



ERNIE FLETCHER
GOVERNOR

EDUCATION CABINET
OFFICE OF EMPLOYMENT AND TRAINING
275 EAST MAIN STREET, 2W-B
FRANKFORT, KENTUCKY 40621
PHONE (502) 564-5331 FAX (502) 564-7452
www.des.ky.gov
www.kentucky.gov

VIRGINIA G. FOX
SECRETARY

PENNY R. SMITH, ED.D.
EXECUTIVE DIRECTOR

August 13, 2004

Ms. Helen Parker
Regional Administrator
U.S. Department of Labor
Employment and Training Administration
61 Forsyth Street, S.W., Room 6M12
Atlanta, Georgia 30303

Dear Ms. Parker:

We are pleased to present you with the Program Year (PY) 2004 Workforce Information Core Products and Services Grant Plan for the State of Kentucky. This plan has been prepared in accordance with the Training and Employment Guidance Letter No. 1-04. We are very pleased about the enhanced role for SWIBs in this planning process, and are excited about the opportunity to further broaden our scope to integrate a variety of workforce information products and better meet the data and analysis needs of our constituents.

Kentucky's recently seated governor, Ernie Fletcher, has reorganized the workforce agencies of state government so that all organizations that have oversight over the State Workforce Agency (SWA); State Workforce Investment Board (SWIB); and Local Workforce Investment Boards (LWIB) are now under the same administrative entity, the Office of Employment and Training (OET). OET staff, including the Director of the Kentucky Workforce Investment Board (KWIB), fully participated in the development of this plan. Additionally, the KWIB Business and Industry Committee, as well as the full KWIB membership, reviewed the draft plan and provided feedback regarding plan content at its August 12, 2004 meeting. Further, we can assure you that there will be active, ongoing collaboration between the SWA, SWIB, and LWIBs in Kentucky in PY 2004 and future years to improve the scope, sophistication and usefulness of our workforce information.

We are confident the PY 2004 Workforce Information Core Products and Services Grant funds will be used to develop the most responsive workforce information system possible, by cultivating activities that are customer-driven and focused.

If you have any questions or need additional information, please feel free to contact Carlos Cracraft at 502-564-7976. Thank you.

