

State of Ohio

PY 2004 Workforce Information Grant Plan

A. Statewide Workforce Information System

- **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 SWIB sets the vision and core goals of the entire system. These are expressed in the WIA/Wagner-Peyser Five-Year Strategic Plan (http://www.ohioworkforce.org/stateplan/final_state_plan_toc.stm) and Advance Ohio (<http://www.ohioworkforce.org/gwpb/AdvanceOhio.stm>). It also sets the criteria and structure of the Workforce Areas and the principal responsibilities of partners of the system. It establishes the requirements of memoranda of agreement among partners and a certification process for One Stop Systems. These documents set the foundation for state workforce information policy. Individual area strategies and needs are expressed through required area business plans and a guidance template for their development. The specific connections to drive a responsive workforce information system relative to this grant are:

- An LMI/One Stop team providing technical assistance, information tools and templates in addressing the business planning process.
 - Training in the use of information tools by the Workforce Development Systems for assessment, planning and outcome measures.
 - *Navigating the World of Workforce Information* workshops and presentational teams for employer outreach to Human Resource Professionals.
 - E-newsletter and periodic reporting to the State and Local Workforce Boards.
 - Satisfaction and input surveys relative to our activities and plans.
- **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 planning process, by the state and local workforce boards, is the initial input into the designs of Workforce Information Policy and the source of the visions and primary services. Hence, the focus on:

1. LMI/One Stop teams and coordination,
2. employer focused services,
3. business planning information resources and assistance,
4. training in the use of information tools in support of workforce policy goals, and
5. an emphasis on information products linked to One Stop Services and coordinated with workforce partners.

- **How the grant activities are consistent with the strategic vision of the Governor and the SWIB.**

The strategic vision of the Workforce Information Grant Plan is a focus on needs of employers, job seekers and the workforce development community. The Workforce Information Grant Plan provides the information to understand the current state of the workforce, trends into the future, assistance and capacity in the application of the information

to planning, and coordination of information with service programs. The strategic vision of the Governor and the SWIB below have the same broad purpose in serving Ohio.

OHIO'S WORKFORCE VISION (from WIA/Wagner-Peyser Five- Year Plan):

We aspire to an Ohio that is winning the skills race...

Where employers are able to attract and retain skilled and productive workers.

Where the state's education and training systems have the capacity to meet employers' needs for workers with higher level skills.

Where workers - young and old, emerging, transitional, displaced and incumbent - have access to a broad range of education and training services that give them the knowledge and skills needed to build a better life for themselves and their families and enables them to take advantage of opportunities to secure stable, family-sustaining jobs.

AND

OHIO'S WORKFORCE VISION (from SWIB- Advance Ohio)

Ohio's workforce development system will provide Ohioans with the ability to plan their careers and find employment to which they are best suited. The system will provide Ohioans with the ability to obtain the skills needed to succeed successful at family-sustaining jobs.

Ohio's workforce development system will provide Ohio employers with the ability to meet their current and future workforce needs and to remain competitive in the world economy.

Ohio's workforce development system will provide Ohio communities with the ability to support, retain, and attract employers and residents through aligned and accessible workforce programs and services.

- **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.**

There are four fundamental strategies for determining customer needs for the workforce information system:

1. development and execution of workforce system area plans, with the inclusion of input and outcome assessments,
2. capacity building through training on the use of information to guide planning and in the provision of services,
3. employer outreach efforts to market services and obtain assessments of needs, and
4. coordination of information provision with program service providers to assure "fit".

Each of these have been incorporated in the Workforce Information Grant Plan

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

The core strategies are:

1. Easy access through browser-based technology to a wide range of workforce information and tailored to workforce needs,
2. Increased capacity of the workforce system to use workforce information in planning and service delivery (the provision of training and technical assistance).
3. Coordinated teams for employer outreach and integration of information with service programs.
4. Assessment of needs and feedback on services/products.
5. Maintain the capacity to address ad hoc requests.

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

There are several primary initiatives in the Workforce Information Grant Plan that coordinate and integrate services through the One Stop service delivery system. These are:

1. Capacity building through training on the use of information to guide planning and in the provision of services,
2. An LMI/One Stop team providing technical assistance, information tools and templates in addressing the business planning process,
3. LMI/One Stop employer outreach teams to market services and obtain assessments of needs, and
4. Provision of information by workforce investment areas.

