

Nevada
Annual Plan Narrative
For
U.S. DOL Employment and Training Administration (ETA)
07/01/04 – 12/31/05

Nevada Workforce Information System

Job growth in Nevada has once again reached the levels experienced prior to the 2001 economic downturn and September 11. By June 2004, annual job growth was expanding at well over 4 percent in many areas of the State and exceptionally strong population increases continue. Nevada's economy, though diversifying, continues to be concentrated in the tourism industries. Job openings in the gaming industry, retail sales, and hotels dominate the labor market. However, there are many other high demand jobs such as nurses, construction trades, landscaping, automotive service and medical assistants that tend to require significant training. In an attempt to improve Nevada's dynamic labor market, Nevada's Workforce Investment System is committed to providing workforce information that meets the needs of businesses and job seekers.

To insure that Nevada's Workforce Investment System provides customers truly demand driven workforce information we are expanding the role of the Workforce Information Committee of the State Workforce Investment Board (SWIB). The Committee will be made up of members from business, state and local workforce professionals, and others as directed by the SWIB. The Committee will be the vehicle to carry on a dialog and provide direction for the Workforce Information System.

The State Workforce Investment System directly supports the Workforce Investment Act (WIA) State Unified Plan. It is a component of the social service system that enables, motivates and rewards self-sufficiency by providing current workforce information to customers. This effort also meets the goal of encouraging and supporting economic development. In addition, America's Labor Market Information System (ALMIS) Database and the web delivery of workforce information also address the state goal to maximize the use of the Internet and other technology to make government more accessible and economical. This effort will provide more responsive and efficient services through the use of technology.

The Department of Employment, Training and Rehabilitation's (DETR) vision is consistent with the Governor's and SWIB's vision. The plans stress the goals of improving the quality of Nevada's workforce, meeting the needs of employers, enhancing Nevada's workforce competitiveness for improvement of economic development, increasing occupational skill attainment of job seekers and insuring increased self-sufficiency of the workforce. Our main goal is to, "make the Workforce Information System the first choice for all employers and job seekers in Nevada."

The DETR Research and Analysis Bureau (R&A) has been assigned the roll of managing the Nevada Workforce Information System under section 309 of the Workforce Investment Act of 1998 by the Governor. R&A is charged with maintaining communication with, and receiving input from the SWIB to help define the direction and content of the Workforce Information System. To facilitate that responsibility, R&A has assigned an economist to each of Nevada's two local workforce boards (LWIBs). The economist participates in all board meetings and also attends appropriate committee meetings. The R&A Bureau's Chief Economist serves at the call of the SWIB and is staff for the Workforce Information Committee. Ongoing dialog is maintained with the state chair and board members and Workforce Information System reports are provided at each SWIB meeting.

In addition, R&A provides workforce information training for local board staff and Nevada JobConnect staff in the One-Stop Centers. During this training a dialog provides input on strengths and weaknesses of the information available through the Workforce Information System. In working with the state and local boards, R&A is striving to meet the needs of those in the WIA partnership.

The Nevada Workforce Investment System is designed to promote comprehensive delivery of workforce information for all Nevadans and other interested parties who need to make informed decisions about the workplace.

The primary means of information delivery for the Nevada Workforce Information System is through the Internet based Workforce Informer and the Nevada Career Information System (NCIS). The Workforce Informer is a cutting edge tool developed by a group of states to provide a very effective method of delivery of the wide-ranging sources of workforce information. NCIS is an advanced career guidance system that provides extensive occupational information, career and education information, and a wide-ranging inventory of other decision-making tools. Nevada customers may access workforce information through numerous Nevada JobConnect (One-Stop) Centers. Resource centers in these offices provide Internet access to the Workforce Informer. Interviewers and counselors also provide NCIS information to customers.

However, personal computer-based systems cannot fill the needs of all customers. R&A's labor market analysts provide personalized and localized information, as needed, to all Nevadans on a one-to-one basis via personal contact, telephone, or written correspondence. Nevada JobConnect customers are regularly referred to Bureau analysts for more intensive assistance. There is also a wide variety of print media that compliments the online delivery of information.

