

ARKANSAS: WORKFORCE INFORMATION PY' 03 ANNUAL REPORT

CONTINUE TO POPULATE THE ALMIS DATABASE WITH STATE DATA

All mandatory core tables of the ALMIS database were updated by June 30, 2004. We still maintain the Uniform Resource Locator (URL) of <http://www.discoverarkansas.net>, that has been reserved as the website address for our Internet version, currently under development. The development site for "Discover Arkansas" can be viewed at <http://dev.workforceexplorer.com/arkansas>. Arkansas plans to go "live" with this project on November 1, 2004.

The 2003 version of the *Directory of Licensed Occupations* database files were updated and submitted to the National Crosswalk Service Center on July 1, 2003, with the printed version being released on September 2, 2003. The process of updating the 2005 version of this publication will commence in January of 2005.

PRODUCE AND DISSEMINATE INDUSTRY AND OCCUPATIONAL EMPLOYMENT PROJECTIONS

Long-Term

The state level industrial and occupational employment projections for 2002-2012 were finalized on July 8, 2004, and file sent to the Projections Management Partnership Consortium. Statewide long-term projections were made available through our website at <http://www.accessarkansas.org/esd> during the week of October 4, 2004.

Short-Term

The state level industry and occupational projections for the 2003-2005 period, utilizing a base period of 2nd quarter 2003 and projected out to 2nd quarter 2005 was completed on June 18, 2004, and the necessary files sent to the Projections Management Partnership Consortium on June 29, 2004. State level short-term projections can be currently found on the ESD/LMI website at <http://www.accessarkansas.org/esd/>.

Sub-state industry and occupational projections for 2003-2005; were finalized on August 18, 2004, and sent to the printer for publication on August 18, 2004.

PROVIDE OCCUPATIONAL AND CAREER INFORMATION PRODUCTS FOR PUBLIC USE

Arkansas' Guide to Educational Training Programs for Demand Occupations is being updated to incorporate a new State Workforce Investment Board approved methodology. Final publication of this publication will be in mid-October 2004.

The current version of *Arkansas Employment and Wage Survey* publication was released in April of 2003, and has been disseminated throughout Arkansas.

Arkansas Affirmative Action Data: Table 2 of this publication has been updated and released, Tables 1 and 3 was released for public viewing in May 2004.

The 95,000 copies of the *Arkansas Career Watch Magazine 2003-2004* were delivered to our State users beginning in October 2003. This publication is sent to every secondary and post-secondary school, Workforce Center and Local ES Office within the state. This publication is available through our website found at www.careerwatch.org and was updated in November 2003.

Arkansas produced the *2003-2004 Career Watch Teacher's Guide* that is used in conjunction with the *2003-2004 Career Watch Magazine*. The Teacher's Guide was released at the same time as the 2003-2004 Career Watch.

Arkansas continues to expand our distribution list for the most recent set of DOL sponsored *Career Videos*. We have reformatted the videos to incorporate Education's 16 Career Clusters and provided existing customers with updated copies, as well as, extending our distribution base with new customers, approximately 93 during PY'03. Arkansas continues to provide these at no cost to our customers.

Arkansas' Top 10 Occupations by Education Level CD was developed and released to our customers in October 2003.

All other publications and products have been reviewed for updating and continue to be distributed throughout the state.

PROVIDE PUBLIC ELECTRONIC ACCESS TO THE ALMIS EMPLOYER DATABASE

The InfoUSA CD continues to be available for distribution across the state to all Workforce Centers and Employment Security Offices. The Employer Database information will be incorporated into our Interactive LMI System (*Discover Arkansas*), and will be accessible to the public on November 1, 2004.

PROVIDE INFORMATION AND SUPPORT TO WORKFORCE INVESTMENT BOARDS AND PROVIDE OTHER SPECIAL DEMAND INFORMATION PRODUCTS AND SERVICES

The Employment Security Department has met quarterly with the State Workforce Investment Board and Local Workforce Investment Boards to continually improve and develop products, services and training to meet the needs of the local communities and the state.

During PY'03 the LMI Department participated and presented in the statewide Career Orientation Teachers Conference, the Arkansas School Counselors Conference, the Arkansas Counseling Association Conference, and a new teacher in-service training held in September 2003. During this year, we have also made efforts to become more focused in the business sector by making 8 different presentations to local Chambers of Commerce.

Also during 2003, one staff person has produced 12 special reports utilizing the *Estimates Delivery System* for different employers.

In February 2004, the LMI Department released our new "user friendly" Internet based *Arkansas Consumer Report System*. This system has both pre-defined reports built in and the ability to run ad-hoc reports.

Arkansas continues to pursue its partnership with the U.S. Bureau of Census in the *Local Employment Dynamics (LED)*. Negotiations on this project are still in progress at this time.

IMPROVE AND DEPLOY ELECTRONIC STATE WORKFORCE INFORMATION DELIVERY SYSTEMS

As stated in the previous section, the new *Arkansas Consumer Reporting System (ACRS)* was released in February 2004 and can be accessed through the original Web site at <http://www.arkansascrs.org>.

