

# **State of California**

## **PY 2005 Workforce Information Grant Plan**

July 1, 2005

### **A. Statewide Workforce Information System**

- **The process used to ensure that the State Workforce Investment Board (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.**

Labor Market Information (LMI) staff has regularly communicated with the California Workforce Investment Board (CWIB) staff regarding workforce information to meet their policy development needs. Each year, CWIB staff has provided input before the Workforce Information Grant statement of work has been prepared, and reviewed and approved the draft report before submission to the Employment and Training Administration (ETA).

Given the State's Strategic Two-Year Plan, as well as CWIB staff input, the division drafted this statement of work for final approval by the State Workforce Administrator and the CWIB chair. This proposal reflects their input and priorities.

To further this integration, CWIB and LMI staff has agreed to continue to work together to improve access to data residing within related LMI programs. We will jointly consult with our customers including the LMI Advisory Group in this regard.

- **How the statewide workforce information system supports the goals of the state's Two-Year Strategic Plan for state and local workforce development.**

The CWIB has prepared a new Two-Year Strategic Plan, effective July 1, 2005. This new Two-Year plan takes into account the Governor's vision for public workforce programs, and four priorities. The Two-Year plan lays out strategies for accomplishing each of the priorities. During July 2005, the CWIB will be articulating the goals and objectives for accomplishing each of these priorities and strategies. This Workforce Information Grant Plan has been developed conjointly with the CWIB's staff and the approval of the CWIB, based upon the priorities and strategies currently defined, and should address the CWIB's direction once the goals and objectives are finalized.

## **Governor's Vision:**

The State's broad system of public workforce programs prepare future and current workers for the new economy in order to create stable, reliable, higher-wage jobs that will assist in improving the quality of life for all Californians and their communities. In order to achieve this, California's statewide, locally-based workforce investment system must be able to continuously prepare the State's available and future workers for careers and the industries and sectors that are most vital to the State's economic health and growth.

### **Priority #1: Understanding and Meeting the Workforce Needs of Business and Industry in order to Prepare Workers for 21<sup>st</sup> Century Jobs**

- a. Continue to improve workforce information systems.
- b. Identify skills needed and provide training for high-wage, high-skilled, high-growth jobs.
- c. Explore innovative recommendations, particularly as they relate to the development of high-wage, high-growth jobs, for redirecting more funding into training services in order to optimize the number of individuals trained for demand occupations in industries that are vital to California's economy.

### **Priority #2: Targeting Limited Resources To Areas Where They Can Have the Greatest Economic Impact**

- a. Continue to improve State and local economic and labor market data, including techniques to support locally customized data.
- b. Ensure that workers possess the skills that businesses need to succeed.
- c. Collect and disseminate more complete and timely economic and LMI to assist State and local planners in identifying future labor shortages; current and future high-wage, high-growth occupations; and skill gaps.
- d. Work with business to identify or validate the skills that workers must possess for businesses to succeed.

### **Priority #3: Collaborating to Improve California's Educational System At All Levels**

- a. Use labor market and economic information in new and innovative ways to guide curriculum reforms in education and training.
- b. Inform the education system's efforts to improve career technical and vocational education and align curriculum with the needs of business and industry.

### **Priority #4: Ensuring the Accountability of Public and Private Workforce Investments**

Produce data that explores regional planning.

- **The strategy of the State Workforce Agency (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.**

An important part of the CWIB's strategy is to engage regional leaders in the workforce field. Examples that demonstrate how the CWIB is engaging regional leaders include public hearings throughout the state to gain input on the Two-Year Strategic Plan, and implementation of youth councils throughout the state.

The Labor Market Information Division (LMID) also collects extensive information about customer needs for workforce information, through ongoing customer surveys, focus groups, tracking and analysis of customer requests, as well as regular input from the LMI Advisory Group.

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

Workforce Information is delivered to customers in person, by our Labor Market Consultants located throughout the state; via our public information call center, which responds to specific telephone or e-mail customer requests; through direct access to our Internet web sites; through customized electronic transmission of data; and to a lesser extent, through printed LMI publications. Recent customer surveys support this array of information services.

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

Each of the delivery media described above serves One-Stop customers, based upon their needs and capacity. Our Labor Market Consultants work with local workforce boards to help provide and interpret workforce information to meet their policy and programmatic needs. Staff regularly reviews and updates the Resource Library in each One-Stop Career Center. We have developed customized portal pages on our new [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) web site to serve a range of customers, including Workforce Partners, Job Seekers, Employers, and Employment Development Department (EDD) staff. One-Stop Career Centers have bookmarked our web sites on their public use computers, as well as stocked our publications in their public 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.**

The LMID regularly surveys customers of our publications and services, and analyzes the results of these customer surveys. Our staff, led by LMID's Marketing

Team, applies these survey results to plan for new or revised publications. All customers are surveyed, with emphasis on employers and workforce partners. Although individual job seekers are surveyed, often workforce partners offer comments on how to better serve their clientele, as well.