WIA customer consultation and satisfaction will continue to be measured in several ways:

1. WIA customers will provide input on their needs and the satisfaction of information through the participation in the SWIB Workforce Information Committee;
2. Customer satisfaction will be measured through Internet usage metrics and e-mail communication;

3. Feedback and evaluation from those attending training and informational session will be used to evaluate workforce information and provide direction to product development;
4. Annual user surveys will be conducted with local Chambers of Commerce, Economic Development agencies and others to determine the effectiveness of the Nevada Workforce Information System.

Recent user metrics from customers utilizing the Workforce Informer Internet site and the NCIS site have shown significant increases. Other customer satisfaction measurement tools are employed to evaluate the NCIS product. Each year customers are queried with a mail survey asking questions about the usefulness of the product and services provided. They are asked to provide comments on ways to improve the system. During the most recent satisfaction survey numerous responses were received. Comments included: "Simplify the wording of the information and make it easier to read for middle school students;" Increase the Job Search Interview question section;" "provide more training, increase the public awareness" and "very easy to generate a resume - I would like an exportable .doc to edit". All of these issues were reviewed and actions were taken to address each area of user feedback.

The NCIS component of the Workforce Information System is supported by several funding sources. The primary source is the Nevada Career Enhancement Program (CEP). CEP is a State sponsored job training program funded by a .05% tax on Nevada employers rolled into their Unemployment Insurance contribution. Other funding sources are the United State Department of Labor/Employment and Training Administration (ETA) and the United States Department of Education/America's Career Resource Network (ACRN).

Products and Services

- **Continue to populate the ALMIS Database with State data.**

The ALMIS Database serves as a standardized database repository and provides the foundation for several applications at the local, state and national levels. The ALMIS database will be populated, maintained and updated as new data becomes available. Nevada has converted to the most recent version 2.2. Research continues on the quality of the State and area North American Industry Classification System (NAICS) historical industrial employment series. The ALMIS Database is operated in the Microsoft SQL Server environment.

Nevada staff will continue to participate in the National Training Support Center offerings for ALMIS database training. Staff will participate in the ALMIS Database Workgroup to the fullest extent possible. R&A will also provide guidance and training to database users as necessary.

Nevada will provide licensed occupational information to the America's Career Information Network (ACINet) project as required by ETA. Nevada will survey the

regulatory entities that oversee the licensing process of businesses and occupations. In addition to the ACINet, this information is used in the Nevada Career Information System (NCIS), to update occupational criteria.

Nevada does not conduct any ALMIS database customer evaluation or satisfaction survey outside of the Bureau. Analysts within R&A provide positive feedback on its ease of use and availability.

These activities directly support the Wagner Peyser/WIA State Unified Plan by providing a component of a social service system that enables, motivates and rewards self-sufficiency by providing current workforce information to customers. This effort also meets the goal of encouraging and supporting economic development. In addition, the ALMIS Database addresses the State goal to maximize the use of the Internet and other technology to make government more accessible and more economical. This effort will provide more responsive and efficient services through the use of technology.

Customers include business, jobseekers, state and local workforce boards, educators, researchers, economic developers and other government entities.

The ALMIS Database serves as the foundation to provide standardized access to Workforce Information System tools for all users, not only those in Nevada but other states as well. The system is more accessible, efficient and effective with the utilization of the Database.

Timeline:

07/01/04 – 12/31/05 On-going maintenance/enhancements and updates of weekly, monthly, quarterly, semi-annual, and annual data. Conversion to the most recent version when released by the ALMIS Database Consortium. In addition, we will conduct an annual licensed occupation survey with Nevada occupational licensing entities.

Estimated Cost: \$35,000

For the operation, maintenance, and training of users of the ALMIS Database and the conduct, publishing and submission of the licensed occupational survey.

- **Produce and disseminate industry and occupational employment projections.**

Nevada will produce NAICS based long-term industry projections for Nevada, and at a minimum, sub-state areas including Las Vegas MSA, Reno MSA, and the Balance-of-State. Additional sub-state areas may be provided when research indicates that the data is reliable and statistically sound. Information will be completed and submitted as directed by the ETA sponsored Projections Workgroup. Nevada analysts are utilizing the projections tools provided by the Projections Workgroup.

