

One-Stop LMI Statement of Work PY-2004
Arizona Department of Economic Security
Research Administration

A Statewide Workforce Information System

Arizona's Workforce System

The Governor's Council on Workforce Policy (GCWP) serves as Arizona's state workforce board under the 1998 Workforce Investment Act and provides leadership, direction, and policy development for delivery of a quality workforce system through local area One-Stops. The statewide workforce system includes several Council-adopted strategic goals impacted by this grant.

- Enhancing existing and developing new training programs and service delivery systems to better meet industry's short, intermediate and long-term workforce and planning needs.
- Forecasting labor market demand by industry clusters and foundations at the state, regional and local levels.
- Streamlining access to and administration of workforce development programs.
- Providing a self-sustaining system of governance, management, and oversight for Arizona's workforce development system.

In support of these goals, the Arizona Department of Economic Security Research Administration provides forecasts of occupational demand and access to workforce information through the Arizona Workforce Informer web site and One Stop employment centers. The Research Administration developed and implemented the Workforce Informer to better streamline access and delivery of Labor Market Information (LMI) services and products to serve the state's One-Stop service delivery system. In the last Program Year, the Research began consulting with the Council, Local Workforce Investment Boards (WIBs), and State partners, the Arizona Department of Commerce and the Arizona Department of Education, to further enhance and support the State's strategic workforce goals through information services. This grant will help to continue that process and increase the value, understanding and utilization of LMI throughout the workforce system and beyond.

Expanding LMI Knowledge, Training and Utilization

Knowing what data exist, where to find them, and what they mean can be a daunting task. The State and Federal government's system for collecting and delivering data can be complex. Historically, the burden has been on data users to navigate through the system. Once a user gets the relevant data, they need to know how to use it, how to transform rows and columns of statistics into an integrated, meaningful picture of the dynamics of the local economy of interest.

The Governor's Council on Workforce Policy has a vital interest in aiding workforce and economic development practitioners and other local community leaders and planners in understanding the sources and uses of local labor market data. The Council also has a significant interest in seeing that LMI customers have access to accurate, detailed and timely data from the State. This grant will enable the State to (1) continue to populate the LMI system with timely and accurate data; (2) provide an overview and understanding of sources and data for workforce

and economic development activities; (3) assess the extent to which the LMI system currently meets the needs of workforce and economic development practitioners, local elected officials, educators and other community leaders; and (4) provide these user groups with information, training, and newly developed products useful in navigating and effectively utilizing the current LMI system.

In 2004, the Governor's Council on Workforce Policy established progressive priorities, including re-organizing committee structures to support stronger connections between education, employment and economic development. One such committee is the Economic Development Committee. This Committee was formed with a wide variety of rural and urban workforce and economic development practitioners, State agency staff, Council members, researchers, economists and educators. These members will serve as the basis for a workgroup dedicated to assisting the State to convene data user groups, develop training modules and curriculum that will familiarize customers with LMI, and discuss how the data are used, interpreted and applied to workforce and economic development project needs.

To gauge customer satisfaction, the Research Administration has incorporated survey and comment forms regarding LMI product and services via the Arizona Workforce Informer to identify user groups and provide continuous improvements to the site. As set forth in Section 6 of this application, the Research Administration in conjunction with the Arizona Department of Commerce and Governor's Workforce Policy Council will gather additional customer satisfaction feedback through workshops, individualized customer web pages to more specifically target customer needs, and develop a customer database to track customer contacts, product and satisfaction.

Customer satisfaction feedback obtained in PY2003 from LMI presentations and training, phone requests, and website download reports indicate an increasing request for more sub-state specific data and for more career specific information. In response, Arizona plans to provide in PY2004 more sub-state and career specific information.

At the time of submitting this grant, there were no additional funds designated to leverage (or match) resources further beyond those funds provided by ETA via this grant application. The State intends to apply to the Council for additional funding to generate more local LMI information and conduct the information training activities.

B Products and Services

1. ALMIS Database

Description: America's Labor Market Information System (ALMIS, version 2.2) database represents Research Administration's back-end infrastructure intended for LMI purposes. It provides the basis from which greater database development is possible. Research Administration will continue to populate and maintain core tables for the ALMIS database in PY2004. Research Administration will send staff to ALMIS DB training to become more familiar with the requirements of maintaining the database.

Additionally, Research Administration will continue to check for and further integrate the conversion to the North American Industry Classification system (NAICS).

