

State of Kansas

PY 2005 Workforce Information Grant Plan

A. Statewide Workforce Information System

- **The process used to ensure that the SWIB can exercise its responsibility for ensuring that state workforce information policy is responsive to the needs of the state and local workforce investment system.**

The Labor Market Information Services (LMIS) Division of the Kansas Department of Labor has been involved with the state Workforce Investment Board (WIB) from its inception. The name of the board has been changed to the Workforce Network of Kansas (WNK). Representatives of KDOL/LMIS have addressed the Board on various topics throughout the years with the most recent occasion being on April 19, 2005. KDOL/LMIS representatives spoke on occupational projections to a planning subcommittee of the WNK Board.

The WNK Board will be asked to review the plan and provide advice to KDOL/LMIS concerning the overall direction of Workforce Investment Act LMI products. The WNK Board would be asked to:

- Examine the current years LMI products in light of the Grant Plan and provide feedback to help KDOL/LMIS make improvement to current LMI products and develop new materials.
 - Provide insight about gaps in the workforce information system.
 - Participate in the development of a customer satisfaction survey.
- **How the statewide workforce information system supports the goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan for state and local workforce development.**

According to information received from the WNK Board, the Governor's key workforce investment priorities for the state's workforce development system include the following:

- Ensure all youth are prepared with the knowledge, skills, and behaviors necessary to make the transition from the education system into meaningful, challenging and productive careers with high wages, high demand and the opportunity for lifelong learning;
- Enable postsecondary educational institutions to deliver programs and services to address the needs of business in Kansas;
- Develop and implement marketing and communication tools to increase the understanding of, interest in and use of the state's workforce development system;
- Ensure all persons, including those with disabilities, have access to meaningful employment opportunities through an integrated workforce development system;

- Establish a single point of contact for businesses to promote accountability and efficiency in state government;
- Provide value-added business services such as the ability to assess, screen and refer qualified jobseekers;
- Strengthen the One-Stop delivery system to provide jobseekers convenient access to a network of training and education services to acquire the skills they need to meet the requirements for high wage, high demand occupations; and
- Reduce overhead costs to operate the Kansas One-Stop delivery system as efficiently and as effectively as possible.

Each priority described above is designed to integrate business and industry, postsecondary education and workforce development to actualize the Governor's vision for the creation of a demand-driven economic development system. It is the Governor's priority to immediately address issues identified by the USDOL based on a review of the state's local areas.

In support of these goals, the KDOL/LMIS mission is to provide the customers of the Kansas workforce development system with timely, accurate and relevant labor market information that will support business and job growth in an increasingly competitive global economy.

To achieve this goal, successful labor market information strategies focus on transforming statistical economic data into powerful value-added information and knowledge that can be customized at the regional and local level. In this manner, labor market information will serve as a catalyst in promoting joint economic and workforce strategy development focused on serving the particular needs of the state's diverse and dynamic regions.

The Kansas Strategic State Plan for Title I of the Workforce Investment Act of 1998 and the Wagner-Peyser Act for the period July 1, 2005 – June 30, 2007 was completely rewritten during the spring of 2005. KDOL/LMIS participated directly by providing narrative and tables for Section IV. Economic and Labor Market Analysis and Section IX. B. Workforce Information.

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

According to information received from the WNK Board, the vision and mission are as follows:

Vision: The Workforce Network of Kansas Board will create and implement the finest workforce development system in the country—one that will be the standard against which others are measured.

Mission: The Workforce Network of Kansas Board serves as a review board and change agent empowered with the responsibility of making recommendations to the Governor and to state agencies to drive economic development in the state by helping to produce: lifelong learners, a highly skilled and productive workforce, and highly skilled and high wage jobs.

KDOL/LMIS regular activities are directly supportive of the vision and mission of the Workforce Network of Kansas Board. The vision includes the promotion of economic

development in the state. KDOL/LMIS directly supports that effort by developing and maintaining economic information, which is useful to those engaged in economic development for all areas of the state. The division receives regular requests from economic developers and chambers of commerce for detailed economic profiles of areas to use in attracting new employers to the state.

