

DISTRICT OF COLUMBIA

PY 2005 WORKFORCE INFORMATION GRANT PLAN

June 24, 2005

A. STATEWIDE WORKFORCE INFORMATION SYSTEM

A fundamental component of a demand-driven workforce investment system is the integration and application of the best available State and local workforce information

In order to connect job seekers with current high-growth, high demand job opportunities, it is critical to have an accurate assessment of the job market in the present economic climate.

The Department of Employment Services One-Stop system and its partners have access to some of the most current data available. The industrial and occupational employment projections used in DCWIC and DOES planning meetings are part of the regular cycle of state and regional projections sponsored by the U.S. Department of Labor.

The projections are developed by the District's Office of Labor Market Information using the American Labor Market Information System (ALMIS) software and they follow ALMIS consortium established methods and procedures. The Department publishes data annually, quarterly, semi-annually and monthly. This information forms the basis for creating the list of occupational training that will be supported with WIA funds.

The system underpinning the One-Stops is DC Networks. DC Networks provides the electronic platform for linking the various components of the District's workforce development system and facilitates employer and job seeker access to employment, training, and educational information.

In the PY 2005 Workforce Information Plan, the District proposes to produce and maintain updated labor market information products and services required by the ALMIS Database Consortium, and disseminate standard industry and occupational employment projections and metropolitan area forecasts. Standard information will be accessible in *DC Networks* and in hard copy publications to meet a variety of customer needs.

The District of Columbia Workforce Investment Council (WIC) will collaborate with the Department of Employment Services and other key stakeholders to collect, analyze, report on and improve LMI's responsiveness to the employer community and gage its accessibility and usefulness to District residents.

The Workforce Investment Council recognizes the importance of an effective, easily accessible and understandable employment statistics system that will aid informed decision making for employers making business decisions, individuals making decisions about occupations and careers.

The District of Columbia WIC exercises its responsibility for ensuring that the state workforce information system is responsive to the needs of the state workforce investment system by acting as a conduit for expressing the needs of employers and for serving as a forum for aligning the activities of all of the partners involved in building the workforce system.

Working with its education and economic development partners the WIC has identified the type workforce development information products and information that will ensure that the needs of District residents are addressed.

The WIC also acts as the catalyst bringing local systems together, leveraging additional funds and maximizing the use of both local and federal dollars to support the District's workforce information system.

Through the linkages between the WIC and the partner agencies, the WIC evaluates the outcomes of the workforce information development strategies. For example, the WIC has recently convened several customer and employer workgroups for the purpose of providing feedback on various labor market information products.

It is through these means that the WIC will ensure that the District will have a flexible and responsive labor market information system that utilizes the latest technology to produce LMI products and services targeted to selected groups and that the DOES will produce customer-friendly LMI products.

The activities under this grant are both guided and directed by the WIC and are also consistent with both the strategic vision of the Mayor and the Workforce Investment Council.

For example, consistent with the Mayor's vision of fostering both private and public partnerships, the WIC, accomplishes its work by working closely with the Department of Employment Services Office of Policy Analysis and Labor Market Information in providing technical assistance in designing labor market information products and services, encouraging the active involvement in stakeholders in assessing customer satisfaction, determining informational needs and collaborating on continuous improvement strategies.

The WIC also collaborates with One Stop staff, employers and job seekers to provide feedback on both the type of workforce development information as well as the appropriate formats and delivery systems.

For example, the WIC's Employer/Involvement Committee, in collaborative partnership with business representatives, reviews and approves the District's labor market information products and services.

In addition, the Department of Employment Service's and the state of Utah have participated in the Department of Labor's National Business Leadership (NBLP) initiative where it learned from Utah about disseminating and teaching labor market information.

It is through these private and public partnerships that the Department of Employment Services is currently improving and upgrading both the content and dissemination of its labor market information products.

The dynamic change underway in this Plan is the continuing production of new Labor Market Information (LMI) products and services designed to provide job seekers with pertinent information that will assist them in career planning and job search activities.

The new products have evolved as a result of discussions with workforce development professionals in the One-Stop Centers who report that the current LMI publication do not communicate information in ways that are understood by many of our customers.

The new products we will be publishing in PY 2005 are:

Twenty-Five "Hot Jobs"- This brochure identifies the top 25 fastest growing occupations in the District of Columbia and will include information regarding job descriptions, average wages, projected openings, skills, training and educational requirements.

