

**Workforce Information Grant Plan  
Annual Performance Report  
Program Year 2007  
Georgia Department of Labor  
Workforce Information & Analysis**

**Summary of Accomplishments**

**Continue to populate the Workforce Information Database with state and local data:**

Product: Georgia Labor Market Explorer

Planned customer outcomes

- Implement and maintain the most current version of the Workforce Information Database to ensure a common structure for storing information and provide for interstate access to workforce information.
- Populate all tables designated as core tables in accordance with guidelines issued by the Analyst Resource Center (ARC).
- Update database content timely in order to be as current as the state's most recent publications and data releases.
- Populate the database with the following licensing files: license.dbf and licauth.dbf. Licensing data must be updated every two years.
- Submit licensing data through the National Crosswalk Service Center (NCSC) for inclusion on America's Career InfoNet (ACINet) site.

Achieved customer outcomes

- Continued with utilization of version 2.3 of the Workforce Information Database resource to meet national, state and local customer information needs. Conversion to version 2.4 is planned for PY 2008.
- Populated designated core tables in accordance with the Analyst Resource Center (ARC) guidelines.
- Database content updated timely in order to keep current with the state's most recent publications and data releases.

Database includes; Labor Market analysis -Industry data includes Quarterly Census Employment & Wages, Current Employment Statistics, staffing patterns and long/short term industry employment and projections. Labor Force data includes commuting patterns, One-Stop job openings and applicants, labor force employment/unemployment and unemployment insurance claims. Employer data provides an employer search engine. Economic indicators data includes consumer price index, building permits, property values and taxes. Occupational data includes occupational employment by industry, licensed occupations, long/short term occupational employment and projections and occupational wages.

Income and wages data provides income. Education data includes educational program completers, training and educational programs and training provider and schools. Demographics data provides population. Job seeker services -Provides career, educational, job seeker and labor market services. Employer services -Provides recruitment, educational and labor market services.

Other analysis tools within the Workforce Information Database includes Geographic Information System (GIS) Maps for Industry Sector –provides statewide annual industry averages for covered employment, number of establishments and average weekly wages. This data is produced at statewide, WIA and county levels and is produced by NAICS industry sector, including an all-industry total, goods producing and service producing levels.

Georgia's Industry Analysis Tool is a dash-board style web interface that provides data for total employment, number of establishments, average weekly wages, growth rates, industry employment share and location quotient. This data is produced at statewide, WIA and county levels and is produced down to the four-digit NAICS industry level.

- Occupational licensing data was updated in PY06, license.dbf and licauth.dbf database files are populated as required every two years.
- Submitted licensing data through the National Crosswalk Service Center (NCSC) for inclusion on America's Career InfoNet (ACINet) site.

### **Produce and disseminate Industry and Occupational Employment Projections:**

Product: State and sub-state industry and occupational employment projections.

#### Planned customer outcomes

- Continue to produce and disseminate state and sub-state industry and occupational employment projections, using methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Managing Partnership.
- Produce statewide short-term projections for the 2007 to 2009 period and long-term projections for the 2006 to 2016 period.
- Populate the Workforce Information Database with the statewide 2006-2016 long-term projections data and statewide 2007-2009 short-term projections and submit the data for public dissemination.

#### Achieved customer outcomes

- Produced and disseminated state and sub-state industry and occupational employment projections using methodology, software tools and guidelines

developed by the Projections Workgroup and the Projections Management Partnership.

- Produced statewide long-term projections for the 2006 to 2016 period.
- Produced statewide short-term projections for the 2007 to 2009 period.
- Produced sub-state short-term projections for the 2006 to 2008 period.
- Populated the Workforce Information Database with statewide 2006-2016 long-term projections data and statewide 2007-2009 short-term projections data.

**Publish an annual economic analysis report for the governor and the SWIB:**

Product: *Georgia Guide to Workforce Intelligence 2007*

Planned customer outcomes

Develop and publish an annual, detailed state economic analysis report to inform workforce development policy and investment determinations by the governor, the SWIB, LWIB's, and other partners including technical colleges, economic development organizations and other stakeholders.