- **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.**

We collect customer input and assessment at all of our training and workshop presentations and will continue this effort. Also, we had important implications arise from a pilot brand equity/penetration survey and look forward to expanding this methodology to more One Stops. Finally, we survey customers on select publications for content and design assessment.

- **A concise 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 2004 including how the plan addresses inadequacies or gaps identified by users.**

There are three distinct experiences we had with customer consultation and satisfaction assessment that will guide further efforts. These are:

1. A brand equity/penetration survey completed in conjunction with the Cleveland City/Cuyahoga County Workforce Summit. We plan to repeat this type of survey, not only for LMI specifically, but in coordination with One Stop Systems. This will be particularly instructive for the business sectors the One Stops choose as a business plan focus.
2. We had very substantial feedback on our survey asking for comment about our Ohio Leading Indicators publication. This led to design and content changes to the publication. We wish to repeat this with other key publications.

3. We conducted satisfaction and assessment surveys of our pilot employer outreach efforts to human resource professionals. This led us to coordinate with the One Stop system and expand the capacity to deliver this workshop to employers as a valued product.

- **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.**

We have not had and, in the current budget context, we do not plan to have matching funds from other sources. However, we are looking at methods of efficiency and collaboration in the delivery of information services. We have three distinct examples of success that we intend to continue:

1. We coordinate with the Department of Education on a number of products. A current plan is to develop career posters in conjunction with the Department of Education's development of occupational clusters. Similarly, we are publishing a career newsprint that will incorporate information on program services of the One Stop state partners.
2. We have established and intend to grow and nurture an LMI/One Stop team to undertake employer outreach plans and workshops.
3. We provide information for assistance to Industry Cluster Analyses under the auspices of the SWIB. The most recent being on manufacturing (see <http://www.ohioworkforce.org/docs/gwpb/Ohio-Manufacturing-Profile-Report.pdf>).

We plan to provide technical assistance and guidance to LWIBs in their efforts to conduct surveys of job vacancies and employer benefits.

B. Core Products and Services

State Workforce Agency Deliverables

1. Continue to populate the ALMIS Database with state data.

- **Description of core product, service or other demand activity**

Ohio is using the Workforce Informer Administration software to maintain the database and Internet site. All core tables, plus most other database tables, will be maintained on a timely basis as is appropriate for the data, especially in staying current with Ohio's definitions of workforce areas, publications and press releases. *Ohio Workforce Informer* is the Internet application driven by the ALMIS Database that became a new primary LMI web site in June 2004 (see #5 below). State occupational licensing and training data for Ohio are being updated every year.

Two major hurdles this program year are: 1) the addition of data for Ohio's One Stops/Workforce Investment Areas, effective July 1, 2004, and 2) new metropolitan areas based on the 2000 standards, effective January 2005 for BLS data.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

The customers of the product are internal staff who populate the database and partners in the workforce system who demand local area data. The focus is to keep all the economic and labor market data as current and as geographically encompassing as possible. Consultation with the board resulted in the strategic approach to analyze demand for regions and metropolitan areas, but to also supply as much local data as qualitatively possible. The Governor's Workforce Policy Board reorganized workforce development areas, effective July 1, 2004. The database will be updated to include as much data as are available or can be produced for the new One Stops.

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan and Advance Ohio**

Ohio is committed to a streamlined workforce development system that is business-driven and worker-centered. The ALMIS Database drives Ohio's Workforce Informer internet application with pages that focus on employers' and job seekers' needs. The data provided in the application also supports many of the goals outlined in Advance Ohio in creating a comprehensive workforce development system.

- **Principal Customers**

Employers, job seekers, economic developers, workforce boards, researchers, job developers, career counselors and others through *Ohio Workforce Informer*.

- **Projected outcome(s) and system impact(s)**

Remain current with existing data and increase areas to better meet the needs of the workforce development system.

- **Planned milestones**

1. Occupational licensing data for 2003 are expected to be sent to the National Crosswalk Service Center (NCSC) this fall for posting on America's Career Information Network.
2. Construct and add data for the newly defined One Stop areas.
3. Add 2003-2005 and 2002-2012 industry and occupational projections files.
4. Add annual average 2003 summary of quarterly employment and wages.
5. Update occupational wages for 2004.