Industry Profile Handout - This publication highlights high demand industries in the District of Columbia and includes such information as knowledge, skills, abilities and training requirements.

Career Exploration Guide – This guide assists instructors, trainers, students and parents, guidance counselors and job seekers make informed decisions about how to make the transition from school to work and ultimately, a career.

Technical enhancements for DC Networks will continue to be expanded to include a website upgrade, NAICS codes for long-term industry projections, CareerInfoNet and website tutorials.

B. CORE PRODUCTS AND SERVICES

In order to connect job seekers with current high-growth, high-demand job opportunities, it is critical to have an accurate assessment of the job market in the present economic climate.

The one-stop system and its partners have access to some of the most current data available. The industrial and occupational employment projections used in DCWIC and DOES planning meetings are part of the regular cycle of state and regional projections sponsored by the U.S. Department of Labor. The projections are developed by the District's Office of Labor Market Information using the American Labor Market Information System (ALMIS) software and they follow ALMIS consortium established methods and procedures. The Department publishes data annually, quarterly, semi-annually and monthly. This information forms the basis for creating the list of occupational training that will be supported with WIA funds.

1. CONTINUE TO POPULATE THE ALMIS DATABASE WITH STATE DATA

DESCRIPTION OF CORE PRODUCT, SERVICE OR DEMAND ACTIVITY

DOES will use grant funds to maintain the latest version of the ALMIS Database and to continue populating core tables and associated lookup and crosswalk tables with District level data in accordance with guidelines issued by the ALMIS Resource Center (ARC). The Database will be updated with the latest data at the time that it is released for public dissemination. One-Stop/LMI funds will be used for contractor data updates and staff costs for a part-time database administrator to maintain the database.

Additionally, the ALMIS Database administrator will maintain and update occupational licensing data by populating the following licensing files: license.dbf and licauth.dbf.

Licensing data will be submitted through the National Crosswalk Service Center (NCSC) for inclusion on the America's Career InfoNet (ACINet) site.

CUSTOMER SUPPORT

Comments during meetings with various customer groups and feedback from satisfaction surveys indicated that customers are not aware of the wide array of data available in the ALMIS Database and DC Analyzer Module. As a result, greater emphasis was placed on publicizing the usefulness of the Analyzer System and a link to the Analyzer System was added to the DOES website. A number of presentations to various user groups have also highlighted the usefulness of the Analyzer Module.

HOW THE DELIVERABLE SUPPORTS THE GOALS OF THE TWO-YEAR WAGNER-PEYSER STRATEGIC PLAN

This product supports the District's two-year plan priority of providing the public with more timely, comprehensive and user-friendly labor market information by making the data available to customers using the DC Networks system.

The information available includes information on trends in industry employment and wages; labor force, employment and unemployment; occupational employment and wages; projected industry and occupational employment; demographics and other economic indicators.

The ALMIS database serves as the repository for LMI and other economic data accessed through the automated One-Stop system.

PRINCIPAL CUSTOMERS

The principal customers for ALMIS are program planners, policy makers, job seekers, vocational and career counselors, trainers and students.

PLANNED OUTCOME AND SYSTEM IMPACTS

Timelier updating of the database and greater awareness of the data contained in the database is expected to reduce the number of telephone and electronic-mail requests for data.

PLANNED OUTCOMES

Core tables - Ongoing
Licensing data - February 2006

ESTIMATED COSTS

\$ 29,811

Geographic Solutions ADA software:	\$2,924
Geographic Solutions ALMIS data updates:	\$20,688
ALMIS Database Administrator:	\$6,199
Hardware:	0
Software:	0
Training:	0

2. PRODUCE AND DISSEMINATE INDUSTRY AND OCCUPATIONAL EMPLOYMENT PROJECTIONS

DESCRIPTION OF CORE PRODUCT, SERVICE OR DEMAND ACTIVITY

Grant funds will be used to produce District-level short and long-term industry and occupational employment projections using the methodology, software tools, and guidelines developed by the Projections Consortium and the Projections Managing Partnership. For PY 2005, long-term projections will be produced with calendar year 2004 as the base year and 2014 as the projected year, in coordination with the BLS National Projections for the same time period. Short-term projections will be developed for the District for the 2005 to 2007 period.