Specific industrial employment projections for the 2002-2012 period will be produced for the areas. Long-term industry control files will be constructed at the 4-digit NAICS level.

The Statewide short-term industry forecasts for the 2004-2006 period will be estimated at the 3-digit NAICS level. Nevada will begin new research and investigate the feasibility of sub-state short-term industry forecasts.

Industry/occupational staffing patterns will be estimated using the newly re-engineered MicroMatrix system provided by the Projections Workgroup. Research will continue utilizing the North Carolina/ETA sponsored Estimate Delivery System (EDS) for producing new and specific localized occupational/wage information. At the minimum, Long-Term occupational projections (2002-2012) will be produced for Statewide, Reno MSA, Las Vegas MSA, and the Balance of State areas. Other localized areas will be assessed based on statistical reliability and customer needs.

Short-term occupational projections (2004-2006) will be run for the State. Extensive research will continue to determine the feasibility and statistical viability of more localized short-term area projections. Short-term projections will be updated at least annually using the most recent information available.

Statistically viable statewide and area estimates will be calculated and submitted for dissemination as instructed by the Projections Workgroup. The ALMIS Database will be updated with projections information as it becomes available. R&A staff will continue to attend new projections training as it is made available.

Additionally, in a cooperating effort with the ETA sponsored Projections Workgroup, Nevada will continue to provide trainers for projections classes. R&A staff will also continue to participate in the Projections Workgroup and the Projections Managing Partnership.

In addressing customer support and satisfaction Nevada will respond to customer inquiries including business, jobs seekers, researchers and those in the academic community. R&A will strive to provide new and innovative projection products, based on direct customer inquiry and interest.

Projections activity directly supports the Wagner Peyser/WIA State Unified Plan by providing a component of a social service system that enables, motivates and rewards self-sufficiency by providing current workforce information to customers. This effort also meets the goal of encouraging and supporting economic development. In addition, use of the Projections System also addresses the state goal to maximize the use of the Internet and other technology to make government more accessible and more economical. This effort will provide more responsive and efficient services through the use of technology.

Analysts and researchers in various arenas use data from the projections process in its MicroMatrix report form and from other data venues available on the Workforce Informer Internet tool. Other users such as LWIBs review the data to evaluate occupational needs. Staff has an open dialog with workforce professionals to direct, develop, and target further analysis and information to meet customer needs. Customers at the Nevada JobConnect (One-Stop) Centers will have access to the projections information via the Workforce Informer Internet site and the NCIS. Projections information will be updated in the ALMIS database. It will also be provided to the Projections Workgroup to be included in the national projections Internet site.

This information will provide a starting point to base decisions on occupational program content and objectives. The projections will provide the LWIBs and other workforce information customers the basis to make informed decisions for their programs and career direction. Specific industry/occupational analysis, demand occupations, skills assessment, and educational requirements are provided under other core components in this grant.

Timeline:

07/01/04 – 12/31/05 Calculate, analyze, and distribute area long-term projections for 2002 – 2012.

01/01/05 – 12/31/05 Recalculate statewide long-term projections based on a 2003 and 2004 base year.

07/01/04 – 12/31/05 Estimate and distribute Statewide short-term 2004 – 2006 forecasts on an annual basis.

07/01/04 – 06/30/05 Continue to evaluate historical NAICS data and evaluate for projection purposes in preparation for additional 2002 – 2012 long-term cycle updates and 2004-2006 short-term forecasts.

Estimated Costs: \$124,000

To provide long-term/short-term projections and conduct basic analysis and review.

- **Provide occupational and career information products for public use.**

Nevada will continue to provide customer oriented occupational and career information products. The occupational data will be presented using the most current Standard Occupational Classification (SOC) definitions available. Every attempt will be made to make the information timely, accurate, and geographically pertinent for various customers.