6. Update data from the Integrated Postsecondary Educational Data System (IPEDS) for 2003.
 7. Obtain data on secondary vocational training programs and completers.
- **Estimated costs:** \$159,840

State Workforce Agency Deliverables (continued)

2. Produce and disseminate industry and occupational employment projections.

- **Description of core product, service or other demand activity**

State short-term (2003-2005) and long-term (2002-2012) industry and occupational projections were produced and transmitted to meet the ETA PY 04 deliverables of June 30, 2004. A priority this program year is dissemination of these projections by converting these raw data tables into useful publications and tools for our customers. The products that we are and will be working on are outlined in the “planned milestones” below and in section 3. A second priority is to produce long-term industry and occupational projections for Ohio’s 12 economic development regions and metropolitan areas, defined under the 2000 standards. The economic development regions will be done first because they encompass all counties in the State. A third priority is to develop statewide short-term industry and occupational projections for 2004-2006. We will populate the ALMIS Database with all these files. A related endeavor relevant to the short-term outlook is research and development of new leading indicators for Ohio and its newly-defined major metropolitan areas, beginning with the January 2005 publication.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Job outlook information consistently ranks as one of the top two labor market items requested by our customers. In response to requests from the workforce boards, listings of jobs with “high employment prospects” had been added to the last edition of the regional reports. Reports to be published in 2004 and 2005 will include the opportunity to indicate satisfaction and solicit suggested improvements.

- **Support goals of the state’s WIA/Wagner-Peyser Five-Year Strategic Plan and Advance Ohio**

Job outlook information helps students choosing a career and job seekers looking for their first or next best job in selecting a career that will be in demand by employers. One of the goals of Advance Ohio in creating a comprehensive workforce development system is to provide the best and most current career information possible. This core item covers the production of that information.

- **Principal Customers**

Employers, students, job seekers, economic developers, workforce boards, researchers, job developers, career counselors and policy makers.

- **Projected outcome(s) and system impact(s)**

Employers are able to hire workers skilled in what they need and job seekers can be productively employed. A better match of workers to job opportunities should result in less job search time and a better return on training investments.

- **Planned milestones**

1. Post the short-term outlook to 3rd quarter 2005 on the web by the end of summer 2004.
2. Release the statewide long-term labor supply projection to 2012 by the end of September.
3. Release the job outlook to 2012 before the end of 2004. Related products include: highlights, occupational trends pamphlet, Ohio statewide job outlook report, high employment prospects by education and training level, slide show, and industry posters. See section 3 for more information.

4. Release the 2012 job outlook reports for economic development regions in the spring of 2005 and populate the ALMIS Database files.
 5. Complete the short-term outlook for 3rd quarter 2004 – 3rd quarter 2006 by the end of June 2005 and populate the ALMIS Database files.
 6. Complete the 2012 job outlooks for metropolitan areas. Provide the data for inclusion in the Ohio Career Information System (OCIS).
 7. Implement new leading indicators series and publication with new definitions for major metropolitan areas beginning with January 2005 data.
 8. Populate the ALMIS Database files.
- **Estimated costs:** \$230,000.

State Workforce Investment Board (SWIB)/State Workforce Agency (SWA) Deliverables

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

- **Description of core product, service or other demand activity**

The following are products that will be produced and/or updated based on the new job outlook information: Occupational Trends pamphlet, industry sector posters, “Top Jobs” newsprint editions, occupational outlook for the Ohio Career Information System (OCIS) and partner with the Ohio Department of Education on Ohio Career Resource information presented in career field clusters. The O*NET occupational skill sets available on the LMI web site will be updated to version 6.0 data released in July 2004. LMI will provide resources and guidance to local One Stops who desire to conduct job vacancy and/or employer benefit surveys.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

The occupational trends pamphlet remains a very popular item and is rated highly by the Ohio Career Education Association. The projections coordinator has represented state government as a member of the state board for more than a decade. A major change to the pamphlet that will occur this fall with release of the 2012 job outlook is a new aggregation of annual openings by educational attainment clusters. This change is based on research published by the Bureau of Labor Statistics in the *2004-2005 Edition of Occupational Projections and Training Data*, June 2004.