KDOL/LMIS also provides direct support to the mission to produce a highly skilled and productive workforce by providing information on occupational outlook and wage data for use by workforce development counselors and jobseekers in making intelligent career decisions. This available information is supplemented by the development of job vacancy and fringe benefit surveys to provide additional data to economic developers and job seekers.

- **The strategy of the SWA and the SWIB for consulting with local workforce investment boards and stakeholders in the workforce investment system to determine customer needs for workforce information.**

The major component of a effort to develop a demand driven labor market information system will be the involvement of the State and local WIBs in the planning process. The proposal is made that a closer relationship be established between KDOL/LMIS and the WNK Board to provide regular consultation to the LMI planning process. A representative from KDOL/LMIS would be available at each Board meeting to provide assistance. The goal would be to assist the committee in obtaining the materials or information necessary to develop a demand driven Labor Market Information System consistent with the Five Year Strategic WIA Plan.

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

KDOL/LMIS maintains and publishes annual information on job outlook, wages, and employment and unemployment data. These data are published in a variety of mediums including the Internet and print. KDOL/LMIS periodically updates a directory of publications, which is distributed to local offices and to a mailing list that includes economic developers and chambers of commerce. Individuals are served primarily by Workforce Development Centers and KDOL/LMIS Web site.

The KDOL/LMIS Division also produces monthly reports on employment and unemployment and hours and earnings, which prove to be highly useful to employers, economic developers, university researchers and news media. These data are distributed by a variety of methods including the Internet, fax, mail and e-mail.

Kansas JobLink contains links to the KDOL/LMIS Web page and a section containing career information such as occupational outlook and wage data. The Web page is currently undergoing careful redesign and inclusion into the KDOL Website.

The workforce development agencies are served by direct contact and by a series of area workforce planning guides published and updated on a regular basis. The planning guides contain information on area demographics, industrial employment, unemployment, occupational outlook and wage data.

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

The Kansas Department of Commerce operates 23 Workforce Development Career Centers. The *Kansas JobLink* labor exchange maintains online service to employers and applicants in local offices and on the Internet. Applications from both the Department of Commerce and the Department of Labor are included on this site. Kansas JobLink provides a direct link to the KDOL/LMIS web page and a well-designed career information section.

In addition to the core products included in the KDOL/LMIS Database containing job outlook, and wage data, KDOL/LMIS maintains and publishes information on employment, unemployment and demographic data. These data are published in a variety of media including the Internet and print. KDOL/LMIS periodically updates a directory of publications that is distributed to local offices. The directory presents a complete list of KDOL/LMIS publications, including:

- ❑ *The Kansas Wage Survey*
- ❑ *Job Opportunities in Kansas*
- ❑ *Licensed Occupations in Kansas*
- ❑ *Kansas Occupational Outlook*
- ❑ *Kansas Annual Employment and Wages*
- ❑ *Kansas Job Vacancy Survey*

KDOL/LMIS welcomes special requests for information. Data can be delivered through a variety of media. The Division's goal is to respond to requests for information within three days or less.

- **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 Kansas strategy for consulting with state and local workforce investment boards and other stakeholders proceeds on a broad spectrum of contacts. Several times during the year the Director of KDOL/LMIS and other staff attend meetings of the state and local boards. Because these boards, by statute, contain a balance of individuals from business, education and workforce development agencies, they are the perfect vehicles to use for consultation with workforce development stakeholders.

In addition, KDOL/LMIS will continue to supplement direct contacts with a formal survey, either by telephone, e-mail or printed survey form. Close contact will be maintained with the WNK Board to remain responsive to their economic data needs.

- **A concise summary of customer satisfaction findings for the most recent survey of products and services and the effect those findings had on the planned products and services for PY 2004, including how the plan addresses inadequacies or gaps identified by users.**

The result of recent customer satisfaction surveys have been overwhelmingly positive. The respondents were asked to list the most useful information. The top five responses were:

- Major employers.
- Employment by occupation.
- Unemployment rates.
- Number of jobseekers (labor availability)
- Occupational growth

Respondents to the question, “What additional information would you like to receive” mentioned such items as:

- More current wage information.
- More information on city population and labor force.
- The location of training programs for demand occupations.