Most of our products are now available on-line, so that we don't have the same trigger (a customer ordering a product) to send customer surveys to these on-line customers. We will be expanding our customer outreach to on-line customers to get a broader look at their satisfaction with on-line products, and the web sites in general.

- **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 2005 including how the plan addresses inadequacies or gaps identified by users.**

Our most recent Customer and Revenue Activity Report displays a break out of Internet hits (a total of about 4.3 million per month) by information type—with occupational information consuming approximately 51 percent of customer hits, occupational wages accounting for about 22 percent, and the remaining 27 percent tapping into labor force and industry employment. Customer satisfaction for the top five products (by numbers distributed) ranged from 4.2 to 4.0 on a five-point scale, with 5.0 representing the greatest satisfaction. No gaps or inadequacies were identified.

- **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.**

The LMID leverages other fund sources to maximize our ability to deliver workforce information. These include Job Service (JS) and Workforce Investment Act (WIA) funds, as well as a matching allotment from the U.S. Department of Agriculture to support our collection of agricultural data. In addition, research partners and contracts for special services add to our available funds.

## **B. Core Products and Services**

### ***State Workforce Agency Deliverables***

#### **1. CONTINUE TO POPULATE AND MAINTAIN THE AMERICA'S LABOR MARKET INFORMATION SYSTEM (ALMIS) DATABASE**

- **Description of core product, service or other demand activity**  
In California, the ALMIS database serves as the primary data repository for the California web site, *LaborMarketInfo* ([www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov)). This is

the California version of the Workforce Informer Consortium's Internet delivery system.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**  
Customers have made great use of our current web applications, and are pleased with the greater data access the ALMIS database and the *LaborMarketInfo* web site affords them. From September 2004 through May 2005, the *LaborMarketInfo* web site had almost 360,000 visitors and has received approximately 16 million hits.
- **Support goals of the state's WIA Two-Year Strategic Plan**  
The ALMIS database supports the CWIB's priority for timely regional information. The Internet delivery of the ALMIS database is key to supporting this priority.
- **Principal Customers**  
The full range of customers makes use of our Internet web sites. Employers, researchers, economic developers and workforce preparation staff have been strong users of the data in the ALMIS database via the *LaborMarketInfo* web site in the last six months.
- **Projected outcome(s) and system impact(s)**
  - Maintain and keep current the core tables of the California ALMIS database and any tables necessary for the Workforce Informer Internet application.
  - Develop and maintain the necessary applications to efficiently load data into the ALMIS database. LMID staff will also use these tools to quickly respond to data requests from the Local Workforce Investment Boards, career development agencies, and other customers.
  - Coordinate the distribution and licensing of the ALMIS Employer Database CD-ROM set to Local Workforce Investment Areas, and other local customers as appropriate.
- **Planned milestones**

August 2005 – Participate in the ALMIS Resource Center Seminar 2005.

September 2005 – Distribute the 2006 1<sup>st</sup> edition of the ALMIS Employer Database CD-ROM

October 2005 – Develop an electronic process to update the training provider information in the ALMIS database.

March 2006 – Incorporate data for the United States from the National Crosswalk Service Center into the ALMIS database for the web site

April 2006 – Distribute the 2006 2<sup>nd</sup> edition of the ALMIS Employer Database CD-ROM

Continuous—Update the content as new data are released.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$126,400

## **2. PRODUCE AND DISSEMINATE INDUSTRY AND OCCUPATIONAL EMPLOYMENT PROJECTIONS.**

- **Description of core product, service or other demand activity**  
Using the ALMIS Projections Consortium methods, we will develop short-term industry and occupational projections for California for 2005-2007, long-term industry and occupational projections for California for 2004-2014, as well as long-term industry and occupational projections the large Metropolitan Statistical Areas (MSAs), with projections for the smaller MSAs and counties to follow. We will publish occupational projections on our Internet web site, paired with wage data so that high wage, high demand occupations can be identified easily.

We will continue to work on building local North American Industry Classification System (NAICS) historical time series data and supplementing the local time series where feasible.

We will maintain our membership on the Technical Issues and Research Committee of the Projection Managing Partnership and attend ALMIS Projection training as State imposed travel restrictions will allow.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**  
Projections continue to be a fundamental LMI element, highly demanded by our customers. In a 2003 one-on-one survey of 117 occupational information customers from business, education, government and workforce preparation groups, projections were recognized as the “most frequently identified critical information need.” Eighty percent of all respondents identified projections as the most important and most frequently used occupational information.
- **Support goals of the state’s WIA Two-Year Strategic Plan**  
Projections are a key source of LMI to assist State and local planners in identifying future labor shortages; current and future high-wage, high-growth

occupations, as noted by our customer survey data. The initiative to produce short-term employment projections enhances the timeliness of these data.