*Georgia's Guide to Workforce Intelligence 2007* consists of a combination of maps and graphs with narrative analysis that highlight labor market trends and events that occurred during the last calendar year. Economic and demographic information about the population, labor force, industries and occupations provide a snapshot of state and local labor market activity.

Labor market information at the county, Workforce Investment Act area and the state are included from a variety of sources that will help raise awareness and stimulate discussion among elected officials, workforce investment board members, educators, economic developers and other workforce development professionals.

Achieved customer outcomes

*Georgia's Guide to Workforce Intelligence 2007* is a publication of charts, graphs and maps with accompanying narrative that provide a visual analysis of Georgia's most current labor market information for 2007.

Data includes;

- Georgia Jobs and Georgia Workers
- Labor Force Participation Rates for Men and Women
- Unemployment Rates by Race and Ethnicity
- Population by Gender
- Population by Gender -65 Years and Older
- Employment by Age –Older Workers
- Percent of Workers Age 55 and Over by Workforce Investment Area
- Percent of Workers Age 55 and Over by Counties
- Georgia and U.S. Population Percent Change

- Georgia's Fastest Growing Counties
- Educational Attainment by Percentages by Workforce Investment Area
- Civilian Labor Force
- Nonfarm Employment
- Industry Employment Numerical Change
- Over-the-Year Percent Change in Jobs –Georgia and U.S.
- Georgia and Metropolitan Statistical Areas Annual Employment Growth Rates
- Private Sector Gross Job Gains and Gross Job Losses
- Turnover Rates by Age Group
- Annual Average Turnover Rates by Workforce Investment Area
- New Hires by Workforce Investment Area
- Average Monthly Earnings by Workforce Investment Area
- Gender by Industry
- Percent Females in Construction Industry
- Percent Females in Health Care Industry
- Average Weekly Wage -All Industries
- Average Weekly Wage by County
- Average Annual Wage by Industry
- Unemployment Insurance Initial Claims
- Unemployment Insurance Initial Claims by Workforce Investment Area
- Unemployment Insurance Initial Claims –Regular and Employer Filed
- Unemployment Insurance Initial Claims –Mass Layoff Statistics Events
- Unemployment Insurance Continued Weeks Claimed
- Average Duration –Georgia and U.S.
- Total Unemployment Rate –Georgia and U.S.
- Total Unemployment Rate by County

**Post products, information and reports on the Internet:**

Product: Georgia Labor Market Explorer

Planned customer outcomes

Post grant produced products, reports and other workforce information on the Web or disseminate the information through other electronic media to facilitate use by the economic development system, other stakeholders and the general public.

The Workforce Information & Analysis division collects, analyzes, and publishes a wide array of information about the state's labor market. This information provides a snapshot of Georgia's economy, job market, businesses, and its workforce. Data on jobs and workers, including labor force, employment and unemployment, industrial growth, occupational trends, and wage rates, are increasingly important to remaining competitive in the global marketplace.

### Achieved customer outcomes

- Information on electronic delivery updates are provided to data users through e-mail notification.
- Produce employment estimates for each of Georgia's 20 workforce investment areas.
- Internet version of *Georgia Labor Market Explorer* is updated on a monthly basis.
- *Georgia Area Occupational Wages* -Pamphlet-style publications providing fair market wages for occupations in each of Georgia's 20 workforce investment areas. The pamphlets can be used for identifying pay rates for demand occupations and are useful for tailoring local workforce development services to the needs of jobseekers and employers.
- *Georgia Area Labor Profiles* -A comprehensive collection of various data published for each of Georgia's 159 counties and includes data for each county's labor draw area. Labor draw areas consist of the primary county and each of its contiguous counties. Data series included are: Labor Force, Population, Industry Mix, Top Employers, Commuting Patterns, Education Levels, Annual High School Graduates, Technical Colleges and completers, Employment Profile and Active Applicants registered at the local area career center. The reference period of the data varies from series to series, but most are for the latest calendar year available. It is best used as a tool for assessing the overall economic and labor market climate for a local area.
- *Georgia Employment and Wages* - Includes the average number of establishments, average employment, and average weekly wage during the calendar year. Data by month are available upon request. Employment for membership organizations, private households, and agriculture, forestry and fishing is not all-inclusive. Many employers in these three categories are not covered by the Employment Security Law and thus do not report data to the Georgia Department of Labor.
- *Georgia Jobs* -A brochure-style publication listing the jobs expected to be in the highest demand over the most current two-year period from a statewide perspective. The data takes into account new job openings and job replacement openings. Wages from the most current *Georgia Wage Survey* are also provided for each occupation.
- *Georgia WIA Area Jobs* -A brochure-style publication listing the jobs expected to be in the highest demand over the most current two-year period for each of Georgia's 20 WIA areas. The data takes into account new job openings and job replacement openings. Wages from the most current *Georgia Wage Survey* are also provided for each occupation.
- *Georgia Wage Survey* -An annual publication providing the average, median and middle hourly wage ranges for occupations in all industrial classifications, except agriculture, private households, and self-employed and unpaid family workers. Data are produced for Metropolitan Statistical Areas and Georgia's 20 workforce investment areas. The publication includes appendices, which give a brief description of each occupational title, along with a conversion table for wages paid on other than an hourly basis.