Sincerely,

Dr. Penny R. Smith
Executive Director

Sincerely,

Ken Oilschlager
Chair
Kentucky Workforce Investment
Board

**APPLICATION FOR
FEDERAL ASSISTANCE**

OMB Approval No. 0348-0043

		2. DATE SUBMITTED 08/13/2004	Applicant Identifier
1. TYPE OF SUBMISSION: Application <input type="checkbox"/> Construction <input checked="" type="checkbox"/> Non-Construction	Preapplication <input type="checkbox"/> Construction <input type="checkbox"/> Non-Construction	3. DATE RECEIVED BY STATE	State Application Identifier
		4. DATE RECEIVED BY FEDERAL AGENCY	Federal Identifier
5. APPLICANT INFORMATION			
Legal Name: Education Cabinet/Department for Workforce Investment		Organizational Unit: Office of Employment and Training	
Address (give city, county, State, and zip code): 275 East Main St. 2-WG Frankfort, KY 40621		Name and telephone number of person to be contacted on matters involving this application (give area code) Carlos Cracraft (502) 564-7976	
6. EMPLOYER IDENTIFICATION NUMBER (EIN): 6 1 0 6 0 0 4 3 9		7. TYPE OF APPLICANT: (enter appropriate letter in box) A	
8. TYPE OF APPLICATION: <input type="checkbox"/> New <input checked="" type="checkbox"/> Continuation <input type="checkbox"/> Revision If Revision, enter appropriate letter(s) in box(es) <input type="checkbox"/> <input type="checkbox"/> A. Increase Award B. Decrease Award C. Increase Duration D. Decrease Duration Other (specify): _____		A. State B. County C. Municipal D. Township E. Interstate F. Intermunicipal G. Special District H. Independent School Dist. I. State Controlled Institution of Higher Learning J. Private University K. Indian Tribe L. Individual M. Profit Organization N. Other (Specify) _____	
10. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER: TITLE: 17 - 207		9. NAME OF FEDERAL AGENCY: U. S. Department of Labor/Employment & Training Administration	
12. AREAS AFFECTED BY PROJECT (Cities, Counties, States, etc.): Statewide (All Congressional Districts)		11. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT: PY 2004 WORKFORCE INFORMATION CORE PRODUCTS AND SERVICES PLAN GRANT	
13. PROPOSED PROJECT		14. CONGRESSIONAL DISTRICTS OF:	
Start Date 07/01/04	Ending Date 06/30/05	a. Applicant Kentucky	b. Project Statewide-Kentucky
15. ESTIMATED FUNDING:		16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?	
a. Federal	\$574,973	a. YES. THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON: DATE 07/01/04 b. No. <input type="checkbox"/> PROGRAM IS NOT COVERED BY E. O. 12372 <input type="checkbox"/> OR PROGRAM HAS NOT BEEN SELECTED BY STATE FOR REVIEW	
b. Applicant	\$		
c. State	\$		
d. Local	\$		
e. Other	\$		
f. Program Income	\$		
g. TOTAL	\$574,973	17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT? <input type="checkbox"/> Yes If "Yes," attach an explanation. <input checked="" type="checkbox"/> No	
18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT, THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.			
a. Type Name of Authorized Representative Dr. Penny R. Smith		b. Title Executive Director	c. Telephone Number (502) 564-5331
d. Signature of Authorized Representative		e. Date Signed 08/13/2004	

SECTION A - BUDGET SUMMARY						
Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal Total (f)	Total (g)
1.		\$	\$	\$	\$	\$ -
2.						-
3.						-
4.						-
5. Totals		\$	\$	\$ -	\$	\$ -

SECTION B - BUDGET CATEGORIES						
6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)	
	(1)	(2)	(3)	(4)		
a. Personnel					\$ -	
b. Fringe Benefits					-	
c. Travel					-	
d. Equipment					-	
e. Supplies					-	
f. Contractual					-	
g. Construction					-	
h. Other					-	
i. Total Direct Charges (sum of 6a-6h)	\$ -	\$ -			-	
j. Indirect Charges					-	
k. TOTALS (sum of 6i and 6j)	\$ -	\$ -	\$ -	\$ -	\$ -	
7. Program Income						

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SECTION C - NON-FEDERAL RESOURCES				
(a) Grant Projects	(b) Applicant	(c) State	(d) Other Sources	(e) Total
8.				
9.				
10.				
11.				
12. TOTAL (sum of 8-11)				

SECTION D - FORECASTED CASH NEEDS					
	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$ 574,973	\$ 143,743	\$ 143,743	\$ 143,743	\$ 143,744
14. Non-Federal					
15. TOTAL (sum of lines 13 and 14)	\$ 574,973	\$ 143,743	\$ 143,743	\$ 143,743	\$ 143,744

SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT				
(a) Grant Program	FUTURE FUNDING PERIODS (Years)			
	(b) First	(c) Second	(d) Third	(e) Forth
16.	\$ -	\$ -	\$ -	\$ -
17.				
18.				
19.				
20. TOTAL (Sum of lines 16-19)	\$ -	\$ -	\$ -	\$ -

SECTION F - OTHER BUDGET INFORMATION	
21. Direct Charges	22. Indirect Chareges:
23. Remarks:	

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KENTUCKY

WORKFORCE INFORMATION CORE PRODUCTS AND SERVICES PLAN

FOR PROGRAM YEAR 2004

JULY 1, 2004 TO JUNE 30, 2005

In response to Training and Employment Guidance Letter (TEGL) No. 1-04, Kentucky's Office of Employment and Training (OET) submits the following work plan for PY 2004. This proposed plan is arranged in three sections. Section A describes the statewide workforce information system, including the role of the Kentucky Workforce Investment Board (KWIB). Section B describes the approach for developing the products and services stipulated in the TEGL. Section C presents a description of the strategy to be employed for consulting with customers and for assessing customer satisfaction with state produced workforce information.