- **Principal Customers**

As mentioned above, in a 2003 survey of occupational information customers from business, education, government and workforce preparation groups, projections were recognized as the “most frequently identified critical information need.” Economic development, which is included in the business group, is a key user of projections.

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

- Produce State Industry and Occupational Long-Term Projections for 2004-2014;
- Submit State Long-Term Occupational Projections for 2014 to the ALMIS web site;
- Produce State Industry and Occupational Short-Term Projections for 2005-2007;
- Submit State Short –Term Occupational Projections for 2005-2007 to ALMIS web site;
- Produce Long-Term sub-state Industry and Occupational Projections and load them on our web site;
- Attend ALMIS-sponsored projections training to help accomplish these objectives.

- **Planned milestones**

Statewide Long-Term Occupational Projections 2004-2014

- Develop statewide industry projections, by February 17, 2006;
- Develop statewide occupational projections, by May 19, 2006;
- Submit statewide occupational projection file to ALMIS web site, by June 30, 2006.

Statewide Short-Term Occupational Projections 2005-2007

- Develop statewide industry projections, by March 10, 2006;
- Develop statewide occupational projections, by June 16, 2006;
- Submit statewide occupational projection file to ALMIS web site, by June 30, 2006.

Substate Long-Term Occupational Projections 2004-2014

- Develop large county industry projections, by August 11, 2006;
- Develop large county occupational projections, by October 6, 2006;
- Develop small county industry projections, by November 10, 2006;
- Develop small county occupational projections, by March 16, 2007.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$502,000 plus leveraged funding

***State Workforce Investment Board/State Workforce Agency Deliverables***

**3. PROVIDE OCCUPATIONAL AND CAREER INFORMATION PRODUCTS FOR PUBLIC USE.**

- **Description of core product, service or other demand activity**  
In cooperation with the CWIB and in support of the California Regional Economies Project, the President's High Growth Job Training Initiative and the ETA direction, LMID will develop career and recruitment-related materials for a target industry, this year selected to be the logistics industry. This will include researching and analyzing new and changing occupations that cut across many industries in the selected Industry Sector. Using the Occupational Information Network (O\*NET) as a resource, staff will analyze the skills, knowledge, abilities, education requirements, work-related tasks, statewide and regional outlook information and produce unique occupational profiles designed as a career exploration tool to attract more high school and college students to the logistics industry, the portion of the manufacturing industry which focuses on getting raw materials and parts to the manufacturer, and products to the consumer. The profiles will focus on entry level through the more technical and professional occupations.

Respond to ad hoc requests for occupational research and produce custom reports. Research and update existing occupational products.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**  
LMID's occupational and career products are the most popular products on our web site as demonstrated by the number of hits (over five million year-to-date), customer comments, and comments from focus groups and conference attendees.
- **Support goals of the state's WIA Two-Year Strategic Plan**  
Occupational and career information are key elements of the Governor and CWIB's information priorities.
- **Principal Customers**  
Principal customers are the State and Local Workforce Investment Boards and their customers, employers, job seekers, career explorers, training providers, economic developers and intermediaries.

- **Projected outcome(s) and system impact(s)**  
Provide occupational information to assist industry and training providers develop more effective curriculum and training programs, recruit more qualified candidates, and make informed planning decisions about regional economic and workforce development for selected industries.
- **Planned milestones**  
For the project to develop career and recruitment materials in support of the California Regional Economies Project:
  - By July 31, 2005, select the industry of study with the input of the CWIB staff and the California Regional Economies Project staff.
  - By September 30, 2005, evaluate the occupations that are new, growing, changing or experiencing recruitment and retention problems in the selected industry. Provide input on selected occupations to the CWIB and California Regional Economies Project staff.
  - By June 30, 2006, develop O\*NET based career profiles for the selected occupations, including skills, knowledge, abilities, education, work-related tasks, and statewide outlook information to assist employers in recruiting more qualified candidates; and provide career and skill information to high school students who are exploring careers and making career choices. Format the career profiles into print-ready versions to be published on the *LaborMarketInfo* web site.
- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**  
  
\$374,000 plus leveraged funding

**4.A. 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**  
***Provide Public Information Services***, including producing analyses that focuses on county level data and the needs of local workforce development agencies as a source of information to identify potential high growth industries and occupations. Develop products that include a range of LMI and census and demographic data sources to provide trend analysis that can be used by local economic developers and workforce agencies at a regional or county level for 57 California counties.