- *Georgia Career Planner* - –A guide for career exploration providing information on overall job prospects and annual job openings in 21 broad occupational areas of interest. High demand jobs for each area of interest are spotlighted and classified by personal skills and abilities required, work characteristics and level of education and training required. Annual job openings and average wages for each of the high demand occupations are also included. The guide is most useful when making career decisions prior to selecting a course of study or considering retraining.
- *Georgia Area Workforce Trends* -A condensed view of industry and occupational trends published biennially for each of Georgia's 20 workforce investment areas. Each booklet lists regional economic highlights with charts and graphs of the fastest growing industries, the top-growth industries, fastest-growing occupations, occupations with the most job growth, and occupations with the most projected annual job openings. The booklets can be used as starting points for generating lists of demand occupations, which can then be compared to job openings and data on active job applicants to identify local trends for customized workforce development plans.
- *Georgia Workforce Trends to 2014* -A booklet-style report published biennially providing an overview of long-term employment trends for various industries and occupations. Lists the fastest growing, top-growth, and most declining industries. Also lists the fastest growing, top-growth, and most declining occupations as well as the occupations expected to have the most job openings in Georgia. It also features the jobs with the most growth, broken out by level of education or training required. The publication is commonly used in conjunction with the Georgia Career Planner to assist in career decision-making.
- *Georgia Hot Careers* – Information on occupations by education and training requirement, personal skills and abilities, work characteristics and occupational characteristics. Provides listing of careers with the fastest job growth, careers with above-average wages and careers with at least 100 annual job openings.
- *Licensed and Certified Occupations in Georgia* - Information about the occupations that require licensing or certification in Georgia as well as occupations that offer certification as an option. Seven kinds of information are provided for each occupation. A general job description is given along with the applicant requirements, licensing or certifying agency, fees, examination information, professional associations, and related occupational titles and codes.
- *Georgia Skills-based Employment Projections* - A biennial report that examines the knowledge, skills, and work activities currently possessed by Georgia's workforce, as well as those that will be most in demand in the future. Also included are the ten jobs most severely impacted by recent job cuts in the state as well as the skills and abilities used in them that can be transferred to other existing jobs.
- *Georgia Regional Skills-based Employment Projections* - The regional supplement to the statewide report, which lists information about the jobs

- *Occupational Staffing Patterns/Unpublished* -Unpublished staffing pattern data can be requested to estimate the distribution of employees by occupation for selected industries in the state and workforce investment areas. Data are beneficial for determining the types of jobs required by employers in specific industries and can be used to enhance target industry analyses for business retention and recruitment as well as for preparing re-employment strategies for employees of firms announcing closures or staff reductions.

**Partner and consult on a continuing basis with workforce investment boards:**

Products:

WI&A staff have strived to be available whenever a WIA local board requests any type of assistance. Staff work closely with boards to meet their every data need, including data location, creation of special reports, preparation of graphs, charts, and other visual aids, interpretation of data and data education concerning how to use it, how to apply it and the strengths and limitations of it.

Planned customer outcomes

Partner and consult on a continuing basis with the SWIB and LWIB's in order to identify and provide needed information support for workforce investment strategic planning and response to rapidly changing economic conditions and state and local initiatives.