Section A: Statewide Workforce Information System

The overarching theme throughout TEGL No. 1-04 demands strong cooperation between state workforce agencies (SWAs), state workforce investment boards (SWIBs) and local workforce investment boards (LWIBs) to improve the scope and sophistication of workforce information to satisfy a more demanding audience of consumers. Kentucky's recently seated governor, Ernie Fletcher, has reorganized the workforce agencies of state government so that all organizations that have oversight over the three above groups are now under the same administrative entity, the Office of Employment and Training (OET). As a result, there will be a continual working level of coordination between the SWIB, LWIBs, and the SWA in Kentucky in PY 2004, and future years.

In accordance with Section 309(e) of the Workforce Investment Act (WIA), the Kentucky Office of Employment and Training (OET) is the Governor's designated agency responsible for the overall management of the Employment Statistics/Workforce Information Program in Kentucky. The Research and Statistics Branch within the OET is responsible for developing and maintaining a comprehensive system of labor market and workforce data for Kentucky. A wide range of products is generated through the Bureau of Labor Statistics (BLS) sponsored products. In addition, Kentucky expects to deliver additional information planned around customer needs and feedback through this Workforce Information Core Products and Services grant. The Core Products listed in Section B outline Kentucky's commitment to provide quality information to all customers of the Workforce Information System. Principal customer groups served under this grant include employers, Workforce Investment Boards, trainers/educators, students, economic developers, job seekers, and governmental agencies.

Representatives from both the SWA and the Kentucky Workforce Investment Board (KWIB) participated in the full development of this plan. Both groups were represented at all meetings, work assignments, and final reviews. In addition, the Business and Industry

Committee of the KWIB reviewed the final draft and its feedback was included in this final plan. The Executive Director of the KWIB actively participated in the development of all six of the core products on behalf of the board, but had greater input into core products 3 through 6. The KWIB's participation not only included the development of the work plan, but also input into the funding allocations for the core products.

The following describes TEGL No. 1-04 points of emphasis:

- *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:*
The Research and Statistics Branch will maintain active consultation on Workforce Information issues with State and Local WIA professionals and board members, including discussions at quarterly meetings of the KWIB's Business and Industry committee. Also, regular exchanges of ideas between users and suppliers of workforce information will occur through meetings, demonstrations, focus groups, and conferences. Often workforce information depicts complex conditions subject to interpretation. Therefore, training will be made available to improve the technical skills of SWA staff. The next level of training will be for our customer groups to ensure that they are equipped to make better use of workforce information.
- *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:*
The most recent strategic five-year Workforce Investment Act/Wagner-Peyser Act plan was reviewed in developing the workforce information system planned activities for Program Year 2004. The goals listed in this plan are: (1) *refocus workforce and economic development efforts through a commitment to a comprehensive strategic plan that addresses customer needs;* This PY 2004 Workforce Information Core Products and Services Grant plan depicts a workforce information system consisting of strategic partnerships and new business models to meet the growing and changing demands of all customer groups. And; (2) *redesign an effective universal structure and service delivery system that is accessible to all through proven re-engineering techniques and deployment of cutting-edge information technology.* This PY 2004 plan addresses the power of information technology and dissemination of data in a profound manner. Various combinations of communications and outreach strategies are a vital part of this plan and the overall emphasis that is to be placed on marketing/consumer research.
- *How the grant activities are consistent with the strategic vision of the Governor and the SWIB:*
The most recent Strategic Plan (2004-2008) of the Kentucky Workforce Investment Board (WIB) was utilized in developing the employment statistics/workforce information system planned activities for Program Year 2004. This plan identifies four strategic issues that must be addressed to create a competitive economic development and workforce advantage: awareness, access, alignment, and accountability. Increasing awareness and ease of access to information will be