Provide public information call center services. The LMID call center provides a ready source for assistance with the LMID web site and directs callers to the EDD resource that best suits their needs, or referral to other agencies as appropriate. Call center staff helps customers to select and understand LMI

products and to navigate the LMI web site. The call center staff responds to more than 200 calls per month, plus e-mail requests.

On an annual basis, produce customized web-based *Planning Information Packets* for Local Workforce Investment Boards. Local Boards use these publications for program planning and targeting of services. These packets contain local summary data on public assistance recipients, lower living standards income levels, and economically disadvantaged persons.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**  
A good indication of customer interest and satisfaction is customer access to the on-line products. There were approximately 300,000 hits year-to-date to the *Planning Information Packets* and *County Snapshots* on LMID's [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov) web site.
- **Support goals of the state's WIA Two-Year Strategic Plan**  
The function of the call center is to be responsive to customer's information needs, and ensure the most timely, relevant information about changing workforce investment needs and opportunities.
- **Principal Customers**  
Principal customers are workforce researchers, Local Workforce Investment Boards, job seekers, business and economic developers.
- **Projected outcome(s) and system impact(s)**  
Provide public information services, and respond to local and state-level data needs.
- **Planned milestones**  
By March 31, 2006, provide the annual *Planning Information Packets* on the [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) web site for use by Local Workforce Investment Boards in their planning.  
  
By June 30, 2006, provide the updated *County Snapshot* publications on the [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) web site.
- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**  
  
\$187,000 plus leveraged funding

#### **4.B. 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**  
***Coordinate Customer Outreach and Marketing***, including oversight to insure the development of demand driven products, publications, information services and marketing materials, focusing on timely, informative and user-friendly products; periodic product review and evaluation for customer usability along with associated outreach activities; coordinate surveys and focus group sessions to assess customer satisfaction and identifying ideas for improving products and services. Development of web-based interactive customer and product profiles.
- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**  
The focus of the marketing function is achieving and measuring customer satisfaction. Overall customer satisfaction ratings for all division programs and services exceed 4.0 on a five-point scale.
- **Support goals of the state's WIA Two-Year Strategic Plan**  
Understanding customer needs is the key to responding to changing workforce needs. By working in collaboration with the CWIB staff to continue to understand and address customer needs, LMID will support the CWIB's plan.
- **Principal Customers**  
Among the primary targeted customers for LMID marketing activities are State and Local Workforce Investment Boards, One-Stop Career Center staff, Employers, Economic Development Agencies, Education and Training Providers, and Job Seekers.
- **Projected outcome(s) and system impact(s)**  
Direct staff efforts to assess dynamic customer information needs. Direct ongoing customer input into upgrading existing products and developing new products and information services.
- **Planned milestones**  
Continue to evaluate, update, and implement the division's Marketing Plan and Guidelines for Customer Marketing and Outreach, ongoing.

Create and house Product and Group Profiles on the Division's Intranet Customer Database for purposes of focusing development of products and services to continue to understand and meet customer needs, ongoing.

Facilitate scheduling, tracking and completion of post-implementation product evaluations for both new and existing products, ongoing.

Continue attendance at statewide conferences to exhibit and demonstrate products and services, ongoing.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$204,000

#### **4.C. 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**  
**Conduct Original Labor Market Research** initiated by either LMID researchers or in partnership with other research entities to satisfy requests for timely needed workforce information. Examples include conducting studies which provide necessary data in support of the California Regional Economies Project and the CWIB's High Growth-High Wage Priorities; examine labor supply and demand issues; extract, analyze and disseminate aggregate job matching statistics from the CalJOBS system to support labor supply analysis; coordinate with the Census Bureau to produce and distribute labor turnover and job growth statistics by industry and area; produce quarterly data on new business formation in California; and participate in studies designed to identify and resolve labor supply problems in selected industries.
- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**  
Public policy customers rely heavily upon the results of the labor market research conducted by LMID staff to inform their policy planning processes.
- **Support goals of the state's WIA Two-Year Strategic Plan**  
Labor market research is essential to support the CWIB's priority to ensure the most timely, relevant information about changing workforce needs and investment opportunities.
- **Principal Customers**  
Principal customers of these efforts are State and Local Workforce Investment Boards and their customers: One-Stop Career Centers, employers, job seekers, planners, economic developers, and others. In addition, we have an ongoing collaborative research relationship with academicians and other researchers.
- **Projected outcome(s) and system impact(s)**  
Facilitate labor market research, independently and in partnership with public and private research entities, to: advance the study of challenging issues such as labor supply and demand; mine administrative data; and conduct other research of interest to policy makers.