Arizona's Workforce Informer web site takes advantage of the ALMIS database and integrates America's Job Bank and O*NET (Occupational Information Network). State licensing information is integrated as required with the ALMIS database for public access. This further integrates data through the National Crosswalk Service Center (NCSC) for inclusion on the America's Career Information Network (ACINet) site. Accordingly, such data is also coded to O*NET SOC (Standard Occupational Classification). Data population will be regularly maintained according to data and source updates.

The *ALMIS Employer Database* information is also provided and updated regularly to Arizona's Workforce Informer through a license agreement with Info-USA, Inc. This product is offered semi-annually for purchase in CD format by Arizona's One-Stop Career Centers. Research Administration's deployment of Arizona's Workforce Informer with this employer information makes it possible to consult with and better assist the local WIBs, One-Stop Centers, and service providers.

Research Administration is exploring ways to (a) support multiple computer platforms to access a single ALMIS database structure, and (b) link current/expanded business needs to ALMIS database structure. List Service is an example of additional business services under consideration.

Customer Support: Customer support is provided by experienced LMI staff available to answer (by phone or in person) any product/service question. Additionally, all customer feedback gathered from surveying our customers during training sessions, LMI presentations, and focus group sessions are reviewed for making improvements to our products and services. Based on our customer feedback, Arizona plans in PY2004 to provide more sub-state data.

Support of the WIA/Wagner-Peyser Five-Year Strategic Plan: Accessing the ALMIS database through Arizona's Workforce Informer web site supports the goal of streamlining the access to and/or administration of workforce development programs.

Principal Customers: The ALMIS database provides information for individuals and job seekers, workforce and economic developers, businesses, educators and training providers.

Outcomes and System Impact: Data and related products will be provided for public dissemination via Arizona's Workforce Informer website. The ALMIS database provides a standardized structure and data source for the Arizona Workforce Informer that, by design, allows integration to other similarly designed structures of other states. This provides customers/users with access to a full range of state and local labor market information in a timely and efficient manner. Updates to the ALMIS database will be scheduled by data type and periodicity of revision.

Planned Milestones: Research Administration will update and load the core tables for the ALMIS database as may be regularly required each quarter of the program year. The ALMIS database requires regular updates of data and sources. Milestones will be varied, as Arizona will update data products as they become available. Additionally, another milestone is to update the *ALMIS Employer Database* twice a year within 30 days of when new CD files become available.

Estimated cost: \$230,000

2. Industry And Occupational Employment Projections

A. Long-term industry employment projections

Description: State level and substate (Phoenix MSA, Tucson MSA and rural regions) level NAICS based industry employment forecasts will be produced, which will include the period of 2002-2012. Consortium based projection software—Long-Term Industry Projections (LTIP)—has since been established for production and determined functional using the NAICS format.

Additionally, Research Administration plans for PY2004 include the development of forecasting models to provide Arizona's rural WIBs regional forecasts, such as Northern and Southern Arizona regions. Research Administration continues to serve as one of the beta test groups of new and revised versions of forecasting software developed by the Consortium. Research Administration also plans to continue developing Statistical Analysis Software (SAS) models to produce LT forecasts, should the Consortium be unable to meet deadlines for software upgrades in the future. Research Administration will continue to utilize on-line training material and send staff to training seminars provided by the Projections Workgroup and Projections Managing Partnership.

Research Administration will produce and provide in advance the LT industry projections for 2003-2013 in support of providing the earliest possible products to the local WIBs. Revisions to the required core deliverable products and advance products may occur every six months as new data becomes available to Research Administration and disseminated to the public via Arizona's Workforce Informer. Research Administration in accordance with procedures will also provide the core product to the Projections Workgroup and Projections Managing Partnership.

Statewide and substate LT industry projections data will be populated to the ALMIS database and public access will be via Arizona's Workforce Informer. With industry projections production established to account for the basis of the Occupational Employment Statistics (OES) production cycle, Research Administration plans to produce and provide LT industry forecasts to support the occupational projections and the industry forecasts updated to the ALMIS database every six months.

Research Administration is also planning to provide expanded local industry data to assist Arizona's communities. Substate data for Metropolitan Statistical Areas (MSA) will include five MSA regions with additional breakouts of industry data. Research Administration plans to develop additional data for substate rural areas. Research Administration plans to begin development of the long-term industry projections at the MSA level.

Customer Support: Customer support is provided by experienced LMI staff available to answer (by phone or in person) any product/service question. Additionally, all customer feedback gathered from surveying our customers during training sessions, LMI presentations, and focus group sessions are reviewed for making improvements to our products and services. Based on our customer feedback, Arizona plans in PY2004 to provide more sub-state data.