addressed in this Workforce Information and Core Products and Services Grant plan. One major goal in the KWIB strategic plan is “to enhance the comprehensive workforce information system...through an intelligent, future oriented approach”. Objectives under this goal include: 1) To identify supply and demand needs on an ongoing basis; 2) To enhance and promote Kentucky’s workforce information system; and 3) To gather up-to-date information (not available through formal data collection systems) through enhanced environmental scanning. Additionally, The KWIB has a particular interest in the Local Employment Dynamics (LED) project, and its greater integration with **Workforce Kentucky**. These goals are also consistent with the Governor’s goal to create a business friendly environment that allows for business growth, job creation and retention, and the education of our students and workforce. Access to good workforce and economic information is critical to supporting this business growth.

- *The strategy of the SWA and the SWIB for consulting with local workforce investment boards and stakeholders in the workforce investment system to determine customer needs for workforce information:*

Although Kentucky has made significant progress over the past several years in enhancing its workforce information (WFI) system, a steering committee of various stakeholders and users will be formed to assist in taking this system to the next level. A successful workforce information system of the future will require strategic partnerships and new business models in order to meet the growing and changing demands of information consumers. This steering committee will work under the direction/guidance of the standing KWIB Business and Industry Committee. This WFI steering committee will consist of professionals in such fields as: education, government, marketing, economics, business, WIA, technology, etc. One of the goals of the WFI steering committee will be to identify and create strategies to fill gaps in workforce information. Another goal will be to provide guidance on developing an integrated workforce information system that efficiently provides quality information that its customers can easily access and use to make informed choices.

- *The broad strategic approach for workforce information delivery to principal customers:*

Information product and service delivery will be facilitated through a wide range of printed publications, in addition to the in-depth, web-based **Workforce Kentucky** system. Also, regular exchanges of ideas between users and suppliers of labor market and workforce information will occur through meetings, demonstrations, and conferences. During these public venue encounters, if a user of workforce information raises an issue that cannot be answered at that time, they will receive a response via e-mail, phone call, or written correspondence when an answer becomes available. Further, more careful attention will be given to preparing and editing products that will enhance usability.

- *How workforce information and services are delivered as core services to customers through the state’s One-Stop delivery system:*

The SWA field office staff that often serves customers directly will be supported in various ways. The Research and Statistics Branch will serve as consultants and experts that can assist the field staff in the dissemination of the products and services.

The Research and Statistics staff will attend meetings sponsored by the One-Stop agencies to meet with customer groups and provide information on products and services developed from the core services. Also, a “share best practices” view will be investigated to adopt and modify customer-responsive products and services that are successful in other states.

- *A description of the customer consultation and satisfaction assessment method(s) to be used to collect and interpret customer satisfaction information and the principal customers to be consulted:*

See Section C of this plan for a detailed description of the strategy to be employed for consulting with customers and for assessing customer satisfaction with state produced workforce information.

- *Identify funds leveraged or matched from funding sources other than these grant funds and how these funds will enhance delivery of products and services as part of the state’s workforce information system:*

Fees-for-service, contract work, and the pursuit of competitive grants are potential ways for attracting new business and meeting demands above and beyond what standard funding permits. However, since the Kentucky agency has approximately 1½ years of surplus funds pertaining to this grant, it is not anticipated that any of the above suggested activities will take place in PY 2004.

Several other projects that we expect to leverage with these funds include America’s Career Resource Network (ACRN) funds through the Office of Career and Technical Education, the Economic Development Cabinet’s Economic Development Information System (EDIS), and the update of an LMI survey that was conducted by the University of Kentucky and University of Louisville using WIA Governor’s Reserve Funds.