KDOL/LMIS has been examining the products in light of these comments received. One response has been to update wage information using the Employment Cost Index in an attempt to provide more current wage information. The request for more local information is more difficult. Economic data at the local level is not readily available outside of MSAs. Methods to expand local data will be discussed.

- **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.**

Traditionally, the state Employment and Training Division provided funding for three positions in KDOL/LMIS to provide labor market information services for local office operations. The Employment and Training functions have been transferred by executive reorganization to the Kansas Department of Commerce. This same level of support has been continued under a Memorandum of Understanding with the Department of Commerce. The One-Stop grant is not sufficient to provide all the products and services currently being developed and provided by KDOL/LMIS. Every effort will be made to press for the continuation of this support from Employment and Training to leverage the One-Stop funds to provide a full labor market information system to meet the needs of employers and the workforce development system.

KDOL/LMIS also receives funding from other sources to provide specialized labor market information. The Johnson County Economic Research Institute (CERI) contracts with KDOL/LMIS to conduct two surveys. One, a wage survey, is developed specifically for Johnson County by the Bureau of Labor Statistics sponsored Occupational Employment Statistics program. The second survey is a Fringe Benefits Study, which involves surveying Johnson County employers to learn the typical employee benefits offered in the county.

A contractual arrangement was made with the Greater Topeka Chamber of Commerce to produce a Shawnee County Kansas (Topeka MSA) Job Vacancy Survey for four consecutive years. In the spring of 2004, this survey was incorporated into the larger Kansas Job Vacancy Survey. The Topeka Chamber continued its financial support for a separate Shawnee County report.

B. Core Products and Services

State Workforce Agency Deliverables

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

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

KDOL/LMIS relies on the ALMIS database and applications as needed for specific purposes and requirements in the delivery of labor market and related information. All public access data will be made available through the Web where appropriate. Work is proceeding on the development and implementation of database driven Web output to replace static Web documents, with emphasis on those areas where demand is great and static documents are least satisfactory or appropriate. A Web update has begun.

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

The KDOL/LMIS Web page utilizes applications developed from the ALMIS database. The large number of pages accessed on the Web page evidences customer support. During 2004, there were 300,172 successful requests for pages. Thus far in 2005, a total of 172,449 successful requests for pages have been received.

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

This activity will assist in the accomplishment of the KDOL/LMIS mission to provide the customers of the Kansas workforce development system with timely, accurate and relevant labor market information that will support business and job growth.

- **Principal Customers.**

Educators, students, job seekers, employers, and government entities.

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

Improved customer access to LMI.

Planned milestones.

- a. A major review and rewrite will be undertaken by a design team headed by the KDOL's Marketing and Communications Division. The revision will incorporate new server equipment and software to more efficiently and consistently deliver LMI to data users in Kansas. Completion date: On-going through June 2006.
 - b. Work on the development and addition of tables with state information to the database. Core tables and associated look-up and crosswalk tables will be populated at specified levels. Area data will be incorporated where appropriate. Additional historical data will be incorporated where appropriate. Completion date: On-going through June, 2006.
 - c. Wage data tables and applications will be updated with new information from the *Kansas Wage Survey, 2005 Edition* and associated crosswalks and administrative tables will be populated, including crosswalks to SOC-based projections. Completion date: December, 2005.
 - d. Occupational licensing tables will be updated. Completion date: December, 2005
 - e. Monthly data for industry employment from the Current Employment Statistics program, and data from the Local Area Unemployment Statistics program will be updated. Data from other sources become available at intervals and will be added to the database. Completion date: Monthly and as data become available.
 - f. The most recent version of the ALMIS Database will be maintained as required. Completion date: On-going through June, 2006.
 - g. Acquisition and installation of new equipment and software for the database and data development is expected. The database, applications and supporting software will be moved to a Microsoft SQL server system. Conversion of existing data and applications are underway. The current database server experiences frequent down time.
- **Estimated Cost:** \$50,000

2. Produce and disseminate industry and occupational employment projections.

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

Long term and short term employment projections will be made for the years 2004 – 2012 and 2005 – 2007 respectively. The methodology, software and suggested procedures of the Projections Consortium and Projections Managing Partnership will be followed. In addition, sub-state regional employment projections will be produced following the same methodology. Results will be disseminated through our Web site, the *Kansas Occupational Outlook, Workforce Planning Guides*, posters, community presentations, and other forums and media as opportunities arise.