Support of the WIA/Wagner-Peyser Five-Year Strategic Plan: Goals are achieved by forecasting job demand by cluster/foundation at state and regional/county levels. Consultation with state and local WIBs and other groups is planned following the release of projection output and related products. Research Administration participates in monthly and quarterly meetings/conferences to present and discuss such data. Additionally, Research Administration provides state level and specified service delivery areas for WIA/WP support. Research Administration's efforts will increase the emphasis on assisting local WIBs and WIA in planning and assessment efforts, based on increased use of client intake data.

Principal Customers: Employment forecast provides information for individuals and job seekers, workforce and economic developers, businesses, educators and training providers.

Outcomes and System Impact: Access to NAICS based forecasts will be provided for public dissemination via Arizona's Workforce Informer web site and the ALMIS database. The projections provide career planners and policy makers forecast information in a timely and efficient manner. One-Stop service centers will have access to the projections information via the Arizona Workforce Informer web site.

Planned Milestones: The beta version using NAICS has been successfully developed and applied. Long-term industry employment projections are planned for September 2004 and for May 2005, following the completion of short-term industry forecasts.

B. Long-term occupational employment projections

Description: State level NAICS based occupational forecasts will be produced or updated if already produced, which will include the period of 2002-2012. Research Administration will produce statewide and substate projections. Research Administration in accordance with procedures will also provide the core product to the Projections Workgroup and Projections Managing Partnership.

Additionally, Research Administration will produce and provide in advance the LT occupational projections for 2003-2013 in support of providing the earliest possible products to the local WIBs. Revisions to the required core deliverable products and advance products may occur every six-months as new data becomes available to Research Administration. Thus, new OES data is anticipated every six months, making it possible to integrate updates to products twice each year as data is received. New and revised data will be provided to local WIBs as it becomes available and the core deliverable will include the most recent economic and OES data. This makes it possible for users of occupational projection data to have the earliest and most recently revised product, which will account for the most recent economic considerations in the projections.

Statewide and substate LT projections data will be populated to the ALMIS database and public access will be via Arizona's Workforce Informer. With projections production established to account for the OES production cycle, Research Administration anticipates the ALMIS updates every six months.

Arizona has completed the process of adjusting to NAICS in occupation and industry employment data. Research Administration has offered to assist the consortium by beta testing Micro-Matrix software as soon as programming revisions to the software are completed and test versions are made available. Research Administration will continue to utilize on-line training material and send staff to training seminars provided by the Projections Workgroup and Projections Managing Partnership.

Research Administration is also planning to provide expanded local occupational employment data to assist Arizona's communities. Substate data for Metropolitan Statistical Areas (MSA) will include five MSA regions with additional breakouts of occupational employment data. Research Administration plans to develop additional data for substate rural areas. Research Administration plans to begin development of the long-term occupational employment projections at the MSA level.

Customer Support: Customer support is provided by experienced LMI staff available to answer (by phone or in person) any product/service question. Additionally, all customer feedback gathered from surveying our customers during training sessions, LMI presentations, and focus group sessions are reviewed for making improvements to our products and services. Based on our customer feedback, Arizona plans in PY2004 to provide more sub-state data.

Support of the WIA/Wagner-Peyser Five-Year Strategic Plan: Goals are achieved by forecasting job demand by cluster/foundation at state and regional/county levels. Consultation with state and local WIBs and other groups is planned following the release of projection output and related products. Research Administration participates in monthly and quarterly meetings/conferences to present and discuss such data. Research Administration provides state level and specified service delivery areas for WIA/WP support and Arizona Department of Education use. Research Administration efforts will increase emphasis on assisting local WIBs and WIA in planning and assessment efforts, based on increased use of client intake data.

Principal Customers: Vocational Education, Workforce Investment planners and administrators, as well as dislocated workers, career changers, career counselors and students.

Outcomes and System Impact: Long-term occupational projections will be provided for public dissemination via Arizona's Workforce Informer website and the ALMIS database. The availability of projections on the web site provides career planners and policy makers forecast information in a timely and efficient manner. One-Stop service centers will also have access to the projections information via the Arizona Workforce Informer web site.

Planned Milestones: Long-term occupational projections for the period of 2002-2012 are scheduled for release by July 2004. Long-term occupational projections for 2003-2013 are planned for early PY2004 and revisions will follow every six months as new OES data becomes available.

Research Administration plans to develop an optional backup occupational forecast model using SAS software. Research Administration plans to provide LT occupational forecast updates every six months, as new/revised OES data becomes available.