In summary, the PY 2004 Workforce Information Core Products and Services Grant funds will be used to develop the most responsive workforce information system possible, by cultivating activities that are customer-driven and focused.

Section B: Core Products and Services

1. **Continue to populate the ALMIS database with state data.**

The population of the ALMIS Database will continue during PY 2004-2005 with the goal of populating all the tables necessary to maintain the labor market and career information required to support the uses of **Workforce Kentucky**, Kentucky’s workforce information delivery system.

Kentucky will also continue to use the InfoUSA, Inc. Employer Database to provide customers with employer information. All InfoUSA Employer Database updates will be incorporated into Kentucky’s ALMIS Database. This data is accessible to the public through the **Workforce Kentucky** website.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
Occupational licensing data	Deliverable	Carryover from PY 2003, Completed by December 2004	All
Routine data updates	Data Update	Ongoing	All
Addition of historical data and expansion of available data series	Data Update	Ongoing	All
Incorporate InfoUSA, Inc. Employer Database updates into ALMIS Employer Database	Data Update	Ongoing	All
Provide public electronic access to the Employer Database	Information Delivery	Ongoing	All
Occupational and industry projections 2002-2012	Data Update	Completed by August, 2004	All
Occupational and industry projections 2003-2005	Data Update	Completed by August, 2004	All

Estimated Cost: \$95,693

2. Produce and disseminate industry and occupational employment projections.

In PY 2004-2005 Kentucky plans to complete the publication for the last round of projections (statewide 2002-2012) and distribute them on **Workforce Kentucky**, in printed format, and on business card CD. We also plan to complete statewide short-term industry and occupational projections to 2005 using 2003 as a base, and produce statewide short-term projections to 2006 using 2004 as a base. Before short-term projections can be completed for the 2004 to 2006 period short-term industry forecasts must be obtained from the University of Kentucky and University of Louisville. We also plan to break out our NAICS time series, 1990 to present, by ADD so the next time we produce sub-state projections, which will be for the period 2004 to 2014, we will have this data already available.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
Break out time series based on NAICS codes, 1990 to current - ADD	Data Development	Carryover from PY 2003 Completed by June 2005	N/A
Develop short-term industry projections using 2003 as a base year- statewide	Data Development/ Analysis	Carryover from PY 2003 Completed by August 2004	All

* Principal Customers: (1) Employers (2) Workforce Investment Boards (WIB) (3) Trainers/Educators (4) Students (5) Economic Developers (6) Job Seekers (7) Governmental Agencies

Develop short-term occupational projections using the MicroMatrix system using 2003 as a base year- statewide	Data Development/ Analysis	Carryover from PY2003 Completed by August 2004	All
Submit ETA file to Projections Consortium (2003-2005)	Deliverable	Completed by July 31, 2004	All
Obtain data from UK/UofL for 2004 industry forecasts	Data Development	Completed by April 2005	N/A
Develop short-term industry projections using 2004 as a base year- statewide	Data Development/ Analysis	Completed by May 2005	All
Develop short-term occupational projections using MicroMatrix system (2004-2006) - statewide	Data Development/ Analysis	Completed by June 30, 2005	All
Submit ETA file to Projections Consortium (2004-2006)	Deliverable	Completed by June 30, 2005	All

Estimated Cost: \$96,469

3. Provide occupational and career information products for public use.

Kentucky will continue to release both paper and electronic publications detailing various data pertaining to the state economy and workforce.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
<i>Occupational Outlook to 2012 - statewide</i>	Paper and Electronic Publication	Completed by August 2004	1,2,3,4,6,7
Kentucky Career Profiles (with updates to NAICS and SOC)	Paper and Electronic Publication	Carryover from PY 2003 Completed by Sept. 2004	1,2,3,4,6,7
Kentucky Career Outlook Kit	Electronic Publication	Completed by October 2004	1,2,3,4,6,7
Update Benefits Survey (UK/UofL)	Data Development	Completed by June 2005	1,2,5,6
Update Underemployment Survey (UK/UofL)	Data Development	Completed by June 2005	2,5,7
Identify skill sets needed by employers in targeted industries/clusters	Data Development/ Information Delivery	Completed by June 2005	All

