

**STATE OF ALABAMA**  
**WORKFORCE INFORMATION GRANT PLAN**  
**PY 2005**

**A. Statewide Workforce Information System**

The Alabama Department of Industrial Relations, Labor Market Information (LMI) Division strives to efficiently and effectively utilize the established methodologies provided by the U.S. Department of Labor, Bureau of Labor Statistics to collaboratively fulfill responsibilities as the State of Alabama's official Statistical data collection and analysis manager for the Alabama Workforce Investment System. Customers of Labor Market Information will have access to quality information, data and resources to help with better informed decision making at local, regional and state levels.

Methodologies from ETA sponsored consortiums may be employed when there are no BLS directives. This commitment includes working with Workforce Investment Boards (WIB)'s to identify the needs of the workforce investment system in Alabama.

As the statistical and data collection manager for the Alabama Workforce Investment System, the LMI Division consistently utilizes direct feedback from LMI customers in developing new and enhancing existing products and services. This feedback system in written form includes product and service evaluations that accompany each product as well as feedback available through the internet. The LMI division also incorporates participation in statewide board meetings, local board meetings, as well as field interaction with customers at local and regional levels in deliverable development and production.

Current planned deliverables are a direct result of the feedback received from the varied sources and methods. In the past program year, the LMI Division directed efforts and resources in two directions—the development of new data/enhancement of existing resources and the direct outreach and education/technical assistance and support to the many WIA partners statewide. The plan being submitted for PY 05-06 develops these services and deliverables further, planning tasks that continue to develop more detailed, localized data; specifically including skills based information, additional product automation, and further education and outreach/training. These efforts will continue to augment current resources and build an even more informed Workforce Investment System statewide. These tasks will yield products and services that place tools directly in the hands of local entities.

In addition to internet based delivery mechanism for deliverables, hard copy publications have been and will continue to be made available to WIA partners and customers. These are made available through email, fax, or U.S. Postal Service.

Customer satisfaction and consultation provides input for increasing the quality of LMI products. Satisfaction measures have been developed and are continually refined to ensure that meaningful data is captured regarding content, layout, usefulness and satisfaction of published materials and services. A full discussion of customer satisfaction assessments is provided in a full performance report and submitted per TEGl deadlines. However, some preliminary customer satisfaction results for PY 04-05 are included in various sections of this document. Satisfaction assessment is one of the main customer inputs to insure that gaps in service are identified and product enhancement continues to meet the demand.

Federal grant funds will be used for the delivery of products and services as part of the state's workforce information system. Enhancement of products and services above and beyond those discussed in this plan may incorporate other partner funds.

**B. Products and Services**

The State of Alabama plans to work on the following six objectives during Program Year 2005-2006. Several tasks that are needed for an objective may be listed as ongoing. These will not have completion dates, but rather through continuous performance they feed into the completion of other tasks or data development projects.

**STATE WORKFORCE AGENCY (SWA) DELIVERABLES**

**1. Continue to populate the ALMIS Database.**

This deliverable supports the goals of Alabama's Five Year Strategic Plan by providing the backbone of the labor market infrastructure on the Internet. The ALMIS database integrates labor market information with workforce investment applications through the standardized coding architecture. It is easily accessible for all customers who have access to the Internet. Occupational licensing data and tables were updated in PY 2004. Files were also submitted for inclusion in America's Career InfoNet (ACINet). We continue to use the InfoUSA, Inc. database to provide our customers with employer information via the Internet.

Anecdotal comments from individuals who have attended training with the online Alabama LMI system indicate that users are pleased with the content of the ALMIS database and frequently remark on the wide variety and usefulness of data.