- **Planned milestones**

Consistent with the President's High Growth Job Training Initiative, contribute to the development and implementation of statewide initiatives, using California Regional Economies Project and Local Employment Dynamics (LED)/ Quarterly Workforce Indicators (QWI) data to identify high growth/high demand industries with a particular focus on Advanced Manufacturing, Construction, Geo-spatial industries, and Automotive industries.

On a quarterly basis, provide the Census Bureau with regular flows of wage records and Quarterly Census of Employment and Wages (QCEW) data that comply with the Confidential Information Protection and Statistical Efficiency Act (CIPSEA) – also known as CIPSEA-free QCEW data – to support the Census Bureau's LED Program. Provide training as requested in the use of the QWI and access to these data via the Internet. Retrieve QWI data to meet the needs of special requests and studies.

Update the California Regional Economies Project database by adding annual average data for calendar year 2004. Provide custom runs from the database, upon request, to meet the needs of the CWIB and Local Workforce Investment Boards in their studies of regional economies by providing linkage to the LED/QWI for select regions.

Maintain data flow from CalJOBS to support detailed occupational analysis of labor supply issues. Update the system of EXCEL spreadsheets with monthly files that display applicants and openings by industry and occupation, and also display the relationship between applicants and openings.

On an ongoing basis, monitor the Nurse Workforce Initiative (NWI) project related to health care in California.

By December 2005, provide data to researchers at the University of California, Los Angeles, to support their evaluation of the NWI.

Produce quarterly statistics on New Business Formation in California by September 2005, December 2005, March 2006 and June 2006.

Working with the ten-state Supply/Demand Consortium, contribute to the design and implementation of a web-based delivery system for occupational and industry data on education and program training completers, employment projections, and industry supply/demand measures by September 2005.

Upon request, provide custom data runs from the QCEW. Data are available at the county or sub-county levels for either zip code or city code, and include data fields such as employment, payroll and industry code. These custom QCEW

data are most often used for local or regional labor market research and economic industry growth forecasting.

Coordinate with custom QCEW data requesters to determine their eligibility for confidential data.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$453,575 plus leveraged funding

#### **4.D. 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**  
***Collect and Deliver Agricultural Employment Data.*** California has been the nation's top agricultural producer for over 50 years. This proposal enables LMID to continue to respond to customer requests for agricultural industry data in California and the local areas. LMID collects these data through a survey of agriculture employers in California and produces agricultural industry estimates for the State as a whole and for six agricultural regions, and total agricultural employment for each of California's 58 counties. Agricultural average hourly earnings are produced for the State as a whole and for six agricultural regions. This information is disseminated through all of the resources available to LMID, including the Internet and a quarterly Agricultural Bulletin. These data are critical to the workforce development system throughout the state, particularly in California's rural areas. This program parallels the non-farm Current Employment Statistics (CES) program and leverages a working relationship which was established in 1996 with the National Agricultural Statistics Service, U.S. Department of Agriculture
- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**  
Customers have indicated their support and appreciation for this data resource in meetings, telephone conversations, and e-mail. Our customer tracking system for Internet use shows that these data are viewed and used regularly.
- **Support goals of the state's WIA Two-Year Strategic Plan**  
These activities provide timely local data about a key California industry.
- **Principal Customers**  
Principal customers for agricultural information are job seekers, growers, financial analysts, education and training providers, One-Stop Career Center staff, the U.S. Department of Agriculture, and Local Workforce Investment Boards.

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

This deliverable allows EDD to produce a unique data series that tracks activity in an industry that is significant in California and for which data are not available elsewhere. The resulting data series is used to track the overall economic health of agriculture within the State, enabling Local Workforce Investment Boards and other key users to obtain a complete industry employment picture for the State or local economies upon which to make informed decisions.

- **Planned milestones**

Produce monthly agricultural employment estimates for California and six geographic regions, ongoing monthly activity.

Disseminate data in the California Agricultural Bulletins via the Internet and in print, ongoing.

Benchmark the agricultural employment data to the ES-202 file of universe employment, annually, by March 2006.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$92,500 plus leveraged funding

#### **4.E. 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**

***Produce Maps for One-Stop Decision Makers.*** This proposal will allow the LMID to meet the Department expectations for using Geographic Information Systems (GIS) technology in meeting customer demand for EDD products. This will allow LMID to continue to build its GIS capacity, and provide GIS products to One-Stop customers and State and Local Workforce Investment Boards. With the implementation of the WIA there has been an increased demand for LMI. To better meet this demand, LMID has developed GIS maps and applications to analyze and display data spatially.

The geo-spatial display of data using mapping technology reveals patterns in LMI that are not readily visible in tabular data. LMID uses GIS to simplify complex jurisdictional boundaries, increase communication and enhance decision-making.