Estimated Cost: \$48,921

* Principal Customers: (1) Employers (2) Workforce Investment Boards (WIB) (3) Trainers/Educators (4) Students (5) Economic Developers (6) Job Seekers (7) Governmental Agencies

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

Kentucky will continue to provide various types of information products that are useful to Workforce Investment Boards, employers, and other agencies. We plan to enhance our current publications to make them more useful and appealing to our customers. We will continue to refine and review our existing list of publications to see what other products will be valuable to our customers. All of our publications will be made available on our website. We will also make our publications available on business card CDs, and paper copies as requested.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
Kentucky Population and Labor Force Data by County Aggregated by Sex and Race publication (Hard copies and on Workforce Kentucky)	Data Development/ Analysis	Completed by Dec. 2004	1,3,5
<i>2005 Kentucky Labor Market Information Directory</i> (Hard Copies and Business Card CD)	Information Delivery	Completed by Nov. 2004	All
Modernize and enhance <i>Kentucky Labor Market Information Newsletter</i>	Analysis/ Information Delivery	Ongoing	All
Develop 2004 occupational wage data by NAICS sectors for Kentucky and 14 ADDs	Data Development/ Information Delivery	Completed by August 2004 (Added to ALMIS database)	All
Update 2004 occupational wage data for Kentucky and 14 ADDs, and 10 WIBs across industries and by NAICS sectors with new panel data	Data Development/ Information Delivery	Completed by October 2004 (Added to ALMIS database)	All
Publish 2004 occupational wage tables for Kentucky and 14 ADDs, and 10 WIBs (Available in .pdf format on web and by demand)	Information Delivery	Completed by Nov. 2004	All
Develop 2005 occupational wage data for Kentucky and 14 ADDs, and 10 WIBs across industries and by NAICS sectors	Data Development/ Information Delivery	Completed by May 2005 (Added to ALMIS database)	All
Publish updated 2005 occupational wage tables for Kentucky and 14 ADDs, and 10 WIBs (Available in .pdf format on web and by demand)	Information Delivery	Completed by June 2005	All

* Principal Customers: **(1)** Employers **(2)** Workforce Investment Boards (WIB) **(3)** Trainers/Educators **(4)** Students **(5)** Economic Developers **(6)** Job Seekers **(7)** Governmental Agencies

Publish Kentucky Quarterly Workforce Indicators (QWI) LED data by linking to Census website and/or customizing data for Kentucky website	Data Development/ Information Delivery	Completed by October 2004	All
Develop LED reports based on existing Census templates	Data Development/ Information Delivery	Ongoing	All
Marketing of LED data to various customer groups with presentations, brochures, and articles published on Workforce Kentucky	Information Delivery	Ongoing, beginning November 2004	All
Submit required LED quarterly employer and employee data files to U. S. Census Bureau	Data Development/ Deliverable	Completed by: Sept. 15, 2004–1 st qtr 2004 Dec. 15, 2004– 2 nd qtr 2004 March 15, 2005– 3 rd qtr 2004 June 15, 2005– 4 th qtr 2004	N/A
Develop GEO coded data for employers with employment greater than 250	Data Development	Completed by January 2005	All
Identify and create strategies to fill gaps in workforce information	Analysis/ Data Development	Ongoing	All