Planned tasks for this objective are:

Task Description	System Impact	Milestones	Customers	Cost
A. Continue to use the ALMIS database version 2.2	Remain current with ALMIS Consortium	Continuation of Service	All	
B. Populate core ALMIS tables according to Consortium guidelines	Remain current with ALMIS Consortium	Continuous process, resume as additional Consortium Guidelines are posted	All	
C. Maintain and update database content to reflect most current AL publications and data releases	Data updates	Continuous update	All	
D. Populate and update crosswalks to associated database	Data updates	Continuing process	All	
E. Participate in ALMIS training opportunities as made available	Data updates	Ongoing	All	
				<b>\$43,721.62</b>

## 2. Produce industry and occupational projections.

Projections data is necessary for the state workforce investment system to quantify the labor demand in both industry and occupations. These projections support the state's 5-year plan by identifying high-growth, high-demand occupations and subsequent skills necessary for WIA training objectives. This allows for targeted training in customer groups within the WIA system. Alabama will use the methodology, software and guidance developed by the Projections Consortium to continue to develop statewide, short-term projections from 2005 to 2007 and long term projections for 2004 – 2014.

Customer support for these products is evident by the number of publications regularly mailed. In PY 2004, approximately 1,000 high schools, colleges, and local/state-level planners (economic developers, chambers of commerce, etc.) received these published materials in addition to other requests received at different times throughout the year. Additionally, projections were provided in state and WIA area configurations as a response to the need and request for local demand-driven data to assist in decision making. These deliverables were utilized in the training provided to WIA partners and customers and were incorporated into other enhanced and developed products (Area Profiles for Workforce investment Advisory Areas). Preliminary performance evaluations reveal that projections publications received average rating of 4.3 on a 5.0 scale regarding layout, content and usefulness.

Planned tasks for this objective are:

	<b>Task Description</b>	<b>System Impact</b>	<b>Milestones</b>	<b>Customers</b>	<b>Cost</b>
A.	<i>Continue to refine and update historical NAICS series</i>	<i>Data development</i>	<i>Ongoing</i>	<i>N/A</i>	
B.	<i>Develop Short-term industry and occupational statewide and area projections for 2005 - 2007</i>	<i>Data development</i>	<i>Completion by June 30, 2006</i>	<i>All</i>	
C.	<i>Develop Long-term industry and occupational statewide and area projections for 2004 – 2014</i>	<i>Data development</i>	<i>Completion by June 30, 2006</i>	<i>All</i>	
D.	<i>Publication of industry and occupational statewide and area projections</i>	<i>Information Delivery</i>	<i>Completion by June 30, 2006</i>	<i>All</i>	
E.	<i>Develop and publish industry and occupational skills projections for statewide and areas</i>	<i>Information Delivery</i>	<i>Completion by September 30, 2005</i>	<i>All</i>	
F.	<i>Submit projections data to DOL/ETA for ACINet</i>	<i>DOL deliverable</i>	<i>Completion by June 30, 2006</i>	<i>All</i>	
G.	<i>Submit projections data for inclusion in ALMIS database for publication via internet and hard copy</i>	<i>Information delivery</i>	<i>Completion by June 30, 2006</i>	<i>All</i>	
G.	<i>Participate in training opportunities as provided by the Projections Consortium and Managing Partnership</i>	<i>Staff Training</i>	<i>Continuous</i>	<i>N/A</i>	
H.	<i>Research development of industry and occupational clusters for inclusion in deliverables</i>	<i>Data development</i>	<i>Continuous</i>	<i>N/A</i>	
					<b>\$200,042.62</b>

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

This deliverable directly supports the states vision to provide access to an array of services, products and publications that support workforce development. It incorporates projections, supply and demand indicators, wages, skills, and education requirements. Planned enhancements of these products will include Skills Projections, researching application of industry and occupational cluster assignment and additional automation where possible. These products will utilize O\*Net for typical skills and reflect the official WIA areas.