The Division continues to maintain and improve the quality of street address information for the 1.1 million employers in our QCEW program. We have the monthly employment data and industry designation for each of these employers. With the address information, we are able to assign a geo-code (the assignment

of a latitude and longitude to each physical location address). Between 90 and 95 percent of the QCEW database (excluding private households) is geo-coded. The geo-coding of these employers in this comprehensive database and the use of GIS have significantly advanced our analysis capabilities, enabling us, among other things, to make non-confidential sub-county industry employment data available to customers. Several State and local government offices and firms have benefited from the more useful localized data we are now able to provide. We will continue to evaluate ways to provide new sub-county data sets to customers.

The LMID has developed interactive mapping applications to pilot an expanded use of analytical mapping capability. The system has been installed on the LMID Intranet. This will allow the Division's Labor Market Consultants who are located throughout the state to provide technical assistance for local customers by creating maps for One-stop customers and Local Workforce Investment Boards. CWIB staff is also able to use the system. Some of the features are interactive query capabilities such as displaying and viewing multiple data sets and the ability to conduct queries for specialized analysis. The system allows generation of maps of labor force data, CalWORKS data, Unemployment Insurance (UI) Claim data and selected census demographic data. A Help system was created that has illustrated text and several videos explaining how to use the interactive maps and the analysis tools.

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

Customers of LMID GIS maps and mapping applications have indicated their support and appreciation of our services in a variety of ways, including at meetings, and by telephone and e-mail. Following is a comment from a CWIB staff member upon receiving a CD with a map showing updated one-stop locations and other data.

"Rec'd the CD yesterday. WOW, these are superlative. You got everything on the map that we requested. When we first discussed the implications of this project I was so excited because people need to graphically see the California WIA system and your unit's mapping abilities have done it."

The Federal Geographic Data Committee recognized LMID's mapping and analysis of the economic impact of the 2003 California Wildfires in December 2004 (<http://www.fgdc.gov/publications/success/>).

- **Support goals of the state's WIA Two-Year Strategic Plan**

These activities support the CWIB's strategic direction. Specifically, all partners have timely, relevant and regional information about changing workforce needs and investment opportunities.

- **Principal Customers**

Principal customers for maps and geographic information services are planners and policy makers, including the State and Local Workforce Investment Boards.

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

Following completion of the pilot of the interactive mapping system on the Intranet, the system will be evaluated. If determined to be effective and beneficial to customers, plans will be developed to move it to the Internet for use by external customers. The LMID's GIS Strategic Plan (2001-2005) guides the development and production of GIS services for customers.

We will continue to evaluate new sub-county data sets from other sources such as the Department of Education that may be made available through our GIS services.

- **Planned milestones**

Geo-code One Stop Career Center locations and modify Local Workforce Investment Areas map boundaries to include semi annual updates by September 30, 2005 and February 28, 2006. Provide maps of Local Workforce Investment Areas to the CWIB including One-Stop locations, incorporating semi-annual updates by December 31, 2005 and June 30, 2006.

Update LWIA maps within 30 days of changes to area boundaries.

Respond to ad hoc request for geo-spatial analyses, including maps, on an ongoing basis throughout the year.

Evaluate new sub-county data sets from other sources that may be made available to customers through our GIS services.

Maintain and support the interactive mapping system for the LMI Intranet. Provide support to the Labor Market Consultants in creating maps for One-stop customers and Local Workforce Investment Boards and to CWIB staff; and conduct an evaluation of the system by October 29, 2005.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$285,000

#### **4. F. ENSURES THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE INVESTMENT BOARDS ARE PROVIDED.**

- **Description of core product, service or other demand activity**  
***Produce Small County Industry Employment Data.*** This proposal will allow the LMID to continue to produce small area (non-CES) industry payroll employment estimates for the 21 smallest counties in the State at the detail previously provided. This effort parallels the non-farm CES program for the 24 largest MSAs and 4 Metropolitan Statistical Divisions, which covers 37 counties. The production of small county industry data allows Local Workforce Investment Boards to make comparisons across geographic regions. In addition to producing small area industry employment estimates, this proposal will allow LMID to respond to inquiries for local industry employment estimates at the county level.
- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**  
These data were instrumental in the production of monthly industry employment at the four-digit level from 1990-2002 under the NAICS. These data are key input to the California Regional Economies Project. The continued production of data at this level will be integral to the Phase II portion of the California Regional Economies Project that proposes to update and bring current the data through 2004.
- **Support goals of the state's WIA Two-Year Strategic Plan**  
These activities provide timely, relevant regional information on economic and employment trends.
- **Principal Customers**  
Principal customers for small area employment data are job seekers, education and training providers, One-Stop Career Center staff, Local Workforce Investment Boards, and employers.
- **Projected outcome(s) and system impact(s)**  
Continuing the production of these small area industry employment estimates allows the partners in the workforce development system to have access to consistent sub-state industry employment data across the State to assist them in making strategic and operational program decisions. This outcome is in keeping with the ETA's strategic goal of generating the most current and local information, and also supports the President's High Growth Job Training Initiative that requires the analysis of industry data in order to identify high growth areas.