In an effort to provide improved informational resources, Nevada will join the Local Employment Dynamics (LED) program. This collaborative program between the Census Bureau, Social Security Administration and various states goes a long way to provide new and exciting localized information that has been unavailable to workforce information customers. The LED Program at the Census Bureau, together

with its state partners provides new information titled “Quarterly Workforce Indicators” on local workforce dynamics that:

1. Is local at the county and sub county level so that decisions can be made in the right context;
2. Has information on employment and wages for workers in different industries and different age and sex categories -- what are the jobs and what do they pay;
3. Provides dynamic information on the rapidly changing economy with information on where jobs are being created and lost.

Nevada labor market analysts will review and interpret localized, detailed LED data to provide new and previously unavailable information. Demographics will be available at many sub-county and city levels for employment and unemployment. Reports both electronic and written will be provided to customers allowing a better understanding of the characteristics of our labor markets.

The utilization of Geographic Information Systems (GIS) will also be an important tool for Nevada Workforce Information System customers. Using the 2000 Census information with detailed socio-economic data, LED data, and other data sources, new and informative areas will be incorporated into an analysis of traditional and nontraditional workforce information.

New and improved occupational information will utilize O*Net skills coupled with on-going (semi-annual) updates of Occupational Employment Statistics (OES) occupations and wage information. Demand occupations will be refined and coverage will be expanded utilizing the North Carolina developed Estimate Delivery System (EDS) to investigate more localized information when statistically possible.

Projections will be reviewed, analyzed and published at the State level for both short- and long-term periods. At a minimum, estimates will be made at the MSA and Balance-of-State levels for the long-term period (2002-2012). Updated analysis of Occupations in Demand will be provided to LWIBs at least annually. Occupational wage information will be updated semi-annually. In addition, analysts will provide demand occupation skills and education requirements utilizing the SOC based O*Net product as set forth by DOL. This information will be provided electronically through the Internet site and in print media when requested. Popular products such as “Nevada’s Top 100 Demand Occupations” will be updated at least annually and provided in print and electronic media. R&A will evaluate the resource requirements to produce mid-term (5-year) projections for education planning purposes. The concept of adding an occupational supply component will also be reviewed. R&A will pursue a 5-year projection if feasible and customer demand is evident.

Other localized geographic areas will be systematically reviewed using the EDS system provided by DOL/ETA through contract with North Carolina. R&A analysts

will evaluate those specific areas and if statistically possible develop Industry Control Total files and Occupational estimates to provide projections for areas of interest. These estimates will include as many occupations as possible.

Development and annual updating of the Nevada Career Information System will continue. In addition to being available on the Internet, this system is also located at well over 300 sites, including all of Nevada's 17 school districts, the state's community colleges and universities, libraries, JobConnect (One-Stop) Centers and many other sites throughout the state. The program will continue to be improved based on customer feedback and new technological innovations.

R&A will continue with marketing efforts for the overall Workforce Information System, including Workforce Informer and the NCIS. Professional marketing consultants employed by the SWIB will collaborate with the Department's research staff to maximize this effort. The main efforts of the R&A Marketing Plan are to embellish our positive image, and to increase the usage, familiarity, and identity of quality Workforce Information System products.

Nevada workforce information analysts will continue to evaluate the supply/demand research being conducted by the Georgia Supply/Demand workgroup. If feasible, Nevada will utilize the methods and products made available from the supply/demand research and continue with the development of a supply/demand informational tool.

Nevada continues to follow the national development of the Job Vacancy Survey. The Bureau intends to undertake the Job Vacancy Survey (JVS) developed by the JVS workgroup. Initially the survey will be done for either Reno or Las Vegas MSAs. As R&A gains experience in conducting the survey other areas will be added as customer demand dictates.

Customer support and satisfaction will be monitored and analyzed on an ongoing basis. Internet metrics will be tracked on all electronically delivered products. Evaluation of usage and visits will be targeted to identify specific areas of interest as well as needs for additional information. Surveys will be mailed to NCIS customers. The responses are taken into account in product development. Input from the SWIB Workforce Information Committee will provide direction and advice for continued product development and change.

These career information products directly support the Wagner Peyser/WIA State Unified Plan by providing a component of a social service system that enables, motivates and rewards self-sufficiency by providing current workforce information to customers. This effort also meets the goal of encouraging and supporting economic development. In addition, use of the Workforce Information System also addresses the state goal to maximize the use of the Internet and other technology to make government more accessible and more economical. This effort will provide more responsive and efficient services through the use of technology.