Current year grant funds will be used to populate the ALMIS Database with the 2005-2007 short-term and 2004-2014 long-term projections data and submit the data for public dissemination following procedures established by the Projections Workgroup and the Projections Managing Partnership.

CUSTOMER SUPPORT

Comments from the Workforce Investment Council, user groups and feedback from satisfaction surveys indicated that customers would like more information on educational requirements and skill levels included in the projections publication. The inclusion of more information on educational requirements will continue to be a priority for the next projections publication.

HOW THE DELIVERABLE SUPPORTS THE GOALS OF THE WAGNER-PEYSER TWO YEAR STRATEGIC PLAN

This product supports the District's two-year plan priority of providing the public with more timely, comprehensive, and user-friendly labor market information by making data on long and short-term industrial and occupational demand available to customers using the DC Networks System. This activity also forms the basis for the development of the Demand Occupations Training Provider List identified in the plan.

PRINCIPAL CUSTOMERS

The principal customers of projection data are program planners, policy makers, job seekers, vocational and career counselors, trainers, and students.

PROJECTED OUTCOMES AND SYSTEM IMPACTS

In addition to web-based distribution, selected projections data will also be included in the monthly brochure and distributed to over 5,000 customers.

PLANNED MILESTONES

Long-term industry projections – May 12, 2006
Long-term occupational projections - June 30, 2006
Short-term industry projections - August 4, 2006
Short-term occupational projections – September 8, 2006
ALMIS Database update and public dissemination – September 29, 2006

ESTIMATED COSTS **\$78,750**

Long-term industry projections: \$53,000

Short-term industry projections: \$25,750

3. PROVIDE OCCUPATIONAL AND CAREER INFORMATION PRODUCTS FOR PUBLIC USE

INTRODUCTION

The Department of Employment Services provides services to job seekers, employers and training providers and therefore needs labor market information publications that can assist these stakeholders plan future labor force needs, educational/training needs as well as assist job seekers with first-time career exploration, occupational changes.

The department currently has various labor market publications, however, additional publications are needed that are user friendly for both job seekers and our staff. These publications will greatly improve the staff's ability to advise job seekers and other customers on labor force trends and assist customers in assessing their training needs for occupations that will meet employer's current and future labor demand.

Labor market statistics often appear complicated and therefore having this information provided in a user friendly format will allow most customers to use the materials without staff assistance thus freeing staff to assist customers with the greatest need. These publications will also provide education/training institutes and employers with data to make critical decisions on skill development curriculum.

Consequently, we are enhancing the available data with simple outlines of what training and education requirements are needed for certain types of careers.

DESCRIPTION OF CORE PRODUCT, SERVICE OR DEMAND ACTIVITY

The District will continue to produce the following customer-focused occupational and career information products:

HIGH DEMAND INDUSTRIES AND OCCUPATIONS IN THE DISTRICT

This publication includes projected annual openings, wages and training requirements for use by workforce development staff and training providers in determining occupations appropriate for WIA training.

DISTRICT OF COLUMBIA INDUSTRY AND OCCUPATIONAL PROJECTIONS, INCLUDING THE WASHINGTON METRO AREA

This publication includes base year and projected industry and occupational employment, openings, growth rates, and industry and occupational employment analysis. These occupational information products and services have been developed in consultation with the District's Workforce Investment Council (WIC) and the department's Workforce Development Bureau.

Since many job seekers and employers who request staff assisted services do not know how to interpret and apply statistical labor market information to their job search the Department of Employment Services recognized the need for additional labor market publications that are more user-friendly.

Consequently, the department has identified three new labor market information products, "Twenty-Five Hot Jobs", "Industry Profile Handbook", and the "Career Exploration Guide" that are being developed in a user friendly format and disseminated to a targeted audience.

The new publications will greatly improve staff's ability to advise job seekers of occupations that will meet employers current and future labor demands.

The new workforce development products that will be provided to the public are:

BROCHURES/HANDOUTS

TWENTY- FIVE "HOT JOBS"

This brochure identifies the twenty-five fastest growing occupations in the District of Columbia and for each occupation it includes job descriptions, average wages, projected openings, required skills and the training and educational requirements for the occupations. This brochure presents LMI in formats that our customers can easily understand and utilize.

