; 300,000 JOIB; 10,000 PTBI; 250,000 bookmarks; and, 5,000 promotional posters.

Several of our primary customers (partner State agencies, Local WIBs, Community Colleges, and economic development commissions) have requested the JVS and identified it as a high priority of the Governor's Regional Economic Development Plan, Opportunity Returns. It is anticipated that successful results from the second JVS this plan year should produce necessary funding for additional surveys next year.

Milestones

September 2004	Web release of updated CIS
October 2004	Web release of updated JOIB
November 2004	Distribution of printed JOIB
December 2004	Distribution of Guides to Career Choices
January 2005	Distribution of Parent's Pocket Guide to Careers
February 2005	Distribution of Perspectiva de trabajo en breve para Illinois

March 2005 Distribution of Guias para elegir carreras
June 2005 Release of JVS Report

Budget: \$219,011

Planned expenditures include project staff salary and benefits, support staff salary and benefits, allocated costs (rent, utilities, supplies), part-time contractual employee, Spanish translation service, photo images, and printing.

(4) Ensure that workforce information and support required by state and local workforce investment boards are provided.

Description

- A. Continue to maintain, enhance, update, refine and promote the One Source portal page (www.ILWorkinfo.com) Web sites (Workforce Info Center [WIC], LMI Source, Career Information System [CIS], Countdown, and Career Click) to improve the delivery of SOC-based occupational and career information and analysis tools to all stakeholders in the Illinois Workforce Development System.

- B. Increase awareness of labor market, occupational, and career information availability via on-line applications, through presentations, orientations, exhibits, other capacity building exercises, and marketing efforts for all partner staff and stakeholders, especially employers and job seekers, in the Illinois Workforce Development System.

- C. With partner State agencies and appropriate committees of the State Workforce Investment Board, develop and deliver an Internet-based presentation vehicle for occupational supply-demand information and analysis.

Customer Support, Consultation and Satisfaction Assessment

Two focus groups (individuals) will primarily be asked for feedback on CIS and Countdown. And, two focus groups (businesses and WIBs) will be asked for feedback on the Workforce Info Center Web site, for input to additional tools and training options, and for suggested enhancements to existing systems. Customers of both career information products (individuals) and WIC (businesses and WIBs) will be consulted via surveys and interviews to solicit suggested new deliverables.

Supports the goals of the state's WIA/Wagner-Peyser Five Year Strategic Plan

The delivery strategies outlined above are in accordance with the State WIB plan to maintain the Illinois Employment and Training Centers (IETCs) as the One Stop customer access point for labor market and career information.

Principal Customers

State and Local Workforce Investment Boards, job seekers, students, employers, customers of the One-Stop Centers, business associations, labor organizations, local economic development entities, Chambers of Commerce, educational institutions, State agencies, and community-based organizations.

Outcome/System Impact

Consultation with customers during PY02 and PY03, especially committees and work groups of the Illinois WIB, made it clear that electronic delivery of data and analyses were paramount to the success of Illinois' economic and workforce development systems. To that end, activities planned for PY04 will deliver on priority requests, further investigate and refine plans for additional deliverables, and address the lack of customer awareness of available workforce tools.

Milestones

The Workforce Info Center and LMI Source Web sites are updated on an ongoing basis. Promotional efforts are scheduled throughout the year.

September 2004	Web release of updated CIS
September 2004	Web release and print distribution of Countdown Activity Book
October 2004	Web release of updated on-line tutorial for CIS
December 2004	Web release of updated Career Click

Budget: \$209,916

Planned expenditures include project staff salary and benefits, support staff salary and benefits, allocated costs (rent, utilities, supplies), part-time contractual employees, printing, and in-state and out-of-state travel.

(5) Maintain and enhance electronic state workforce information delivery systems.

Description

- A. Provide technical assistance and analytical support to the Illinois Workforce Investment Board and its Committees.

- B. Through coordinated marketing efforts, increase awareness of the types of information available via workforce information Web sites as well as how to

interpret that information in order to enhance the role of Local Workforce Investment Boards and One-Stops as local brokers/distributors of information and analysis.