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

The demand for the *Kansas Occupational Outlook* is second only to the demand for the state's annual wage survey. Nearly 3,000 publications were delivered over the past program year. In addition, several thousand brochures and posters were distributed. Customers access projections data on our Web site daily. Numerous compliments have been received during the past 4 years. Additionally, a telephone survey was conducted with favorable results in reference to the usefulness of the product.

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

This activity will assist in the accomplishment of the KDOL/LMIS mission to provide the customers of the Kansas workforce development system with timely, accurate and relevant labor market information that will support business and job growth. This information will help educators and workforce developers to plan for and train workers in demand occupations to supply a trained workforce for future needs.

- **Principal Customers.**

Educators, career counselors, students, job seekers, employers, Work Force Investment Boards, other state agencies, local governments, chambers of commerce, and local and regional economic development groups.

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

As a result of these deliverables, students, jobseekers, employers, state and local units of government, and state, local, and regional economic development groups will be better equipped to plan for the future.

- **Planned milestones.**

- a. Produce and disseminate State-level long-term and short-term projections. Completion date: June, 2006.
- b. Populate the ALMIS Database with projections data. Completion Date: June, 2006
- c. Begin production of sub-state, long-term projections. Completion date: On-going.
- d. Continue development of *Kansas Occupational Outlook 2012*. Completion date: On-going.
- e. Participate in training provided by the Projections Consortium and the Projections Managing Partnership. Completion date: As training opportunities become available.

- **Estimated Cost:** \$116,081

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

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

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

KDOL/LMIS will be responsive to the state WNK Board and Local Workforce Investment Boards to provide a variety of LMI products to be used by workforce development professionals, economic development planners and employers.

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

Customer demand for occupational materials remains high in Kansas. Newly published materials are mailed to workforce development centers, schools and other interested organizations. In addition, approximately 1,000 requests were received for publications each year from educators, students, economic developers and workforce development professionals. All KDOL/LMIS publications are placed on our Web site. During 2004 the Website received 23,181 page requests for *Occupational Outlook* information. To date, in 2005, the KDOL/LMIS Web site has received 8,277 successful page requests giving the data further exposure.

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

This activity will assist in the accomplishment of the KDOL/LMIS mission to provide the customers of the Kansas workforce development system with timely, accurate and relevant labor market information that will support business and job growth.

- **Principal Customers.**

Employers, educators, students, job seekers, media, Kansas Workforce Investment Boards (KWIBs), Kansas Workforce Development Career Centers, economic development organizations and government agencies.

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

Access to improved customer-focused occupational and career information products. The number of requests for products included in this milestone will be collected.

- **Planned milestones.**

- a. Affirmative Action reports for the state, Metropolitan Statistical Areas and each county will be developed. These reports will include population, labor force and occupational employment data by sex and race/ethnic categories. These reports are used by employers in preparation of federal reports and by other customers needing the above-mentioned demographic information. Completion date: Available upon request. Updated annually.
- b. The *Labor Market Information Directory* will be prepared to aid professionals, educators, counselors, students, jobseekers, employers and public officials in their search for information regarding the various aspects of the labor market.
- c. During the spring of 2004 and 2005 KDOL/LMIS conducted a statewide job vacancy study. This survey will be repeated during the spring of 2006. The resultant report will be distributed to help educators and others working in workforce development to better understand the employment needs of Kansas firms. Completion date: June, 2006.
- d. Produce a training program to educate the public/business owners about the North American Industry Classification System (NAICS). Suggested titles are: “Do You Know Your NAICS Code” or “When Did the SIC Die?”