The publication will include such information as what jobs are in demand in the District of Columbia, what skills are needed, how much do the jobs pay, what kind of training will be needed for the job.

The contractor is currently developing 10,000 full color publications based on text and tables provided by the department that will be produced quartile and inserted and distributed in a local newspaper.

The contractor is also using the basic design of this publication to develop an electronic version of the document to be distributed as an e-mailed document by the Department of Employment Services and placed on the DOES and DCNetworks websites.

The contractor is currently developing the above publications in accordance with pre-established delivery dates for dissemination to job seekers, DOES staff, agency stakeholders and the general public. The contractor will also disseminate the specified publications to local newspapers.

INDUSTRY PROFILE HANDOUT

This quarterly publication highlights the high demand industries in the District of Columbia and includes statistical data, tables and text related to industry occupations, education, knowledge, skills, abilities and training requirements for identified occupations.

According to the March 2004, 9002 report, the DOES submitted to the US Department of Labor, the top five industries in the District of Columbia are: Health Care, Professional/Scientific, Public Administration, Retail Trade and Accommodation and Food service.

In order to meet the need for more public information about those industries DOES will produce brochures covering four of those areas- Health Care, Retail Trade, Business Services and Accommodation, and Food Service.

The contractor is developing a 12-16 page, full color publication that will be provided electronically in a PDF format for the department's use and placement on the DOES and DC Networks web pages.

CAREER EXPLORATION GUIDE

The Department of Employment Services is developing an in-depth and comprehensive 36-45 page full color annual publication that will include career counseling and labor market information that will assist instructors, trainers, students, parents, guidance

counselors and job seekers make informed decisions about how to make the transition from school to work and ultimately a career.

The contractor will also provide an electronic version of the publication in a PDF format for the department's use on the DOES and DC Networks web pages.

CUSTOMER SUPPORT

The Workforce Investment Council, (WIC), One-Stop staff, employers and job seekers have all been involved in providing feedback on both the type of workforce development information needed, as well as various formats and delivery systems they suggested were the most understandable and useful.

Moreover, the Department of Employment Services has also convened workgroups on such issues as labor market information, data collection, and reporting and marketing. The comments received by stakeholders have also been reviewed by the WIC and is being incorporated in LMI to enhance the products and services that meet customers needs.

In order to better prioritize the development and dissemination of labor market information products, DOES is using a proactive approach by engaging in extensive one-on-one consultations, informal focus group discussions, user surveys and other communications that will increase the visibility of its available products and services.

HOW THE DELIVERABLE SUPPORTS THE GOALS OF THE STATE'S WIA/WAGNER-PEYSER TWO YEAR STRATEGIC PLAN

The improved workforce development products support the two-year WIA/Wagner-Peyser Strategic Plan by providing access to relevant and easy to understand labor market information. Individuals looking for jobs or planning a career, businesses seeking employees, students seeking career guidance, training providers developing curriculums and One-Stop staff assisting customers will find the identified products extremely useful. DOES' new products and system enhancements supports the WIA/Wagner-Peyser Two Year Strategic Plan in the following ways:

Provide a wide range of customers with LMI in less technical terms and presentations that can be better understood by information stakeholders (job seekers, employers, small businesses, students, teachers and the general public).

Provide informational products and formats for private sector employers.

Encourage job seekers and informational stakeholders to think and plan regionally as the economic hub.

Provide universally accessible information and services through the use of web-based technology.

PRINCIPAL CUSTOMERS

The principal customers for our workforce development products will be job seekers, employers, trainers, career counselors and the Workforce Investment Council.

PLANNED OUTCOMES AND SYSTEM IMPACTS

The intent of these additional products/services is that LMI will be more accessible and user-friendly and will enable customers to make better decisions about careers, education and training alternatives.

At the conclusion of the program year, DOES in collaboration with the WIC will analyze the collected customer survey data and if appropriate revise the LMI products to meet our customer's needs.

These products will enable the Workforce Investment Council to improve strategic planning, assist job seekers with career decision making, employers with job matching, and provide relevant information to individuals interested in pursuing training opportunities.