- C. Compile and disseminate products and services organized by Economic Development Regions, Local Workforce Areas, and counties to aggressively expand available labor market and career information for Local Workforce Investment Boards and all partners as determined by the Illinois SWIB.
- D. Local Workforce Economists assist the Local Workforce Investment Boards in identifying their needs and providing localized technical assistance to meet those needs.

Customer Support, Consultation and Satisfaction Assessment

With regard to the delivery of data via the Web sites, on-line feedback mechanisms will be utilized to solicit customers input on both data and delivery mode. Core services described above will be assessed and improved during this plan year based upon recommendations of focus groups and directed interviews with two audiences of business and Local WIBs customers.

Supports the goals of the state's WIA/Wagner-Peyser Five Year Strategic Plan

To achieve the goal of timely, accurate and relevant information for economic development decisions at the local level, IDES' strategies include further improvement in the systematic provision of expanded geographic detail for various data series. This plan year IDES will build upon its relationship with the State WIB and DCEO to partner in the compilation and analysis of local workforce information in support of the Critical Skill Shortages Initiative (CSSI).

Principal Customers

State and Local Workforce Investment Boards, business associations, labor organizations, educational institutions, economic developers, Chambers of Commerce, and community-based organizations.

Outcome/System Impact

Workforce and labor market information can be significant tools in establishing the State and Local WIBs as the coordinators of critical economic and workforce development activities within their designated region(s). In addition, economic development partners in the Governor's Economic Development Plan, Opportunity Returns, and the Department of Commerce and Economic Opportunity's Critical Skills

Shortage Initiative will rely heavily on workforce and career information provided through these activities and technical assistance provided through the Local Workforce Economists.

Milestones

The deliverables related to this core service are frequently updated via the Web sites or are on-demand technical assistance and special projects that cannot be scheduled other than in terms such as "ongoing" or "monthly."

Budget: \$173,057

Planned expenditures include project staff salary and benefits, support staff salary and benefits, allocated costs (rent, utilities, supplies), part-time contractual employees, ALMIS database maintenance contract, edp software, and census CDs.

(6) Support state workforce information training activities.

Description

- A. Local Labor Market Economists assist the Local Workforce Investment Boards, staff from the Illinois Department of Commerce and Economic Opportunity, and other regional economic and workforce development partners through training and localized technical assistance to better compile and analyze regional labor market conditions and improve local workforce training outcomes.
- B. Provide training on the uses of workforce information products and on-line delivery vehicles (especially Illinois Workforce Info Center) to all partner staff in the Illinois Employment and Training Centers network (One-Stops).
- C. Build internal staff capacity to improve customer service to all stakeholders through skill improvement training such as that offered by ETA, BLS, NASWA, and the LMI Training Institute.
- D. Increase awareness of workforce information availability and uses, especially via on-line applications, through marketing and promotional activities, presentations, orientations, exhibits, and other capacity building exercises for all partner staff in the Illinois Workforce Development System. Develop and deliver on-line training program. Training will be modeled on the Workforce ATM's LMI@Work and consist of modules covering all aspects of the One Source Web site.

Customer Support, Consultation and Satisfaction Assessment

Training evaluations will be collected from participants at all major training events and compiled to solicit input and identify improvements to training content and delivery. In addition, two of the planned focus groups (businesses and WIBs) will be asked for feedback and suggestions on our new e-training delivery mode. (See full Customer Satisfaction section for additional details.)

Supports the goals of the state's WIA/Wagner-Peyser Five Year Strategic Plan

Customer feedback mechanisms have identified and the State WIB has recognized awareness and training to facilitate access to information necessary for informed career and economic decisions as critical to the success of the State's Workforce Investment Plan. To that end, the activities described above are designed to expand and enhance access to information for all citizens of Illinois.

Principal Customers

Local Workforce Investment Boards, State agencies, staff (counselors, trainers, planners) and customers (UI claimants, dislocated and underemployed workers) of the One-Stop Centers, students and their parents, education and training institutions.