Analysts, researchers and workforce professionals in numerous arenas will use data from the Workforce Information System to develop programs and make decisions that are efficient and responsive to customer needs. Customers, including SWIB and LWIBS will evaluate demand occupations, skill requirements, wages, and other informational needs. Staff will consult with workforce professionals to direct and target analysis and information to meet customer needs. All Nevadans will have access to the Workforce Information System products at the Nevada JobConnect (One-Stop) Centers.

Product outcomes include improved and standardized information that will be readily available to all customers for improved workforce and career decision-making capabilities. The system will continue to move towards self-service and universal access to information.

Timelines:

07/01/04 – 12/31/05 Evaluate and determine high-demand occupations and skills and provide information tailored to the needs of customers. Occupational demand will be evaluated annually as economic conditions change. Continue to evaluate localized industry/occupational data using the EDS System. Provide localized information when statistically possible. Update projections information when new OES data is available.

07/01/04 – 12/31/05 Participate in SWIB Workforce Information System Committee meetings and provide feedback and product support where indicated. Work with marketing efforts as dictated by the SWIB and the marketing contractor.

07/01/04 – 12/31/05 Update occupational GIS data and provide expanded GIS analysis.

07/01/04 – 12/31/05 Maintain supply data and review the system for occupational supply/demand analysis.

12/01/04 – 12/31/05 Conduct a Job Vacancy Survey for at least one local area. Evaluate the results in the context of the projections job growth. Timing of this project will depend on support and software from the Job Vacancy Survey Consortium.

Estimated Cost: \$126,000

To provide and maintain occupational information tools.

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

Nevada Research and Analysis staff will maintain a dialog with the SWIB through the soon-to-be-expanded Workforce Information Committee. In addition a dialog will be maintained between the State R&A Bureau and the LWIB staffs. R&A has assigned a senior economist as the point person to provide workforce information services to the two local boards in Las Vegas and Reno. This senior WIA economist will attend all board meetings, and participate in appropriate board committees. The

WIA economist will serve as a liaison between the workforce information system and the LWIBs. R&A will continue to solicit general customer input and WIA customer feedback. This allows the LWIBs the opportunity to express needs and address the usefulness of Nevada workforce information. All R&A workforce information staff is available to the general public, businesses, LWIBS, the SWIB and other Nevada Workforce Information System customers to provide presentations on the state of the economy and the direction of Nevada's workforce.

One of the key areas of LWIB's interest has been the identification of timely job demand information including skills analysis employing O*Net technology. Analysts will continue to evaluate demand occupation criteria and solicit feedback from WIA workforce staff to provide accurate and timely occupational/wage demand information. These demand occupations will be based on key indicators including current occupational estimates, projected demand related to specific industries, indicators of available supply, growth rates, skills and training requirements, and the relationship to a career ladder.

Through consultation with the SWIB Workforce Information Committee, R&A will expand its standardized suite of workforce information publications, fliers, brochures, posters and other reference materials for use in all Nevada JobConnect (One-Stop) Centers. This product line will include specific materials for staff use such as a "*Directory of Workforce Information*," as well as other general occupation, industry, and area information materials customized for display and distribution through resource centers and other outlets across the state. These materials will also be utilized by the Nevada JobConnect Employer Service Consultants for distribution to area businesses and economic development agencies.

GIS tools will also be utilized to focus on specific WIA Board areas to provide expanded socio-economic and labor market information to make informed decisions about programs.

Nevada will implement the new Job Vacancy Survey that has been developed by the Job Vacancy workgroup and the State of Minnesota. Discussions will be started with various user groups and R&A staff to identify information needs that can be met using the job vacancy approach.

The Benefits Survey currently under development by another nationally sponsored state workgroup may also be an additional approach for providing local information. There continues to be an interest in benefits paid by employers. We will work through the national Benefits Workgroup that is currently developing the methodology. R&A will evaluate customer demand and solicit input from other states that have completed the survey before undertaking this project.