PLANNED MILESTONES

March 2006 – 25 “Hot Jobs”
March 2006 – Industry Profiles
December 2006 – Career Exploration Guide
December 2006 – High Demand Industries and Occupations Publication
December 2006 – Industry and Occupational Projections Publication

ESTIMATED COSTS	\$144,267
25 “Hot Jobs”	\$10,000
Industry Profiles	\$30,000
Career Exploration Guide	\$52,997
High Demand Publication	\$10,000
Projections Publication	\$41,270

4. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE BOARDS ARE PROVIDED

To ensure the active, continued involvement and support of a broad-based collaborative, the District of Columbia Workforce Investment Council, with representation of key employers, agency heads, state policy makers and other interested parties, has been appointed by the Mayor of the District of Columbia through an Executive Order and officially sworn in to serve pursuant to the terms and agreements of that order.

Consequently, the D.C. Workforce Investment Council is directed to provide the leadership needed to create an effective system to serve the workforce development needs of the District's residents and regional employer community.

So that it can address two of its strategic goals related to workforce information, the WIC has established an Employer Involvement/Labor Market Information Committee. The committee has reviewed and approved the District's labor market information products and services, explored innovative approaches to presenting informational formats and assessed its customer satisfaction with products.

In addition, in order to identify current employer demand, the DCWIC and DOES contracted with the Geographic Solutions and the Neilson Corporation to conduct a Washington metropolitan area labor market survey. The results were subsequently posted on www.DCNetworks.org.

The committee accomplishes its work by working closely with the District's state employment agency, the Department of Employment Services, Office of Policy Analysis and Labor Market Information and the Workforce Development Bureau. The activities include:

- Providing technical assistance in designing labor market information products and services;
- Encouraging the active involvement of stakeholder groups in assessing customer satisfaction;
- Determining informational needs; and
- Collaborating on continuous improvement strategies

DESCRIPTION OF CORE PRODUCT, SERVICE OF DEMAND ACTIVITY

In keeping with its strategic goal to be responsive to employer and job seeker needs in a timely and effective way, the DC WIC is required to provide training in high demand occupations within the state and local areas. In order to meet this requirement, the DOES, using statewide projections data developed under core product two of this grant, will identify the demand occupations and provide wage data as well as education and training information for those high demand occupations. The wage data, education and training data expands the current scope of information currently provided.

Regularly scheduled meetings and employer forums, in collaboration with the DCWIC and labor market information specialist will inform WIC members and stakeholder groups of available LMI products, implications for usage, obtain feedback on improvements and address any questions and concerns.

As other sources of funding become available, additional LMI products and services will be provided to support the WIC in developing policies to guide the District's strategic planning process for enhancements in workforce development programs and the economic outlook for the District of Columbia. Included in these additional LMI products will be the identification of high growth industries in the local area and the identification of occupational skill requirements in the high technology industry.

CUSTOMER SUPPORT

As a result of a comprehensive consultation with the DOES, the WIC has indicated the need for timely labor market information in the most useful format possible. They were particularly interested in local wage data, training needs and both short and long term projections.

DOES will continue to seek input from the WIC and other stakeholders to determine labor market needs and based on that input develop a strategy for meeting those needs.

HOW THE DELIVERABLE SUPPORTS THE GOALS OF WIA/WAGNER-PEYSER TWO YEAR STRATEGIC PLAN

This activity supports the WIA/Wagner-Peyser Two Year Strategy Plan by providing for the dissemination of information to policy makers, workforce development staff and customers for use in making informed decisions.

This activity further supports the WIC objective of providing accurate and relevant workforce development information. By providing information that reflects wages, industry and occupational projections the WIC will have the information needed to better address the workforce development needs of the District.

PRINCIPAL CUSTOMERS

The principal customers for this type labor market information will be job seekers, employers, researchers, economic development planners and the Workforce Investment Council.

PLANNED OUTCOMES AND SYSTEM IMPACTS

The WIC will use this information to guide its' policies and decision making for future job training based upon projected business growth.

The measurable outcomes will be an increase in publications that address the WIC's workforce information needs; the new products will enable the WIC to reach out to their affiliated partner organizations with these LMI products and services.

PLANNED MILESTONES

DOES will meet with the WIC on a monthly and on an as needed basis.

ESTIMATED COSTS \$5,000

LMI Presentation Materials \$5,000

5. MAINTAIN AND ENHANCE ELECTRONIC STATE WORKFORCE INFORMATION DELIVERY SYSTEMS

The Department of Employment Service's DC Networks system provides the electronic network that links the individual One-Stop Career Centers into an integrated structure. It has been designed to provide a web-based tracking system, reporting and case management system for use by staff as well as customers.