Achieved customer outcomes

The Georgia Department of Labor's Workforce Information & Analysis division has distinguished itself over the years as a statistical and analytic service organization that delivers prompt and comprehensive labor market information services and products. Over the past year staff delivered presentations to the State Workforce Investment Board and several local Workforce Investment Boards about state and local labor market information. Labor market analysts responded to hundreds of requests for assistance received by telephone and/or email each month from data users, including WIA local boards and/or their partners.

The WI&A division assists other agencies and boards in Georgia with economic development initiatives for the state and local areas. Area Labor Profiles are one of the division's most popular web products among local organizations when they require an up-to-date and comprehensive marketing tool that contains local and area information from a variety of sources. These profiles are now available online for metropolitan statistical areas (MSA) and local Workforce Investment Board (LWIB) areas. Customized reports for specific areas and/or industry sectors are commonly requested and provided for larger projects.

Requests come from a variety of sources including local boards and staff for the development and/or delivery of training sessions. WI&A staff design, develop and

offer assistance with presentation materials including PowerPoint presentations, scripts and/or delivery notes, and reference/handout materials for members of the WIA community.

WI&A staff produce the WIA allocation factors for the state and local areas for adult, youth and dislocated worker programs. Staff often prepare information explaining current allocations and make presentations to local board staff upon request.

Typical assistance provided by WI&A staff to local workforce development partners involves providing detailed and in depth assistance with data projects, including research, data retrieval, data compilation, report generation, creating graphs, charts, and/or or visual representations of data, interpretation and/or analysis of data uses and findings, creating maps and other presentation materials. For example, WI&A staff completed the Cobb LWIB Talent Inventory that utilized the Internet for collecting information from Cobb County businesses. The full report can be viewed at [www.GeorgiaSkills.com](http://www.GeorgiaSkills.com) Data projects may include research utilizing data series developed exclusively by the Workforce Information & Analysis division as well as other data sources including but not limited to the U.S. Census Bureau, U.S. Bureau of Labor Statistics, the U.S. Department of Labor, the Georgia Department of Labor administrative data, and other national and state agencies.

In addition to customized presentations for targeted audiences, WI&A offers a number of standardized training opportunities that are easily adapted for local groups. These standardized training presentations serve as a starting place for general presentations concerning basic LMI topics, tools, and functions. The standardized presentation are then edited to meet the specialized requests of the customer group arranging training, to consider localized data, current statistics and each customer group's individualized needs.

Standardized training presentations include the following topics:

- *Economic Trends* - Addresses the workforce, economy and resources of an area.
- *Education Rocks!, CD Preview* – A broad overview of the Education Rocks! resource CD, which is often requested by large groups who do not have the time for a full train-the-trainer session but want to see the impact and have an introduction to the resources for future consideration.
- *Education Rocks!, Basic Edition* - An introductory edition of this session offers a demonstration of a scripted PowerPoint presentation detailing the many different career planning resources available to WIA boards, their staff, education partners and career guidance specialists via the Education Rocks! Resource CD.
- *LMI 101* – An overview of all data products and services offered through Workforce Information & Analysis. This session ranges from 3 hours to a full day. The expanded version looks at the data in more detail, offers

hands on exercises and looks at other sources of data and resources for data analysis.

- *Data Mining* – An overview of using on-line resources to pull data from different sources including the Georgia Department of Labor, the U.S. Department of Labor and the Census Bureau. Includes an intro into the Local Employment Dynamics (LED) products.
- *Local Employment Dynamics (LED)* – An overview of the three tools contained in the LED product. Introduces the user to the types of data available and how to utilize them. This session also provides user guidelines for pulling data from the different data applications, creating maps, etc.

Customized training is available for each labor market information publication, product and service for those individuals and/or groups requesting assistance. Training ranges from one-on-one assistance via telephone or in person to full day training sessions to meet each group's individual needs. These sessions may also be prepared by WI&A staff for delivery by others, including WIA board members and other workforce development partners.