Outcome/System Impact

Informed and improved decision-making by local, regional, and state stakeholders in the economic and workforce development system will: increase awareness by job seekers and students of educational and training requirements; encourage students to remain in school by establishing a meaningful link between education and future economic success; improve targeted education and training activities throughout the state, and thereby spur economic growth through better matching of employer needs to necessary supply of qualified applicants.

Milestones

November 2004	Staff training for Local Labor Market Economists, Workshop at Workforce Development Conference
March 2005	Staff training for Local Labor Market Economists and Governor's Economic Development Region staff
April 2005	Training for Local WIB and Governor's Economic Development Region staff
May 2005	Web launch of workforce and labor market information e-training program

Budget: \$448,324

Planned expenditures include project staff salary and benefits, support staff salary and benefits, allocated costs (rent, utilities, supplies), part-time contractual employee, edp hardware, registration and conference fees, training fees, and in-state and out-of-state travel.

(7) Customer Satisfaction

For each of our principal customer groups - workforce investment boards (including internal customers and local staff of workforce agencies), employers, and individuals - activities during PY'04 will include: re-examination and re-definition of our customer satisfaction assessment statement and objectives; enhancements to data collection technique(s); a research report with the compilation, analysis, and interpretation of the customer satisfaction and survey results; and, a final report based on our findings with analysis and recommendations. Additional activities will include: documentation of demand for our products and services, implementation of BLS and ETA recommended strategies, and continuous accountability monitoring.

Feedback collection techniques will include qualitative (comment) and quantitative (count) approaches and will also include all nine (9) LMI assessment attributes. The customer consultation methods we will use for conducting these studies include: focus groups, individual interviews, internet surveys, and handout and mail surveys. The following is a breakdown of the methods we will use and the information to be gathered.

A. Conduct four (4) focus groups that will include:

- Key stakeholders in the Illinois business community including leaders from State and Local Chambers of Commerce to ascertain the awareness level and use of our labor market information products;
- Workforce investment board members and staff, business community leaders, and partners in the Governor's Opportunity Returns Economic Development Regions for the purpose of gleaning how effectively our labor market information is being utilized by these groups;
- Counselors and students in the Chicago Public Schools who use our career information products to determine how they use our products for career exploration at the high school level; and
- Counselors in the Chicago Public Schools who use our career information products with middle school students to ascertain how they use our products for career exploration.

B. Conduct three or more directed interviews to solicit customer feedback on how they use our LMI products and services. The interviewees will include:

- Front-line staff from governmental agencies who service business customers and individuals;
- Individuals who visit the One Stop Centers; and
- Employers who attend agency-sponsored conferences, workshops and seminars.

C. Utilize internet surveys to solicit feedback regarding our LMI web site materials, our e-learning courses, and our general LMI products. Examine, expand and improve online surveys to derive more meaningful interpretations of the information collected.

D. Distribute handout evaluations to conference attendees and questionnaires and fax back surveys to customers receiving service or printed information through the toll-free assistance line. During the conduct of agency-sponsored conferences, we will provide evaluations that will target specific information regarding the use of our LMI materials. Detailed protocols will be developed for use by our Customer Services Team and Local Labor Market Economists in order to solicit feedback regarding the use of and satisfaction with workforce and career information Web sites and printed materials.

Budget: \$56,713

Planned expenditures include project staff salary and benefits, support staff salary and benefits, allocated costs (rent, utilities, supplies), contractual services, and in-state travel.

ILLINOIS DEPARTMENT OF EMPLOYMENT SECURITY
Economic Information and Analysis Division

**ONE-STOP LMI GRANT
Work Plan Budget Recap**

July 1, 2004 through June 30, 2005

PY'03 One-Stop LMI Grant Carry-in (estimated)	\$ 430,000
PY'04 One-Stop LMI Grant	\$1,228,437
Total Available	\$1,658,437

Break out of estimated PY'04 expenditures:

(1) ALMIS Database Structure	\$198,778
(2) Projections	\$352,638
(3) Occupational and Career Info	\$219,011
(4) State and Local WIBs	\$209,916
(5) Electronic Delivery	\$173,057
(6) Training	\$448,324
(7) Customer Satisfaction	\$56,713
Total	\$1,658,437