The District will maximize the use of technology. DCVOS provides the electronic platform for linking the various components of the District's workforce development system to facilitate employers and job seekers access to employment, training and educational information. Emphasis has been placed on encouraging customers to use the VOS system for employment.

The DOES has increased the number of jobs available through DCVOS. Included are jobs entered by employers, jobs recorded by staff, jobs on America's Job Bank, and jobs listed in the Washington Post. DCVOS also collects job listings from HotJobs and

Career Builder. The jobs listed from these sites are refreshed several times a week. In 2005, DCVOS will begin a “job spider” which will automatically capture jobs listed on major Internet job sites and company web sites. Conservatively, the ‘job spider” will add 20,000 new jobs to DCVOS.

The LMI module of DC Networks currently includes career information, employment trends, occupational, industrial data, wages, licensing and certified occupation information, annual job openings, geographic and regional information, annual average wages, training and education needed, skills, knowledge, abilities, and other job-related information.

DCNetworks was created with certain interfaces to the national system including Americas’ Job Bank, USAJobs, CareerJobs, Career Voyages and other national search portals. The data for our products and tools, including what is represented on DCVOS, comes directly from the state LMI office that reports to the Bureau of Labor Statistics.

The Department of Employment Services will continue to make enhancements to its electronic workforce information delivery system so that the system will be even more comprehensive, accessible and user-friendly.

We plan to significantly improve both the quality and quantity of the information offered on the LMI module of our Virtual One-Stop website by offering new features and an enhanced format for more customer-friendly access to workforce information.

Emphasis will be directed toward more streamlined information access for various customer groups, incorporating universal access and customer choice as key components.

In addition, the strategic approach to the delivery of workforce information will be a gradually diminishing reliance on hard copy publications and an increasing usage of electronic methods.

DESCRIPTION OF CORE PRODUCT, SERVICE OR DEMAND ACTIVITY

Starting in August of 2005, DOES will be implementing its new VOS version 7.0 which designed to improve the performance of the workforce system, further integrate workforce services and be easier to use.

These enhancements include an addition of:

- A new quick and advanced search which includes geography, industry, keyword search and number of employees
- New employer fields
- An Enhanced resume builder module
- A Zip code radius search
- An occupational search by ONET code
- New advanced referral mechanism

- An automated notification of qualified resumes and/or referral to individuals
- Additional cross geography module which compares industry projections, occupational projections, matrix and labor force
- New data driven customer feedback form

CUSTOMER SUPPORT

The Workforce Investment Council, workforce development system staff and other stakeholders have indicated that having a user friendly web site system that provides accurate, timely, relevant and comprehensive workforce data is an absolutely critical element in our One-Stop service delivery system. More importantly, our customers have indicated that they would like to see more easily accessible and understandable LMI data.

These products also support the District of Columbia's Workforce Investment Council recommended attributes of accessibility, clarity, geographic detail and importance.

HOW THE DELIVERABLE SUPPORTS THE GOALS OF THE WIA/WAGNER-PEYSER TWO YEAR STRATEGIC PLAN

The enhancements to the website supports the WIA/Wagner-Peyser two-year strategic plan by providing:

A wider range of customers with LMI data in less technical terms and presentations that can be better understood by such information stakeholders as job seekers, employers, students, teachers and the general public.

Informational products and formats that work with and respond to private sector employers and providing a stronger incentive to participate in efforts that will provide them with qualified reliable workers

Universally accessible information and services through the use of web based technology
The streamlining and seamless delivery of labor market information to the customer through electronic input

Customers who need career counseling, educational or supportive services will be provided with access to web sites that provide comprehensive career counseling, financial aid and educational information

PRINCIPAL CUSTOMERS

The principal customers for our workforce development products will be employers, Workforce Investment Council members, workforce development staff, students, job seekers, economic planners, training providers and researchers.

In short, anyone with access to the Internet and an interest in labor market information will be a potential customer.

PROJECTED OUTCOMES AND SYSTEM IMPACTS

The Department of Employment Services is developing an electronic workforce information delivery system that is comprehensive, user friendly and accessible to anyone with Internet access. The goal is to make the electronic state workforce information system an ever-improving, high quality, customer-focused, web-based information system that will provide our customers with an improved ability to make more informed choices concerning their job search activities and training objectives.