The WI&A division strengthened its commitment to the education system in Georgia with the Education Rocks! training concept that was initiated in the later part of 2004. This innovative program takes labor market information directly into the classroom and gets the attention of young people by linking lifestyle with career choice. The initial session, expanded to the five-day class plan, continues to thrive and grow across the state of Georgia. Hundreds of data users, including WIA board members and partners, have gone through train-the-trainer sessions and are now delivering and impacting thousands of youth across the state.

WI&A staff continue to participate in local board meetings, data gathering and analysis projects, survey projects, and board retreats. Making ourselves available to our WIA partners and staff allows WI&A to offer customers the very best in service beyond the norm. Our efforts help us to prepare our customers for success in delivering LMI data to their local clients and partners, thereby allowing WI&A to leverage time, talent and resources to impact and assist the greatest numbers of individuals across the state.

**Conduct special studies and economic analyses:**

Product: Workforce Information & Analysis serves many customers by offering the training, special research studies and speaking services of our staff. WI&A meets the needs of our customers by offering customized presentations and training opportunities to WIA partners, clients and customers across the state. WI&A accepts requests on an individual basis striving to best serve each customer's needs for their particular circumstance. Additionally, WI&A offers a number of standardized training opportunities that are easily adapted for local

groups. Standardized training presentations are often edited to meet the specialized requests of the customer group arranging training.

#### Planned customer outcomes

When needed, conduct special state, local, or sub-state regional studies and economic analyses to provide information support for communities in economic transition, state and sub-state workforce development initiatives and responses to major layoffs or disasters.

#### Achieved customer outcomes

Labor market analysts with the Georgia Department of Labor (GDOL) Workforce & Analysis (WI&A) division provide labor market information and collaborate with many public and private organizations throughout the year. A few examples include:

- Published during PY06, *White Collar, Blue Collar, Gray Hair, The Changing Composition of Georgia's Workforce* was produced by AARP Georgia with assistance from Georgia Budget & Policy Institute and the Georgia Department of Labor Workforce Information & Analysis (WI&A) division. As a result of this collaboration, the WI&A division arranged for AARP staff to present two workshops based on the findings of this publication at the 9<sup>th</sup> Annual Georgia Workforce Conference in Savannah.
- The WI&A division partners with The One-Georgia Authority that provides economic development grants to Georgia counties based on degree of need. Small business formation is of particular interest and the WI&A division regularly provides size-class data at the county level with accompanying data-driven maps.
- Each year the Carl Vinson Institute of Government at the University of Georgia provides training to new members of local economic development authorities. WI&A staff are members of a statewide training team and participated in two training sessions during PY07.
- The division also collaborates with the Carl Vinson Institute of Government on special projects requiring customized labor market information. This year the division provided industry mix for seven customized regions, each with an emphasis on targeted industry sectors. The Vinson Institute was working on a project for the state's Work Ready Region Grants Project. Customized mapping projects also included a statewide map of metropolitan, micropolitan and small labor market area counties for the Vinson Institute.
- Published *Georgia Skills-based Employment Projections*, a report that examines the knowledge, skills, and work activities currently possessed by Georgia's workforce, as well as those that will be most in demand in the

future. Also included are the ten jobs most severely impacted by recent job cuts in the state as well as the skills and abilities used in them that can be transferred to other existing jobs.

- Published *Georgia Regional Skills-based Employment Projection*, the regional supplement to the statewide report, which lists information about the jobs requiring similar knowledge, skills, and work activities as those most adversely affected by recent job cuts in the region.
- Attended four quarterly sessions of the Georgia Academy of Economic Development Leadership program coordinated by the Georgia Department of Community Affairs. Provided various publications and LED information for the sessions. Discussed the possibility of an LED session with program coordinators. Presented an LED mini-session as part of a session. ‘Team Fulton’, a group project created to design and research a potential new company in Fulton county, presented findings as part of a session.
- Attended quarterly meetings of the Georgia College 411 work group. Discussed LMI career planning materials, Education Rocks! Train the Trainer sessions, etc. with staff members from the Georgia Student Finance Commission (GSFC) who head up the Georgia college 411 web site. Career Information on the web site has been updated to Education Rocks! information, this site gets hundreds of thousands of hits from students, teachers, etc. GSFC interests lie in the career planning aspects and/or resource materials contained on the web site.
- Attended a luncheon meeting with members of the Georgia Student Finance Commission (GSFC) and discussed the Georgia college 411 web site, upcoming projects, changes to the site, etc.
- Exhibited WI&A materials for the Youth Conference. Prepared a self running PPT using the slides from the annual economic analysis report. Interacted with exhibitors from WIA local area booths and shared information with WIA board staff and other partners.
- Presented Education Rocks! session with the East Central Georgia WIB group. Worked with local Employer Marketing Representatives (EMR) in the Thomson Career Center following the training to deliver LMI resources.
- Presented Data Mining training for the EMRs and Managers in Savannah, with EMRs receiving the full day, computer lab version of Data Mining, and Managers and WIA personnel receiving a shortened ½ day session of the same in the lab.