Planned tasks for this objective are:

Task Description	System Impact	Milestones	Customers	Cost
A. Maintain Internet link to ACINet homepage	Information delivery	Continuous process	All	
B. Publish supplemental wage information (6 month OES report)	Information delivery	Continuous process	All	
C. Publish labor supply information to Internet	Information delivery	Ongoing	2,3,5	
D. Develop and publish staffing patterns for industries using Micro matrix software	Information delivery	Continuous process	All	
E. Update and distribution of career videos	Information delivery	Completion by June 30, 2006	1,4,5,6	
F. Develop and distribute informational posters, flyers and other occupational and career information products. Make available in hard copy as well as Internet where possible.	Information delivery	Continuing process	1,4,5,6	
G. Biannual update of Licensed Occupations for publication and distribution in hard and electronic versions. Research feasibility of industry and occupational cluster application to update.	Information delivery	June 2006	All	
				<b>\$20,363.62</b>

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

Preliminary customer satisfaction/performance report results reveal that Program Year 04-05 yielded over 31,000 requests for information, products, publications and services were provided by the LMI division office, across all customer groups. A full discussion of these products and services and customer evaluations will be provided in the final performance report.

In addition, the following tasks for this deliverable are the result of consultation and collaboration with workforce investment partners as well as WIB's. In PY 2004, LMI products, services and publications were further developed and enhanced based on feedback from the partners. In person overview of these enhancements were provided to each of the 10 Workforce Investment Advisory Areas (WIAA) that comprise the Statewide Local Board including, the Statewide Board and the Boards for Jefferson and Mobile Counties. Additionally, intensive automated and in-person training was conducted and offered to WIA

partners statewide as a direct result of increased requests for technical assistance in understanding and utilizing these enhanced and new LMI tools. The training initiative goal was to provide assistance and support to workforce investment partners to allow better informed decision making for local demand driven areas. Preliminary performance review via the Customer Satisfaction process yielded high ratings (an average of 4.3 on a 5.0 scale across 5 modules) for content, trainers and applicability of resources. These tasks/products support the five-year plan and are a direct result of active and ongoing consultation and collaboration with workforce investment leaders in the state and local areas.

Planned tasks for this objective are:

Task Description	System Impact	Milestones	Customers	Cost
A. Market LMI products to WIB's	Information delivery/ Consultation	Continuing process	2,3,5	
B. Continue enhancement of LMI products, services, and publications to accommodate requests for more localized information	Information delivery/Data development	Continuing process	All	
C. Determine feasibility of continued Skills Analysis products with new availability of Skills Projections	Information delivery	Continuing process	All	
D. Continue analysis of current program data using GIS, administrative records and other data mining sources.	Data Development/ Analysis	Continuing process	1,2,3,4	\$210,823.36
E. Continuation of LED program (cooperative program with U.S. Census Bureau) and implement additional mapping phase of LED data	Information delivery/ Analysis	Quarterly updates to LED, Ongoing; Mapping application due by September 30, 2005	All	
F. Continue to explore availability and delivery of information for Older Workers, Veterans, and Youth.	Information delivery/ Analysis	Continuing process	All	
G. Update and enhance industry and occupational analysis of workforce advisory areas and explore continued automation of these efforts.	Information delivery/ Analysis	Ongoing	All	
				<b>\$210,823.36</b>

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

The standardized coding systems employed in the ALMIS database allow for systematic analysis of comparable data and have been developed to provide a seamless interface with other partner agency information. Coding systems now include SOC/O\*Net and NAICS. We will seek to make more LMI products user-friendly and available on-line and automated where feasible, including customer support. The primary delivery system for fulfilling this objective is ACLMIS (Alabama's Comprehensive Labor Market Information System), with additional delivery system tailored to the Black Belt Region of Alabama, ARVOS (Alabama's Regional Virtual One Stop).

Customer support for this activity is supported by over 1,591,528 website hits for January- May 2005. The Consumer Report System alone averaged over 64,608 hits per month from January 2005 through May 2005.