It is expected improvements to the Virtual One-Stop website will:

- Provide more timely, comprehensive and user-friendly information to job seekers and more timely, comprehensive and user-friendly information to employment customers
- Increase the demand for our information as determined by Internet “hits”
- Increase the engagement of non-traditional stakeholders, such as school career counselors, in the current system
- Expand the current scope of electronic resources and self help tools currently available to customers and the general public

In general, there should be a significant increase in the number of customers utilizing the website and with the satisfaction of customers as determined by survey results

DOES staff will evaluate/measure product utilization and effectiveness through Internet “hits” and redesign product delivery as appropriate. New products and approaches for electronic delivery will be implemented based on customer feedback and best practices identified from other states.

We currently track the number of “hits” to the overall web site to specific pages, the number of customers who access the site. In addition, we currently have an on-line customer survey that enables us to review and track customer ratings and comments related to our website.

PLANNED MILESTONES

February 2006

ESTIMATED COSTS \$20,000

Website LMI enhancements	\$6,660
Maintenance of the Analyzer System	\$13,340

6. SUPPORT STATE WORKFORCE TRAINING ACTIVITIES INTRODUCTION

DOES and the Utah Department of Workforce Services participated the Department of Labor’s National Business Leadership Partnership (NBLP) initiative. From Utah, DOES learned about disseminating and teaching labor market information. During these discussions, Utah explained in great detail how they went about training their frontline staff.

Consequently, much of our training will be based on their “Labor Market Information Tools and Techniques for Employment Counselors” module.

The focus of this training will be to provide LMI training to workforce development professionals that will foster their ability to use LMI, so they can in turn will be better able to develop customer understanding and use of labor market information.

DESCRIPTION OF CORE PRODUCT, SERVICE OR DEMAND ACTIVITY

DOES trainers will design and deliver labor market information training that will provide an overview of LMI and teach the workforce staff to understand, access, interpret and apply various types of labor market information.

The Department of Employment Services will also provide the web based ALMIS Institute LMI tutorial and the CESER LMI@WORK instructional program to assist workforce staff in utilizing applying labor market information to assist customers.

In addition, DOES will deliver occupational and career search training to One-Stop staff thru the use of O*Net assessment tools. This training will be in a wide variety of career development and occupational information resources.

The O*NET training will include learning how to link identified occupations to occupational projections and wages and how to judge interest inventories and assessment tools, among them the O*Net Work Importance Locator and the O*Net Interest Profiler

Through this training One-Stop staff will be better able to understand the various LMI publications and how to utilize the DC Networks system to access and apply LMI. Input from attendees will be used to produce better LMI and to improve future training sessions.

In addition, in order to stay current with changing program initiatives, the Office of Labor Market Information and Research and the Workforce Development Bureau are continuing to improve its staff's knowledge, skills and abilities by sending staff to appropriate LMI Institute training courses, forums and conferences.

CUSTOMER SUPPORT

One-Stop staff have indicated a need for more accessible and understandable labor market information and customers have indicated a need for One-Stop staff to be able to more effectively explain LMI to them. Since front line staff provides LMI directly to businesses and job seekers, they are the primary targets of our training efforts.

HOW THE DELIVERABLE SUPPORTS THE GOALS OF THE WIA/WAGNER PEYSER TWO YEAR STRATEGIC PLAN

Customers need knowledgeable One-Stop staff that can assist them in understanding labor market information. Therefore, it is important that One-Stop staff be well trained in the LMI products and services we provide, so that they can integrate those products and services into their service delivery.

PRINCIPAL CUSTOMERS

The principal customers for this training will be One-Stop staff.

PROJECTED OUTCOMES AND SYSTEM IMPACTS

This training is intended to ensure that One-Stop staff will have improved knowledge of LMI and in order to provide improved service to job seekers and employers

The training will result in increased knowledge and understanding of LMI and will enable One-Stop staff to utilize LMI in their daily work activities.

Through the use of these One-Stop grant funds labor market information will be much more accessible and lead to informed decisions by customers and One-Stop staff.

The success of the training will be determined by the number of workforce development staff trained, their degree of satisfaction with the training as determined by post training surveys and the improved ability of workforce development staff to successfully access and utilize labor market information.