- e. Seek additional opportunities to participate in other meetings concerning economic conditions or workforce development conferences to provide information on the type of products and services offered by KDOL/LMIS.
- f. Develop and implement a marketing initiative that will accomplish greater awareness of KDOL/LMIS services and products

- **Estimated Cost:** \$105,000

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

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

KDOL/LMIS will develop economic data through BLS programs, which form the basis of information related to all employment and unemployment data. In addition to the information from the standard programs, KDOL/LMIS will develop data of interest to WIBs and others through surveys and other special projects. The material will be disseminated to WIBs and others by a variety of means including printed publications, special reports, e-mail and Internet publication.

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

Support for LMI products is strong in Kansas. In the past year KDOL/LMIS delivered literally thousands of publications to customers across the state. In conversations with high school counselors and career class teachers, it has been learned that the *Kansas Occupational Outlook* publication is the best resource of state and local data available. As mentioned elsewhere, during 2004 the KDOL/LMIS Web site received 300,172 successful page requests, and at the current pace, the number of successful page requests during 2005 will likely exceed that number.

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

This activity will assist in the accomplishment of the KDOL/LMIS mission to provide the customers of the Kansas workforce development system with timely, accurate and relevant labor market information that will support business and job growth.

- **Principal Customers.**

WNK Board, Local WIBs, Educators, students, job seekers, employers, and government agencies.

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

Improved availability of LMI for WIB planning, analysis, policy development and program operations.

- **Planned milestones**

a. Kansas will publish state and MSA labor market newsletters on the KDOL/LMIS Web site with information and data on employment and unemployment conditions and trends. Data users will have current employment and unemployment data to track economic trends, use in fund allocation formulas, and make economic decisions. Completed Monthly.

b. A directory describing KDOL/LMIS reports and publications will be updated annually. Completion dates: December, 2005.

c. *Workforce Planning Guide and Wage Surveys* for each local area, will provide information on area population demographics, labor force, income, occupational needs, educational facilities and average wages by occupation. These annual publications are useful tools for local area Workforce Investment Boards, educators, workforce development offices and job seekers. They will be revised annually to reflect current data and WIA needs. Completion date: October, 2006.

d. Investigate the creation of various periodicals that would contain regular economic monthly employment and economic data as well as timely articles written by KDOL/LMIS staff to promote the use and understanding of labor market information. Completion date: October 2006.

- **Estimated Cost:** \$159,128

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

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

A complete revision of the KDOL/LMIS Web page, incorporating it into the Kansas Department of Labor Website is planned. Goals have been established for conversion of data and development of applications to allow customers easy, self-service access to current and historical data. Further development of both occupational and industry employment data is planned, including development of applications for projections data and for applications that provide easier access to covered employment and wage data, especially historical data.

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

The large number of pages accessed on the Web page evidences customer support. During 2004, there were 300,172 successful requests for pages. Thus far in 2005, a total of 172,449 successful requests for pages have been received.

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

This activity will assist in the accomplishment of the KDOL/LMIS mission to provide the customers of the Kansas workforce development system with timely, accurate and relevant labor market information that will support business and job growth.

- **Principal Customers.**

Educators, students, job seekers, employers, researchers and government agencies.

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

Increased customer access to LMI. The number of visitors to the KDOL/LMIS Web site will be tracked.

- **Planned milestones.**

a. KDOL/LMIS will continue working with the ALMIS database developing and using in-house applications as needed for our specific purposes and requirements. Completion date: Ongoing.

b. All public access data will be made available through the Web where appropriate. Completion date: On-going.

c. Work is proceeding on the development and implementation of database driven Web output to replace static Web documents, with emphasis on those areas where demand is great and static documents are least satisfactory or appropriate. Completion date: On-going.

d. A new employer list application will be completed. Completion date: September, 2006.

e. Additionally, ongoing work on revisions of the KDOL/LMIS Web site will continue, as part of a State of Kansas mandate that requires conformance of state government Web resources to Federal Section 508 accessibility guidelines and to WIA Web Content Accessibility guidelines. This effort requires the careful review and evaluation of the Web site and its customers and functionality. The mandate requires the review, modification, and validation of the thousands of Web documents and Web applications for which our department has responsibility. Ultimately, the accessibility initiative and

the resulting improvements in organization, clarity, and usability are expected to have positive benefits throughout, including sections that deal with LMI developed under One-Stop agreements. Completion date: On-going throughout the year.

f. After a thorough evaluation and review, an upgrade of the KDOL/LMIS Web site will be undertaken. The Web site, including architecture and navigational features, will be revised as necessary to improve ease of use, customer satisfaction, appearance, and quality of information. Completion date: July, 2006.