- **Planned milestones**

Produce monthly estimates of industry payroll employment on a regular schedule, usually on the second Friday of each month.

Disaggregate MSA level industry data into county breakouts annually, July 2006.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$168,200

#### **4. G. ENSURES THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE INVESTMENT BOARDS ARE PROVIDED.**

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

***Review the Electronic and Print Labor Market Information Products Provided to Job Seekers and Business at Every Comprehensive One-Stop Center in California at Least Once Every Year.*** Last year's ETA review of California's programs yielded an observation (#26) recommending this action. The reviews include helping One-Stop Career Center staff reset the LMI pages from [www.calmis.ca.gov](http://www.calmis.ca.gov) to the new ALMIS based [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) web site where necessary. Staff also inspects links to other sites such as America's Career Information Network (ACINet), the U.S. Census Bureau, local transportation agencies, and other sites that are appropriate for that area.

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

One-Stop Center who must handle a wide variety of operational details appreciate additional contact with their local Labor Market Consultant, especially this dedicated review of the center's LMI resources, and the assurance that the data their One-Stop provides to customers is the most current available.

- **Support goals of the state's WIA Two-Year Strategic Plan**

As California's network of One-Stop Career Centers matures, it is important to ensure that the labor force and employment data that we provide employers and job seekers is as accurate as possible.

- **Principal Customers**

All customers and staff who use the on-line and print materials available in the One-Stop's resource center.

- **Projected outcome(s) and system impact(s)**  
Ensures reliability and timeliness of LMI provided to employers and job seekers through all of California's comprehensive One-Stop Career Centers.
- **Planned milestones**  
Ongoing. Out-stationed managers and staff will schedule reviews in July and August 2005 to begin in October 1, 2005 and will be completed by September 30, 2006.
- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$7,800 plus leveraged funding

## 5. MAINTAIN AND ENHANCE ELECTRONIC STATE WORKFORCE INFORMATION DELIVERY SYSTEMS.

- **Description of core product, service or other demand activity**  
California's new web site, *LaborMarketInfo* ([www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov)), is the California version of the Workforce Informer Consortium's Internet delivery system. This on-line application provides users with access to LMI stored in the ALMIS database. The new site was launched in September 2004. The web application includes on-line "tours" to assist customers learn to use the new site, portal pages which address specific customer information needs, a personal page option to allow the customer to store data queries, and a "data library" to allow customers to easily download and format data of interest to them.

Maintain and host the previous LMI site, *CALMIS* ([www.CALMIS.ca.gov](http://www.CALMIS.ca.gov)), to provide functionality not initially available through the *LaborMarketInfo* application.

Maintain and host the *WorkSmart* web site ([www.WorkSmart.ca.gov](http://www.WorkSmart.ca.gov)) available in both English and Spanish. *WorkSmart* is an application designed for entry-level job seekers, with information on entry-level jobs and possible career ladders up from these jobs. It also includes "soft skills" advice such as, job search tips, application and resume preparation, and interview tips.

Maintain and enhance LMID's internal *Intranet Customer Database* (ICDB) – the storage device for our customer information including contact information, product usage, and customer satisfaction.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**  
 The greatest evidence of our customer satisfaction is the continuing and growing dependence on our Internet presence. We receive over four million hits per month, representing approximately 400,000 visits for all web sites combined.
- **Support goals of the state's WIA Two-Year Strategic Plan**  
 Development and maintenance of on-line systems is critical to LMID's ability to provide current and timely information to the workforce community.
- **Principal Customers**  
 LMID's electronic delivery systems serve job seekers, employers, economic developers, educators and workforce development staff, among others.
- **Projected outcome(s) and system impact(s)**

  - Maintain and enhance the new *LaborMarketInfo* on-line application. Continue to expand portal pages targeted toward specific customer groups, offering launch points to information of interest to a particular customer group in one location. Prepare articles and content to populate the site. Coordinate web site content development review and approval through the division's Editorial Board to ensure that web articles are easily readable and have a consistent look and feel.
  - Participate in the Workforce Informer Consortium to recommend future enhancements to better meet our customers' needs.
  - Maintain the *CALMIS* web site and develop applications to provide functionality not initially available through the *LaborMarketInfo*.
  - Maintain and enhance the LMID's ICDB web site to track customer requests, provide contacts for product marketing, track customer satisfaction, and track product inventory.
  - Maintain *WorkSmart* (both English and Spanish versions). Develop and add information as requested by job seeker customers and the intermediaries who serve them.
- **Planned milestones**  
 Ongoing - Maintain and update existing Internet web sites – *LaborMarketInfo*, *CALMIS*, and *WorkSmart*.