Estimated Cost: \$111,728

5. Maintain and enhance electronic state workforce information delivery system.

Kentucky will strive to release as much statistical data and as many publications as possible through the new internet delivery system, **Workforce Kentucky**. Kentucky will also work to enhance the web site.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
Upgrade to Workforce Informer Version 2.1	System Update	Carryover from PY 2003, Completed by August 2004	N/A
Upgrade to Workforce Informer Version 2.2	System Update	Completed by Nov. 2004	N/A
Upload various publications to Workforce Kentucky web site	Information Delivery	Ongoing	All
Develop articles and content for web site portal pages	Information Delivery	Ongoing	All

* Principal Customers: (1) Employers (2) Workforce Investment Boards (WIB) (3) Trainers/Educators (4) Students (5) Economic Developers (6) Job Seekers (7) Governmental Agencies

Maintain the code and structure of the web site with cooperation of the vendor (Ciber)	Maintenance	As needed	All
Unemployment Insurance data reports	Information Delivery	Monthly	All
Site layout and design	Information Delivery	As needed	All
Investigate adding portal for local Workforce Investment Board web sites	Enhancement	PY 2004-2005	All

Estimated Cost: \$95,417

6. Support state workforce information training activities.

We will continue to train both LMI personnel and users of LMI through a variety of training opportunities that are designed for different customer groups.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
Attend the LMI Institute Training	Training	Continuing process as classes are offered	N/A
Attend projections training	Training	Continuing process as training is offered	N/A
Conduct training sessions for users of LMI through seminars, workshops, and internet	Training	Continuing process as training is requested/offered	All
Provide technical assistance as needed	Training	Ongoing	All
Send an analyst to Local Employment Dynamics (LED) training on the Quarterly Workforce Indicators (QWI's)	Training	Completed by Sept. 2004	N/A

Estimated Cost: \$48,040

Section C: Consultation and Customer Satisfaction Assessment

Kentucky's Office of Employment and Training recognizes the importance of customer satisfaction assessment and its role in improving current products and services. One of the main tools for assessment is through personal interaction with customers. The Research and Statistics Branch realizes the necessity of being pro-active with clients of the Workforce Information system. During PY 2004, the Office of Employment and Training will intensify efforts to consult with customers about the usefulness of the information currently produced

* Principal Customers: (1) Employers (2) Workforce Investment Boards (WIB) (3) Trainers/Educators (4) Students (5) Economic Developers (6) Job Seekers (7) Governmental Agencies 9

and disseminated. Staff will make more LMI presentations before Local WIB staff, Employment Security local office staff, along with additional customers. In addition, both group and customized training on the **Workforce Kentucky** web site will be offered to various customer groups.

There are several very easy options on Kentucky's information delivery system, **Workforce Kentucky**, for customers to make contact with the Research and Statistics Branch. There is a "Feedback" option that allows users to submit questions or comments. Also, there is a "Help" option that provides an 800 phone number where customers can reach a staff person.

Web Trends software is being used to track customer usage of the LMI web site, **Workforce Kentucky**. These amounts will be tracked over time to determine the usage of various pieces of available data and information. Additionally, we would like to develop an online survey accessible in **Workforce Kentucky** to gather further information about our customers.

It is anticipated that Kentucky's Research and Statistics staff can employ an additional individual in PY 2004 whose primary duties involve interacting with the many varied Workforce Information customers. This individual's responsibilities would consist of marketing current products and services along with gleaning information on areas needing more detailed attention.

The Research and Statistics Branch recognizes that the workforce information system of the future will require strategic partnerships and new business models in order to meet the growing and changing demands of information consumers. PY 2004 plans include contracting with economic and research departments at state universities to add capacity and capability to provide timelier and more customized responses for targeted user groups. It may also include contracting project work with private firms (through an RFP process) for services not available through state universities.

Due to limited staff resources, Kentucky also hopes to enter into partnerships with area universities to create internship opportunities for graduate students who would work with the professional Labor Market/Workforce Information staff. While this approach provides much needed help for the agency, it also serves to create a better connection to the university-trained, entry-level professionals to possibly work in the state's workforce development system after graduation.

Estimated Cost: \$78,705

Total Grant: \$574,973