- **Support goals of the state’s WIA/Wagner-Peyser Five-Year Strategic Plan and Advance Ohio**

These products support the goal of improving access to career information and assist employers by better guiding education and training investments toward jobs that will be in demand. More current data on job vacancies and employer benefits will complement existing data to better support an integrated workforce investment system. One of the goals of Advance Ohio in creating a comprehensive workforce development system is to provide the best and most current career information possible. Item 2 discussed above generates the information required.

- **Principal Customers**

Employers, students, job seekers, workforce boards and other policy makers.

- **Projected outcome(s) and system impact(s)**

Students and adults seeking a new career will have more informed choice. Employers will be able to hire workers skilled in what they need and job seekers can be productively employed. A better match of workers to job opportunities results in shorter job search time and a better return on training investments.

- **Planned milestones**

1. Update “What’s Hot in Ohio,” an occupational trends pamphlet, and distribute about 100,000 copies during the program year.
2. Update industry sector posters for construction, manufacturing and health care with occupational job openings and wages. Expand to cover other industries.
3. Develop and print “Top Jobs” newsprint editions for students and an adult audience. Update with 2012 job outlook data when released.
4. Provide occupational information to the Ohio Department of Education to update “career fields” in the Ohio Career Resources project.
5. Support local One Stops in job vacancy surveys.
6. Support local One Stops in employer benefit surveys.

7. Provide the 2012 job outlooks for metropolitan areas for inclusion in the Ohio Career Information System (OCIS) by the end of June 2005.
- **Estimated costs:** \$150,000

*State Workforce Investment Board (SWIB)/State Workforce Agency (SWA) Deliverables
(continued)*

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

• **Description of core product, service or other demand activity**

The Bureau of Labor Market Information (BLMI) will continue to assist the SWIB and LWIBs in achieving their strategic vision by providing training and support in preparation of their business plans. A group of 20-30 Wagner-Peyser/veterans staff will be trained to provide technical assistance on demand to SWIBs preparing business plans. A formal BLMI/Local Operations Team has been formed to support One Stops and outreach to employers using LMI. BLMI has periodically prepared a number of ad hoc published reports to meet state and local board needs. This service will be continued.

BLMI will expand its wage record follow up to measure work retention and earnings for selected time periods after placement. This builds on follow-up analysis that BLMI has been doing for the Ohio Rehabilitation Services Commission (see *Monthly Labor Review*, May 2004). BLMI has also been working with North Carolina on the prototype for analysis of unemployment insurance records to detect SUTA “dumping.” A memorandum of understanding is also being pursued for Ohio to become part of the Longitudinal Employment Dynamics (LED) project.

BLMI is committed to improving communication with the SWIB and LWIBs. We plan to build on experiences gained through our key role in the Cleveland Workforce Summit, September 2004, under the President’s High Growth Job Training Initiative, and better identify the role of labor market information in marketing workforce development. Plans will include targeting products for September 2005 to complement workforce development month. BLMI will also: 1) develop an E-newsletter this year with the monthly unemployment press release and economic bulletin being the core elements, and 2) prepare semi-annual and year-end reports to be shared with the SWIB, LWIBs and One Stops.

• **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Numerous consultations were held in PY 2003 with Local Operations to plan appropriate training and support for One Stops, especially with regard to their business plans. BLMI will participate in four regional meetings in the fall of 2004 and obtain more feedback. Also, ten initial employer outreach sessions to business human resource professionals have been scheduled for the fall of 2004 in coordination with Local Operations. The results of these outreach sessions will be evaluated and the curriculum modified if necessary prior to scheduling additional sessions.

• **Support goals of the state’s WIA/Wagner-Peyser Five-Year Strategic Plan and Advance Ohio**

A major goal is a workforce investment system that is business-driven and locally controlled. The local business plans will be business-driven and aligned with the needs of the regional economy. Another goal is to measure program achievements in terms of customer outcomes and increased local accountability. The SWIB has targeted goals for adult, dislocated worker and youth employment and earnings. BLMI will support these

goals by measuring outcomes for selected groups using wage records. Performance criteria are goals of Advance Ohio as well.