August 2005 – Fully integrate the *CALMIS* web site into the *LaborMarketInfo* web site to eliminate redundancy.

TBD 2005 – Attend the Workforce Informer Consortium meeting, planning for future enhancements.

December 2005 – Develop and maintain an on-line application to provide improved access to the Licensing information.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$420,000

## 6. SUPPORT STATE WORKFORCE INFORMATION TRAINING ACTIVITIES.

- **Description of core product, service or other demand activity**  
The LMID will address workforce training using a combination of tools and services. We will provide written (ranging from simple guidance to Frequently Asked Questions (FAQs), telephone-based, one-on-one, and classroom instruction (at customer request) on using the new ALMIS based [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) web site. We will update the content of the “EDD Staff” portal page of our web site for the ease of our JS and UI staff. We will also continue to provide individual and group training on other LMI products and services based on the needs and requests of local board and other staff serving businesses and job seekers through California’s network of One-Stop Career Centers. More broadly, the Area Services Group will leverage their existing WIA and JS funding to extend the reach of the limited training funds available through the Workforce Information Grant.
- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**  
Based upon our ongoing customer survey input, customers are highly satisfied with the local services they receive from LMID’s Labor Market Consultants, including training services.
- **Support goals of the state’s WIA Two-Year Strategic Plan**  
Training is part of introducing users to the vast array of LMI and demographic information tools made available to them by the State. Understanding and applying those tools is a critical component of timely information delivery to business and job seekers.
- **Principal Customers**  
All customers benefit from on-line training tools and written materials. We will target ad hoc training to Local Workforce Investment Board staff and One-Stop Career Center staff.

- **Projected outcome(s) and system impact(s)**  
On-line training tools and dedicated pages within the [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) web site; ad hoc training based upon customer need related to LMI products and services, including assistance using the new web site.
- **Planned milestones**  
Ongoing as needed.
- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**  
  
\$50,000 plus leveraged funding

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

California initiated a marketing program and customer satisfaction survey process in the mid-1990's to insure that we consult with customers about the usefulness of the information disseminated through the workforce information system. In fact, our Marketing and Customer Outreach processes were cited as promising practices in the last ETA review of workforce information programs. Tasks associated with our customer outreach and customer satisfaction efforts, particularly for targeted customer sectors, include:

- Our Customer satisfaction assessment process includes customer surveys sent to all customers who receive a product from us, and to a sampling of customers who receive our services; focus groups; one-on-one customer interviews; and an LMI Advisory Group. These are all ongoing activities.
- Our current customer satisfaction survey includes at a minimum five "core questions" which ask about the customers' satisfaction with the Division's products and services overall, satisfaction with the specific product they have recently ordered, and the helpfulness of the product in making an informed career or business decision. Each response is rated on a scale of one (low) to five (high). In addition, for each customer, we ask them to identify with a customer type, tell us how they will use the product and provide any written comments they wish. Monthly reports are generated and reviewed by Division managers. (For some products, additional questions specific to the product's content are asked, as well.)
- Customer satisfaction surveys and comments for each product are routinely reviewed when products are updated or similar products are generated.

- Our goal is that customers will rate satisfaction and helpfulness of products and services at least 4.0 on the five-point scale.
- Customer satisfaction with products is tracked in a database by product, customer type and rating, and linked to information in our ICDB about customer orders for these products (how many products were ordered by which customer groups, for instance). Staff can access reports providing each of these information elements for any product through the ICDB. The database also easily provides staff with lists of customers who have ordered the products, creating a contact list for focus groups or more detailed surveys.
- Focus groups are often scheduled as part of the product development and update process.
- We have developed a Customer Outreach and Marketing Guide describing appropriate customer outreach efforts for these specific target customer sectors to assist staff marketing and outreach efforts.
- In the coming year, we also plan to devise additional outcome measurements to more fully track the progress in customer satisfaction within key targeted customer sectors.
- We have developed Customer Group Profiles for each targeted customer sector, and will use the “personal page” feature of our [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) web site to gain additional information about customer interests and satisfaction.
- We continue to conduct ongoing research/analysis in response to feedback received from customer surveys, focus groups and web trend findings to better assess customer employment statistics needs and levels of satisfaction, and to continue to improve products and services.