- Presented Local Employment Dynamics (LED) training to the Savannah Economic Development Authority. Attended SEDA monthly meeting and assisted the group with their data questions and requests. Provided private training to several SEDA staff persons concerning navigation of the DOL web site and the Georgia LaborMarket Explorer.
- Presented Education Rocks! session for the Dekalb WIB. Had discussion following session with Dekalb WIA staff concerning their youth needs.
- Presented Data Mining training sessions focusing on LED and LMI-101 training for WIA board directors and central office staff, including WI&A, Rapid Response and Employment Services staff.
- Staff attended the LED workshops in Washington, DC.
- Pulled data and prepared various reports using LED for a “baby boomer” inquiry submitted to the GDOL communications office from the Atlanta Journal-Constitution.
- Attended the Georgia Economic Developers Association (GEDA) conference at Callaway Gardens. Manned exhibit booth throughout the duration of the event. Discussed possible workshop options with several conference planners for their upcoming events.
- Prepared a series of data slides for the career center manager in Blairsville. Consulted with manager regarding a “customized LMI Packet” that could be incorporated into their GDOL Services. The slides utilized a number of standard LMI data series for the career center labor draw area.

## **Secondary Activities**

### **Local Employment Dynamics**

Product: Local Employment Dynamics

#### Planned customer outcomes

Georgia is a state partner in the Local Employment Dynamics (LED) consortium with the Census Bureau. Specifically, this project integrates state administrative data (UI wage records and QCEW data) and Census data to fill critical gaps in local labor market information.

Three key products are available for data users from the Census Bureau: (1) Quarterly Workforce Indicators (QWI) providing information about the economy at a detailed geography level, (2) Industry Focus that provides more detailed industry data at the local level, and (3) On the Map that includes origin-destination data.

#### Achieved customer outcomes

Georgia is a full production partner in the LED program. Users can access Georgia data through the Census web site and Georgia Department of Labor's Labor Market Explorer web site. Staff from the Workforce Information & Analysis division continue to provide training in the use of LED to GDOL staff, WIA area staff and other workforce development partners. Staff also continue to enhance desk aids for users that have been very effective.

Two WI&A staff members attended LED training in Tallahassee and two WI&A staff members attended the annual LED partners meeting in Washington D.C.

### **Business Employment Dynamics**

Product: Business Employment Dynamics

#### Planned customer outcomes

Business Employment Dynamics is a quarterly series of gross job gains and gross job losses statistics generated from the Quarterly Census of Employment and Wages (QCEW) program. These data track changes in employment at the establishment level, and thus provide a picture of the dynamics underlying aggregate net employment growth statistics.

#### Achieved customer outcomes

Business Employment Dynamics (BED) data are set for publication on the Georgia Department of Labor website. The link to Georgia's BED will be active for external users in October 2008.

Quarterly updates will contain written analysis for the last available quarter and a technical note about the data preparation process and comparison to other Bureau of Labor Statistics programs –QCEW & CES.

In addition to a written analysis, sets of graphs for current quarters will be prepared and will be updated quarterly. Basic definitions and answers to frequently asked questions will be offered as a helpful tool for new users as well as contact information for additional questions, comments and concerns.

The historical data for Georgia (from 3<sup>rd</sup> quarter 1992 to present) will be available in the form of tables with data seasonally and not seasonally adjusted. Links to external source of data (BLS website) will be provided to view national and other states' BED data sets.

External users will also get the opportunity to subscribe to Georgia's BED email notification list to receive quarterly reminder emails as soon as each new quarter is released by BLS and the GDOL website is updated.