- **Principal Customers**

State and local workforce investment boards.

- **Projected outcome(s) and system impact(s)**

Effective business plans will be comprehensive and ensure integrated systems that will provide service to all individuals seeking help. Accountability and communications will be improved through E-newsletters and reports.

- **Planned milestones**

1. Participate as a key partner in the Cleveland Workforce Summit.
2. Implement an E-newsletter for the SWIB and LWIBs.
3. Attend the four regional meetings of state and local boards in the fall of 2004.
4. Present LMI resources and tools available to the 20 LWIBs in writing their required business plans.
5. Train 20-30 staff to assist LWIBs in preparing business plans.
6. Follow up with activities identified as priorities at the 2004 regional meetings.
7. Prepare semi-annual and year-end reports to be shared with the SWIB, LWIBs and One Stops.
8. Initiate plans to recognize workforce development month in September 2005.
9. Use options with wage record analysis to test follow up on workers impacted by mass layoffs or those who have exhausted their unemployment insurance benefits.
10. Implement the LED program in Ohio.

- **Estimated costs: \$220,000**

*State Workforce Investment Board (SWIB)/State Workforce Agency (SWA) Deliverables
(continued)*

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

- **Description of core product, service or other demand activity**

Ohio Workforce Informer is the Internet application that is being used to provide electronic public access to the ALMIS Database. The system is hosted and supported by a contract with CIBER, Inc. Two major enhancements that have been contracted for PY 2004 are: 1) enhancement of the Employer Locator by Occupation using the occupational/industry matrix and 2) integration of links from state occupational searches to the BLS Occupational Outlook Handbook. Ohio will continue cross-sharing data with West Virginia for bordering metropolitan areas. A major hurdle this program year will be to convert the system and data to the newly defined Census metropolitan areas, beginning in January 2005. Data, as available and appropriate, will also be displayed for the new workforce development areas effective July 1, 2004. Another major scheduled software maintenance is the conversion of the Local Area Profiles to the North American Industry Classification System (NAICS). This improvement was on hold pending production of projections under NAICS.

Ohio LMI Classic is the original website designed for Internet access to labor market data. It will remain in operation, but selected data will no longer be maintained here if they are now available on *Ohio Workforce Informer*. At the same time, there are certain customized applications that are not driven by the ALMIS Database that will need to be updated or new customized applications that may be developed. A popular economic development and employer application is the Economic Development Profile. This application will be updated to include annual average employment and wage data for 2003. BLMI will explore availability of cost-of-living measures for metropolitan areas from ACCRA (i.e., chamber of commerce affiliates) beyond Cincinnati and Cleveland (available in *Ohio Workforce Informer*) to supplement the economic development data.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Ohio Workforce Informer has a "Feedback" option for automatic e-mail messaging to the website administrator. We will continue to respond to suggested enhancements and requests for additional data display. There is also an "executive oversight" committee that makes suggestions. Two enhancements made in July 2004 in response to suggestions were the addition of "focus" pages for employers and for job seekers.

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan and Advance Ohio**

A strategic goal of the SWIB is to improve access to an expanded range of services and information. The roll-out of *Ohio Workforce Informer* in June 2004 was a major step in helping to achieve that goal. The improvements planned this program year for *Ohio Workforce Informer* and *Ohio LMI Classic* will continue to advance these objectives. *Ohio Workforce Informer* also addresses many of the goals of Advance Ohio.

- **Principal Customers**

Employers, students, job seekers, economic developers, workforce boards, researchers, job developers, career counselors and policy makers.

- **Projected outcome(s) and system impact(s)**

The system is designed to be available 24/7 for a minimum of 98.7 percent of the time. These minimum service standards will continue to be maintained under contract in program year 2004.

- **Planned milestones**

1. Two upgrades to the Workforce Informer software. Version 2.3 is scheduled for fall implementation.
2. Enhance the Employer Locator.
3. Construct occupational links to BLS' Occupational Outlook Handbook.
4. Continue monthly cross-sharing of data with West Virginia.
5. Begin incorporating data for the new workforce development areas in the fall of 2004.
6. Convert the data and displays in early 2005 to the new Census metropolitan area definitions.
7. Convert the display of Local Area Profiles to a NAICS basis, dependent on planned system updates and data availability.
8. Update the Economic Development Profiles with the 2003 annual employment and payroll data by the end of 2004.