PLANNED MILESTONES

LMI training to One-Stop Centers - to be provided on an on-going basis

LMI staff training - to be provided on an on-going basis

ESTIMATED COSTS \$47,000

LMI specialist	\$40,000
LMI training to One-Stops	\$1,000
LMI staff training	\$6,000

PART C

CONSULTATION AND CUSTOMER SATISFACTION ASSESSMENT

The mix of products and services to be funded under this grant were determined through consultation with the Employer Involvement and Labor Market Information (EI/LMI) Committee of the DC Workforce Investment Council (WIC). The EI/LMI Committee is composed of WIC members representing the business community, private workforce development professionals and researchers and public sector LMI and workforce development staff.

The products produced with funding from this grant will be developed in cooperation with the WIC. WIC members and workforce development system staff all recognized these products and services as key elements in our workforce development system and that funding of these activities are vital to the system.

Customer satisfaction with the core products and services will be determined through a combination of user surveys, evaluation forms, training evaluation reports, focus groups and consultation. The specific consultation results and satisfaction assessment strategy for each of the core products is identified below.

1. CONTINUE TO POPULATE THE ALMIS DATABASE WITH STATE DATA. CONSULTATION RESULTS

Comments at meetings with various customers groups and feedback from satisfaction surveys indicated that customers are not aware of the wide array of data contained in the ALMIS Database and available through the DC Analyzer System. As a result, greater emphasis will be placed on publicizing the usefulness of the Analyzer System. For example, the latest monthly newsletter contained a feature article on the DC Analyzer System.

CUSTOMER SATISFACTION ASSESSMENT

Customer satisfaction will be determined from responses to an online customer satisfaction survey available to users of the DC Analyzer system

2. PRODUCE AND DISSEMINATE INDUSTRY AND OCCUPATIONAL EMPLOYMENT PROJECTIONS CONSULTATION RESULTS

Comments at the LMI workshop and feedback from satisfaction surveys indicated that customers would like more information on educational requirements and skill levels included in the projections publication.

CUSTOMER SATISFACTION ASSESSMENT

Customer satisfaction will be determined from responses to the customer satisfaction survey included with the booklet, responses to the annual survey mailed to subscribers to the monthly brochure and through consultation with individual users

3. PROVIDE OCCUPATIONAL AND CAREER INFORMATION PRODUCTS FOR PUBLIC USE

CONSULTATION RESULTS

In the past, WIC members and workforce development system staff have emphasized the need for more user-friendly publications. As a result, the services of a graphic design firm and a professional writer were enlisted in the development and production of all LMI publications. Customer feedback on the latest publications has been favorable.

CUSTOMER SATISFACTION ASSESSMENT

Customer satisfaction will be determined from responses to the customer satisfaction survey included with the publications and through consultation with members of the EI/LMI Committee and workforce development professionals.

4. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE WORKFORCE INVESTMENT BOARDS ARE PROVIDED

CONSULTATION RESULTS

As a result of a comprehensive consultation with the DOES, the WIC has indicated the need for timely labor market information in the most useful format possible. They were particularly interested in local wage data, training needs and both short and long term projections.

We will continue to seek input from the WIC and other stakeholders to determine labor market needs and based on that input develop a strategy for meeting those needs.

CUSTOMER SATISFACTION ASSESSMENT

We will continue to seek input from the WIC and other stakeholders to determine labor market needs and based on that input develop a strategy for meeting those needs

5. MAINTAIN AND ENHANCE ELECTRONIC STATE WORKFORCE DELIVERY SYSTEMS

CONSULTATION RESULTS

As with the ALMIS Database and ALMIS Employer Database, customers have indicated that the availability of this resource needs to be publicized to a greater extent.

CUSTOMER SATISFACTION ASSESSMENT

Customer satisfaction will be determined from responses to an online customer satisfaction survey available to users of the web-based system.

6. SUPPORT STATE WORKFORCE INFORMATION TRAINING ACTIVITIES

CONSULTATION RESULTS

WIC members agree with the workforce development system staff that there is a real need for ongoing LMI training among workforce development system staff.

CUSTOMER SATISFACTION ASSESSMENT

The success of the training will be determined by the number of staff trained, their degree of satisfaction with the training as determined by post training surveys and the improved ability of workforce development staff to successfully access and utilize labor market information