### **Expenditures**

PY 2007 Workforce Grant total: \$838,696

PY 2007 total expenditures: \$789,301

Remaining OA: \$49,395

## **Customer Satisfaction Assessment**

As a result of their outstanding reputation and high levels of customer satisfaction, WI&A staff were requested to make appearances at various conferences serving as guest speakers, subject matter experts, workshop presenters and exhibit booth sponsors, at local, regional, state and national events. WI&A was requested to host exhibits at conferences to offer event attendees the opportunity to be exposed to the products and resources offered by the division. WI&A's standard exhibit booth generally includes a well-versed LMI expert who conducts mini-training classes and provides participants with individual consultation on the latest LMI products. The WI&A exhibit booth often doubles as a "workshop option" to conference attendees. Conference planners routinely report to WI&A presenters/trainers that their sessions and/or exhibits consistently rank among the highest in conference reviews. As a result, the demand for WI&A to plan, prepare and present a wide variety of speaking engagements, to develop training sessions and to participate in resource fairs and exhibits continues to grow.

Training sessions, presentations and exhibits include several statewide conferences associated with economic development associations, the Departments of Education and Technical and Adult Education events, both statewide and local events, statewide Summer Intern Program events, Tech-Prep sponsored events, the University of Georgia's Carl Vinson Institute of Government training for new members of the economic development authorities, summer educator academies for the education communities, various trainings and presentations for local educators, WIA partners and associated organizations, various local WIB meetings and many others.

Results from the customer satisfaction surveys of WIA staff members indicated that 100% of respondents were currently using LMI products in their jobs including the WI&A portion of the GDOL web site, and had contacted WI&A directly for assistance. Of those individuals using LMI products, 80% indicated that they were satisfied with their product use. 20% of respondents indicated that they were neither satisfied nor dissatisfied with their product use. 100% of users who contacted WI&A for assistance indicated that they were satisfied with their overall experience with WI&A. Of those responders, 60% listed themselves as "extremely satisfied". Additionally, 20% listed themselves as "satisfied". No respondents indicated that they were not satisfied with the level of customer service received. Responses from one-on-one contact, email correspondence and telephone correspondence continue to support these findings. Education and training continue to be high priorities for WI&A staff in order to continue to assist all customers with their data knowledge and needs.

The Education Rocks! resource CD continues to be used throughout the state by school systems, workforce development professionals, WIA staff and partner agencies. The customer satisfaction level with the training classes and resource

distribution continues to uphold past survey satisfaction levels that were overwhelmingly positive. In the past three years of its existence, this program has helped thousands of young people answer the question, “What do you want to be when you grow up?”

Summaries of all training evaluations, including intensive hands-on computer training, Education Rocks! Train-the-trainer sessions and LMI classroom instruction gave very high marks to all sessions. 92% of training participants surveyed responded. For all trainings combined, the “Overall Training” score, using a scale of “A, B, C, D, or F”, resulted in 96% of participants rating the session as an “A” (78%) or a “B” (18%). The remaining 4% of respondents ranked the training as a “C”. There were no “D” or “F” ratings received in any training sessions given. The majority of all training participants (99%) would recommend the training they attended to others. The remaining 1% did not answer this question. Additionally, 54% of all persons indicated that they would like to have more LMI training.

### **Recommendation for improvements or changes to core products**

As stated in the Workforce Information Grant Plan –Statement of Work Deliverables for program year 2007, the initiative of Georgia’s Labor Market Information division was to continue to develop and provide specific deliverables. The deliverables include the population and maintenance of the Workforce Information Database, the production of industry and occupational employment projections and other economic and workforce information products and services required to support the state, local and regional workforce investment system.

Through the use of measuring instruments designed to provide a means for consulting with customers; informal and group discussions, publication and presentation surveys and voluntary feedback from data users, Georgia’s Workforce Information and Analysis division can identify areas where change may be necessary to improve the overall data products, information and services provided. Localized data incorporated with service delivery and continued expansion and diversification in order to provide LMI products to principal customers, including employers, job seekers, the business community, workforce development professionals and State and Local Workforce Investment Boards, will continue to be the primary goals of the division.