Arkansas' Occupational and Skills Computer Assisted Researcher (ArkOSCAR), Arkansas' Internet Career Inventory Delivery System (CIDS) has become one of the most widely used products across the state by educators and Workforce Centers, for researching occupations and receiving state specific Labor Market Information. This product has had 16,816 user log-ins from July 2003 through June 2004. Arkansas continues to hold training sessions with educators and Workforce Centers on the use of this product. This product is available through our website at <http://www.ARKOSCAR.org>.

The Internet delivery system for Arkansas' ALMIS database is being developed and will be deployed on November 1, 2004. The URL for this project has been reserved, and will be located at <http://www.discoverarkansas.net>.

SUPPORT STATE WORKFORCE INFORMATION TRAINING ACTIVITIES

Arkansas remains committed to the Educational community and continues to participate in educational training programs, conferences and career fairs across the state. Some of the activities AESD/LMI have participated in this past year were:

Arkansas Education and Guidance Conference April 2004, held in Eureka Springs, AR, where we displayed and disseminated LMI products and conducted breakout sessions on the use of LMI products, ACINet, O*Net and ArkOSCAR.

Arkansas Career Orientation Teachers Conference held August, 2003 in Hot springs, AR, where we displayed and disseminated all LMI product and also conducted breakout sessions for counselors and administrators on ArkOSCAR, ACINet, and O*Net.

The November, 2003, Arkansas Counseling Association Conference held in Hot Springs, AR, where we displayed and disseminated LMI products and conducted breakout sessions on the use of LMI products, ACINet, O*Net and ArkOSCAR.

We remain highly supportive of staff development and utilized training developed through the LMI Institute. Below are some of the training events that our staff attended in PY'03:

Two staff members attended the November 2003 "Delivery Solutions: An ALMIS Database Seminar" held in Atlanta, GA.

One staff member attended the State projections Analyst Training on Short-term Projection held in Albuquerque, NM.

One staff member attended the Long-term Projections training held in Boise, ID.

Two staff members attended the Estimates Delivery System training held in Albuquerque, NM.

One staff member attended the LMI Forum held in St Louis, MO.

Arkansas held a LMI Users Conference on May 11-12, 2004, in which approximately 100 state and local WIB and Workforce members attended. All state and federal LMI products were covered during this two-day event, as well as O*Net, ACINet and ArkOSCAR.

CUSTOMER SATISFACTION ASSESSMENT

Due to staffing problems during PY'03, the Labor Market Information Department was limited in its efforts to collect and maintain customer satisfaction assessments. Below are the results of our efforts during this Program Year, the grading scale, and reports of the customer satisfaction surveys that were sent with each of our LMI publications.

<u>Satisfaction</u>	<u>Usefulness</u>	<u>Grade</u>
Very Satisfied	Very Useful	A = 4 pts. / 3.8-4.0
Satisfied	Useful	B = 3 pts. / 3.0-3.7
Indifferent	Fair	C = 2 pts. / 2.9-2.0
Dissatisfied	Not Very Useful	D = 1 pt. / 1.5-2.8
Very Dissatisfied	Not Useful At All	F = 0 pts. /Below 1.5

Breakdown of Satisfaction and Usefulness by Publication

Directory of Licensed Occupations		
Satisfaction		Percent
Very Satisfied		66%
Satisfied		34%
Overall Score	3.65=B	
Usefulness		Percent
Very Useful		61%
Useful		37%
Fair		1%
Overall Score	3.58=B	

Long-Term Projections		
Satisfaction		Percent
Very Satisfied		33%
Satisfied		63%
Indifferent		3%
Overall Score	3.3=B	
Usefulness		Percent
Very Useful		33%
Useful		63%
Not Very Useful		3%
Overall Score	3.3=B	

Short-Term Projections		
Satisfaction		Percent
Very Satisfied		10%
Satisfied		90%
Overall Score	3.1=B	
Usefulness		Percent
Very Useful		10%
Useful		80%
No Answer		10%
Overall Score	3.11=B	

Wage Publication		
Satisfaction		Percent
Very Satisfied		33%
Satisfied		67%
Overall Score	3.33=B	

	Wage Publication continued:	
Usefulness		Percent
Very Useful		22%
Useful		78%
Overall Score	3.22=B	

Career Watch Magazine		
Satisfaction		Percent
Very Satisfied		91.67%
Satisfied		8.33%
Overall Score	3.92=A	
Usefulness		Percent
Very Useful		91.67%
Useful		8.33%
Overall Score	3.92=A	

Top 10 Occupations by Educational Level		
Satisfaction		Percent
Very Satisfied		50%
Satisfied		33%
Indifferent		17%
Overall Score	3.33=B	
Usefulness		Percent
Very Useful		17%
Useful		50%
Fair		33%
Overall Score	2.43=C	

In summary, Arkansas has been relentless in its pursuit to furnish the citizens of Arkansas with good, reliable, and accurate labor market information. We continue to strive for

excellence in our products' customer satisfaction assessment and will continue to adapt our information using suggestions from these surveys, through future Workforce Information grants.