- **Estimated Cost:** \$25,000

6. Support state workforce information training activities.

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

KDOL-LMIS will support training activities to increase staff and customer understanding of workforce information.

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

Support remains high for all types of LMI, however, the support for the labor demand data is especially active. Numerous requests to speak on occupational outlook were received during the past year.

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

To assist in meeting the goals of the Workforce Investment Plan, KDOL/LMIS will provide information, training and technical assistance to customers as noted below to improve knowledge and access to workforce information. Staff will also participate in LMI Institute training, conferences and forums as part of staff development for para-professionals and/or professionals.

- **Principal Customers.**

Educators, students, job seekers, employers, Department of Commerce Employment and Training, other government agencies and KWIBS.

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

Improved access, knowledge and understanding of LMI and its use in workforce development. A count of KDOL/LMIS and external customers receiving training will be collected and reported.

- **Planned milestones.**

- a. The Director of Labor Market Information Services spoke at a kick off session for the Advisory Committee planning the Kansas Prosperity Summit. The audience included members of the Governor's Cabinet. Nine more sessions are planned around the state. The discussion centers on the economic condition of the state and a summary of available economic information. Completion Date: December, 2005
- b. KDOL/LMIS is preparing a team of speakers, including the Director, to be available upon request to address LMI issues at meetings and conferences around the state. Completion Date: On-going through-out the year.
- c. KDOL/LMIS representatives have been asked to address the Board of Regents Post-Secondary Education Advisory Council about labor demand and industry clusters. Completion Date: November, 2005.
- d. KDOL/LMIS will develop and present other technical and informational programs to LMI customers. Presentations will be made in the form of booths and speaking engagements at various events. Interagency training activities will include presentations to other agency departments to expand the familiarity with, and the use of, labor market information in the context of daily labor market exchange operations. The delivery of this information will depend on the needs and requests of internal and external customers. Completion date: As requested.
- e. KDOL/LMIS has expanded it's Speakers Bureau to include an additional staff member, who will make presentations and participate in regards to customer request for LMI information and products.

- **Estimated Cost:** \$40,000

C. Consultation and Customer Satisfaction Assessment

Since the state Workforce Investment Board, known as the Workforce Network of Kansas, is appointed from a cross section of the population, leaning heavily on individuals from the private sector, KDOL/LMIS will focus mostly on of the consultation and customer satisfaction assessment effort on this group. The focus of the WNK Board contact would be:

- Investigate the current effectiveness of the labor market information available to workforce development centers.
- Using that information, from specific recommendations to workforce development center managers and KDOL/LMIS.

To investigate the effectiveness of the labor market information currently available, it might be necessary to interview or, in effect, survey workforce development specialists to determine the extent of LMI usage. KDOL/LMIS and WNK Board would work together to develop and administer a standard set of questions for the survey. Contact with the Local Area supervisors would be initiated to obtain their support for gathering data to improve the quality and use of LMI.

While the main focus will be on the WNK Board, KDOL/LMIS staff will attend as many Local Area WIB meetings as possible. The purpose of these visits will be to establish relationships with area leaders so that communications between the Local Area WIBs and KDOL/LMIS can be improved. A secondary purpose would be to allow on the agenda LMI training presentations to improve the use of currently available information.

In addition to working with state and local WIBs, an attempt will be made to gauge the customer satisfaction of the services and products provided directly to customers of KDOL/LMIS.

- KDOL/LMIS staff will attend as many state and local WIB meetings as possible.
- Customer Satisfaction Surveys.
- Continue the established relationship with Department of Commerce, Employment and Training Division to solicit feed back on labor market information products.

KDOL/LMIS will develop a marketing plan in conjunction with the Marketing and Communications Director that will enable KDOL/LMIS to gauge the division's success at providing expanded opportunities for Kansas employers and jobseekers to obtain vital economic information.