Customer support and satisfaction for the Nevada Workforce Investment System will be insured through dialog within the SWIB Workforce Information Committee, customer surveys, Internet usage matrices, and other feedback from customers.

These activities directly support the Wagner Peyser/WIA State Unified Plan by providing a component of a social service system that enables, motivates and rewards self-sufficiency by providing current workforce information to customers. This effort also meets the goal of encouraging and supporting economic development. In addition, use of the Workforce Information Systems also addresses the Nevada goal to maximize the use of the Internet and other technology to make government more accessible and more economical. This effort will provide more responsive and efficient services through the use of technology.

Principal users of this initiative will be the state and local boards. Workforce Investment System businesses and job seekers will be provided with improved and more relevant services.

Outcomes from the objective will be improved communication, more efficient utilization of information, improved allocation of resources and elevated customer satisfaction. The Workforce Information System will operate effectively and meet the need for improved economic development.

Timelines:

07/01/04 – 12/31/05 Provide staff support to local boards. Participate in the SWIB Workforce Information Committee. Monitor feedback loops such as Internet metrics and other survey feedback.

07/01/04 – 12/31/05 Expand the basic suite of workforce information publications in both print and electronic media for customer use.

Estimated Costs: \$37,000

To provide information and support, and other informational products to the SWIB and LWIBs.

- **Maintain and enhance electronic State workforce information delivery systems.**

Nevada Research and Analysis completed a migration to the cutting edge Workforce Informer Internet based suite of products in 2003. This innovative Internet tool takes the delivery of workforce information to a new and higher level. It closes several data gaps and provides new tools for data and economic analysis. Nevada JobConnect (One-Stop) Centers provide all customers full access to the Internet version in the self-service resource centers. In addition, DETR also provides access and support for these tools at numerous other department sites throughout Nevada.

R&A will maintain and continuously enhance the Workforce Informer System www.nevadaworkforce.org to provide universal access for all users of workforce information. Staff will evaluate/measure customer support and satisfaction through Internet hits and product utilization. Product redesign, content and delivery will be guided by customer feedback.

New products and approaches for electronic delivery will be implemented based on customer feedback and best practices identified from various sources throughout the nation. Nevada will continue to work towards innovative and expanded tools for future workforce information product delivery for all customers.

Nevada is migrating the Nevada Career Information System (NCIS) customers to a fully integrated Internet delivery system. Currently, the NCIS is provided on CD-ROM for both Windows and Mac. However, a fully functional Internet version is now available to all Nevadans. In December 2004, technical support for the CD-ROM form of delivery will cease. With the major advancements in Internet technology it has become extremely practical to convert the NCIS to the Internet. Nevada has expanded and will continue to support the NCIS assessment tools where customers can evaluate career choices based on interest and aptitudes. Online assessment tools have the bonus of being easier for clients to use without direct assistance. These tools include the O*Net Work Importance Locator, the O*Net Interest Profiler, and the SKILLS package. File maintenance and updating will continue as new workforce information becomes available.

Internet hits are monitored monthly and evaluated as to customer utilization and support. These metrics are evaluated to assess customer satisfaction and revise product deliverables. NCIS customers are surveyed annually to provide an evaluation of customer needs and product satisfaction. All of the information is used to enhance and improve product delivery.

Nevada continues to focus its delivery of workforce information using new and expanded electronic delivery tools. This is in support of the Wagner Peyser/WIA Unified State Plan that stipulates that DETR and R&A are to maximize the use of the Internet and other technology to make government more accessible and more economical. This effort will provide more responsive and efficient services through the use of technology.

Customers in Nevada's JobConnect (One-Stop) Centers have direct access to these tools, as do all Nevadans through the use of the Internet. This would include the many thousands of students throughout the state's 17 school districts. Other customers include business, job seekers, researchers, economic developers, post-secondary students, and other government entities including local and state WIA boards. Staff will continue to enhance the delivery of the NCIS to improve ease of use and improved information presentation.

Outcomes for this initiative will include more complete and accessible information for users of the Workforce Information System. The System will become more efficient and make customers more self-sufficient.