Planned tasks for this objective are:

Task Description		System Impact	Milestones	Customers	Cost
A.	Maintain Internet link to <b>ACINet</b> employer search page	Information delivery	Ongoing	All	
B.	Maintain Spanish versions of Internet applications ( <b>ACLMIS</b> , <b>ARVOS</b> )	Information deliver/System maintenance	Ongoing	All	
C.	Maintain <b>ACLMIS</b> on the Internet	System maintenance	Ongoing	All	
D.	Maintain <b>ARVOS</b> on the Internet	System maintenance	Ongoing	All	
E.	Provide application maintenance (database maintained by partner agency) for the Internet based Consumer Report System	System maintenance	Ongoing	All	
F.	Expand LMI products available via LMI home page and continue to automate products were feasible	Information delivery	Ongoing as products are developed or enhanced	All	
G.	Provide technical assistance as needed	Training/ Technical Support	Continuous	All	
					<b>\$77,261.97</b>

#### **6. Support State workforce information training.**

Training is essential for providing support and assistance to WIA customers and partners. Additionally, the state five-year plan encourages raising awareness of various services, products, publications and resources to the varied customers of workforce information. LMI training does this through training opportunities for guidance and rehabilitation counselors, educators, and regional/local WIAA staff and members. Training participants learn about traditional LMI resources as well as newly developed or other data mined resources that become available.

In PY 2004-2005, 195 individuals from all identified customer groups attended the *LMI Tools You Can Use: Better Informed Decision Making Through New Tools and Techniques*. Additionally, presentations and training sessions were conducted to guidance counselors, vocational rehabilitation staff, employment service field staff and Career Tech counselors and administrators. Customer satisfaction surveys were completed for each session and will be discussed in the following section of this proposal. The LMI Division staff constantly review the satisfaction surveys for modification of training curriculum and materials. Additionally, it is through the various training, education and outreach endeavors that additional feedback regarding needs for local and demand driven data and resources are gleaned. This information is incorporated into product and service enhancement as well plans and programs for upcoming years.

Training, education, and outreach is an integral component of supporting the workforce investment system and ensuring quality products and services meet the needs of LMI customers.

Planned tasks for this objective are:

Task Description	System Impact	Milestones	Customers	Cost
A. Attendance at LMI Forum	Training	As needed	N/A	
B. Attendance at various LMI Institute training for various topics when offered	Training	Continuing process as courses are offered	All	
C. Conduct training sessions for users of LMI through seminars, workshops, and internet	Training	Continuing process as courses are offered	All	
D. Sponsor LMI Training	Training	As needed	All	
E. Provide technical assistance as needed	Training	Continuous	All	
F. Purchase software and related materials to develop and distribute tutorials, publications, and presentations on CD	Training Development	Ongoing	All	
G. Explore access to Wireless Internet for presentations and online applications training.	Training	Ongoing	All	
H. Research automation options for training, education and outreach	Training Development	Ongoing	All	
				\$46,716.54

### **C. Consultation and Customer Satisfaction Assessment**

Customer consultation and satisfaction in Alabama will continue to be evaluated using employer groups, workforce investment partner reviews, customer satisfaction surveys, the number of requests for publications training events, as well as anecdotal information received from customers. Focus group and workforce investment partner reviews are expected to occur as both planned events and as responses to feedback from presentations and training events.

In PY 2004-2005 customer satisfaction assessments were revised based on PY 2003-2004 experiences and feedback. Evaluation forms were mailed with hard copy publications and provided at each training event. These evaluations ask the customer to address the following major areas:

1. Evaluation of the product or event (general layout, content, usefulness, and write-in comments)
2. Evaluation of previous experiences with general products, services, and publications as well as the usefulness of the website and including write-in comments. This includes evaluation of training materials, the trainer and the overall satisfaction with the training.

This information is captured through the use of Likert scales and evaluated numerically (scale of 1.0 – 5.0 with 1.0 representing Not Satisfied and 5.0 representing Very Satisfied). For the occasions where multiple products are requested, only one survey is included for products. That survey highlights the contents of the shipment and asks about general satisfaction with the products as a group rather than for individual products. This provides overall feedback of the LMI service without

undo burden on the recipient. All surveys are accompanied with a postage paid return envelop for the customers convenience.

Assessment templates will continue to be fined and updated to more accurately capture information on customer needs, usefulness and satisfaction. This is an ongoing process and one of the primary tools for evaluating product and service success and planning future initiatives.

All data reported in this plan request is preliminary. A finalized Customer Satisfaction/Performance Report for Program Year July 1, 2004 – June 30, 2005 is being compiled and will be submitted by the due date outlined in the TEGL.