- **Estimated costs:** \$146,000

*State Workforce Investment Board (SWIB)/State Workforce Agency (SWA) Deliverables
(continued)*

6. Support state workforce information training activities.

- **Description of core product, service or other demand activity**

An LMI Training Institute section (<http://lmi.state.oh.us/Jobs/LMITrainingInstitute.htm>) on our web site advertises the training opportunities and provides registration information for the *LMI Pro Suite*. The Ohio Department of Job and Family Services is in the final year of transition in closing the State One Stop Employment and Training Centers and moving customer service staff to County JFS or One Stop partner offices. We expect to train about 200 LMI liaisons, County staff, and other One Stop workforce professionals through June 2005 as remaining staff are transferred. This is in addition to seminars reported in section #4 above that will be focused on introducing LMI that the LWIBs can explore in preparing their business plans. BLMI will solicit and report participant evaluations of training sessions and follow-up survey information. This information will be used to maintain high quality and content in training activities.

A new workshop for employers, *Navigating the World of Workforce Information*, had been pilot tested in the spring of 2004 and was well received. Ten seminars are planned and being conducted this program year. We recognize that the information presented in these workshops is in demand, but there are not enough staff to even touch the surface in reaching out to the hundreds of thousands of employers in Ohio. We are, therefore, planning a major initiative to move quickly toward distance learning and creation and expansion of tutorials available from the LMI web site. These materials will expand upon the concepts introduced in "Recruiting Central," currently available on the Internet site.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

The *LMI Pro Suite* training has consistently received high marks from evaluations. These will be continued and reported in the annual report. The pilot training seminars for employers also received very positive evaluations. BLMI will continue to solicit feedback from participants to ensure that training topics remain relevant and are presented at a high-caliber level.

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan and Advance Ohio**

A goal of the SWIB is to assist employers in obtaining skilled and productive employees. The new seminars targeted for employers and the *LMI Pro Suite* training, geared toward intermediaries, support this goal. The training also supports improved access to an expanded range of services and many goals of Advance Ohio.

- **Principal Customers**

Employers, job seekers, economic developers, workforce boards, researchers, job developers, career counselors and other labor market intermediaries.

- **Projected outcome(s) and system impact(s)**

Employers, One-Stop partners and others will be more effective in accessing the desired economic and labor market data and in assisting customers.

- **Planned milestones**

1. Train 200 staff in the availability and use of LMI data.

2. Conduct 10 initial *Navigating the World of Workforce Information* business outreach sessions for human resource professionals to serve up to 80 employers.
 3. Update the “Recruiting Central” tutorial for employers.
 4. Expand upon the “EEO tutorial” to access demographic data from the Integrated Postsecondary Educational Data System (IPEDS).
 5. Develop distance learning opportunities for all training seminars.
- **Estimated costs: \$260,610**

C. Consultation and Customer Satisfaction Assessment

One of the goals of Advance Ohio is that the system will provide comprehensive performance criteria for workforce development programs and will monitor the effectiveness of State and local programs. Multiple approaches will continue to be employed to assess customer satisfaction, particularly for business customers and students, with our workforce information services, including the Internet, mail, and e-mail surveys and focus groups. BLMI will use a 3-tiered approach to obtain feedback from the public, intermediate customers, and consumers of labor market information with intermittent needs. We will coordinate our efforts with One-Stop partners and education. It is important to know whether the public is aware of our services. A great deal was learned from preparing for the Cleveland Workforce Summit, a pilot project funded by the U.S. DOL High Growth Job Training initiative. BLMI will continue to expand upon this experience in working cooperatively with partners to determine market penetration and establish brand equity.

The second tier to be surveyed will be intermediate users - workforce boards, County Job and Family Service offices, One-Stop partners, training providers and other workforce professionals using or subscribing to our products. In order to reach those customers who have intermittent needs such as jobseekers or employers wanting to fill a job opening, BLMI will collaborate with local boards, county offices, One-Stop partners, and others who are providing front-line services. Statistics on website hits, subscriptions and information requests will continue to be presented to document usage and importance of various products.