Timelines:

07/01/04 – 12/31/05 Maintain and enhance the Workforce Informer product for all customers. The database is updated on an on-going basis as data becomes available.

07/01/04 – 12/31/05 Provide maintenance and support for the NCIS. Support for customers and developers are on-going on a daily basis.

Estimated Costs: \$64,700

Costs for maintenance, enhancements and upgrades of electronic tools.

- **Support State workforce information training activities.**

Nevada Workforce Information System staff within DETR continues to take advantage of training offered by the ALMIS Labor Market Information Training Institute. During the past program year staff attended seven workforce information sessions offered by the Institute. Participation in courses offered by the Institute will continue. A department goal is that they will strive to provide each employee with at least 40 hours of job related training annually.

Nevada Workforce Information System customers including LWIB staff, the SWIB members, DETR One-Stop staff, school district staff, employers and job seekers will be provided specialized and customized training on a regular basis. Customer outcome and satisfaction will be measured through trainee evaluation of the training programs.

Staff conducts numerous presentations annually to provide workforce information training and economic overview sessions to various Workforce Information System customers. The success of the training will be measured by the increase in new requests, attendance in programs, and training evaluations.

Formal training for users of NCIS will be conducted on a regular basis. R&A staff conducts more than 30 sessions for over 300+ customers annually. The training consists of common terms of workforce information, how the information is collected, how to use the data, how to interpret career information, and how to best use the system software. Economists provide overviews of the Nevada economy and the business outlook. Other trainers provide various lectures and hands-on computer training for participants.

Customers include state and local agencies, community based organizations, counselors, teachers, the general public, LWIB staffs, SWIB members, employer groups, chambers of commerce, service groups, and others.

In addition, formal training will continue to be provided specifically to Nevada JobConnect (One-Stop) Center staff in the effective utilization of workforce information and the understanding of Nevada's Workforce Information System, including Workforce Informer and the NCIS. Training will also be provided on an as needed basis to state and local workforce investment board staff and members.

The Wagner Peyser/WIA State Unified Plan has a vision that Nevada will have a diversified business environment with skilled employees who participate in life-long learning. These training programs will help to fulfill that vision. In addition, the plan has a goal that we provide a service system that enables, motivates and rewards self-sufficiency and independence. A top-notch workforce information-training program will go towards meeting these objectives.

Customers served by this initiative include employers, job seekers, SWIB members, LWIB staffs, workforce and education professionals, and others.

A better-informed customer will invariably mean better program outcomes and performance. Training will insure customers use the Workforce Information System to best enhance their decision-making powers.

Timelines:

07/01/04 – 12/31/05 Provide training and targeted workshops to the varied customer base throughout Nevada as requested. On average the Research & Analysis Bureau conducts a minimum of 30 training and informational sessions annually. Training to local board staff will be conducted on an as needed basis. Training for Nevada JobConnect Center staff will be ongoing.

Estimated Cost: \$44,400

To provide workforce information training to all customers.

- **Customer Satisfaction Assessment**

Customer collaboration will be expanded in this grant period with the move to an enhanced role for the SWIB's, Workforce Information Committee. The Committee will provide direction and guidance to the Nevada Workforce Information System and DETR/R&A to continue to provide meaningful and needed products for customers. R&A has a responsibility to provide information to the committee explaining program operation, data limitations, restrictions on the use of data, and statistical reliability.

Customer satisfaction will be monitored in several ways. Electronic product delivery will be monitored with ongoing Internet metrics. These will be evaluated and used to assess product viability. NCIS customers will continue to be asked to participate in the annual customer satisfaction survey. This survey allows customers to provide direct input back to R&A about the product and services.

Other customers will provide assessment of products through exit surveys and evaluations of training. This will allow R&A staff to evaluate product development, effective presentation techniques and other product issues.

Additional feedback will be obtained by surveys with local Chamber of Commerce and Economic Development entities. Simple evaluative questionnaires will provide a

satisfaction measure and comments for improvement. R&A staff will create an extensive database to identify various entities and insure an adequate response.

Estimated Cost: \$22,100

For maintenance of customer database, consultation and customer satisfaction assessment.

Total estimated costs for deliverables \$453,200.