C. Short-term industry employment projections:

Description: Research Administration plans to produce an update of short-term industry projections of Arizona employment that includes the period 2004 through 2006. Research Administration has adapted to the comprehensive changes brought about with the implementation of NAICS and continues to modify/develop short-term forecast models that incorporate the NAICS structure. Research Administration was successful in its development and production of ST industry products via the Consortium-based software, STIP. Research Administration in accordance with procedures will also provide the core product to the Projections Workgroup and Projections Managing Partnership.

Research Administration has volunteered to work with any new beta versions of the Consortium's revised software. Research Administration will send staff to training on short-term industry projections software. Research Administration will continue to utilize on-line training material and send staff to training seminars provided by the Projections Workgroup and Projections Managing Partnership.

Research Administration is also planning to provide expanded local industry data to assist Arizona's communities. Substate data for Metropolitan Statistical Areas (MSA) will include five MSA regions with additional breakouts of industry data. Research Administration plans to develop additional data for substate rural areas. Research Administration plans to begin development of the short-term industry projections at the MSA level.

Customer Support: Customer support is provided by experienced LMI staff available to answer (by phone or in person) any product/service question. Additionally, all customer feedback gathered from surveying our customers during training sessions, LMI presentations, and focus group sessions are reviewed for making improvements to our products and services. Based on our customer feedback, Arizona plans in PY2004 to provide more sub-state data.

Support of the WIA/Wagner-Peyser Five-Year Strategic Plan: Goals are achieved by forecasting job demand by cluster/foundation at state and regional/county levels. Consultation with state and local WIBs and other groups is planned following the release of projection output and related products. Research Administration participates in monthly and quarterly meetings/conferences to present and discuss such data. Research Administration plans to devote increased support to the local WIBs by helping to evaluate and incorporate this information and data in planning and evaluation purposes.

Principal Customers: Vocational Education, Workforce Investment planners and administrators, as well as dislocated workers, career changers, career counselors and students. Economic developers, business communities, other state agencies, and the Arizona Economic Estimates Commission also use industry employment forecasts.

Outcomes and System Impact: Projections data and related products will be provided for public dissemination via Arizona's Workforce Informer website and the ALMIS database. The availability of projections on the web site provides career planners and policy makers forecast information in a timely and efficient manner. One-Stop service centers will also have access to the projections information via the Arizona Workforce Informer web site.

Planned Milestones: Revised data becomes available in July 2004 and revisions to datasets, programs and files should be completed early Mid-August 2004. Research Administration has been working with the consortium's programming staff regarding STIP on an ongoing basis. Successful testing and production of this software occurred in 2004 PY2003. An optional (SAS model) is currently available is also under development. Public access to the updated NAICS based short-term industry projections is scheduled for September 2004.

D. Short-term occupational employment projections

Description: Research Administration plans to produce a short-term occupational forecast update of Arizona employment for the period 2004-06. Research Administration will continue to utilize on-line training material and send staff to training seminars provided by the Projections Workgroup and Projections Managing Partnership.

Additionally for the PY2004, Research Administration plans to produce occupational projections for 2005-07 in the second half of PY2004. Projections data will be populated to the ALMIS database as new and revised products are produced every six months and available to the local WIBs and public via Arizona's Workforce Informer. Research Administration in accordance with procedures will also provide the core product to the Projections Workgroup and Projections Managing Partnership.

An econometric model may also be developed in SAS. Thus, projection data will include state level, MSA level, and eventually northern and southern regional level detail. This method will produce meaningful short-term occupational data projections, encompassing the scope of our ST industry forecasts, and will be available via this method.

Research Administration is also planning to provide expanded local occupational employment data to assist Arizona's communities. Substate data for Metropolitan Statistical Areas (MSA) will include five MSA regions with additional breakouts of occupational employment data. Research Administration plans to develop additional data for substate rural areas. Research Administration plans to begin development of the short-term occupational employment projections at the MSA level.

Customer Support: Customer support is provided by experienced LMI staff available to answer (by phone or in person) any product/service question. Additionally, all customer feedback gathered from surveying our customers during training sessions, LMI presentations, and focus group sessions are reviewed for making improvements to our products and services. Based on our customer feedback, Arizona plans in PY2004 to provide more sub-state data.

Support of the WIA/Wagner-Peyser Five-Year Strategic Plan: Goals are achieved by forecasting job demand by cluster/foundation at state and regional/county levels. Consultation with state and local WIBs and other groups is planned following the release of projection output and related products. Research Administration participates in monthly and quarterly meetings/conferences to present and discuss such data. Research Administration plans to devote increased support to the local WIBs by helping to evaluate and incorporate this information and data in planning and evaluation purposes.

Principal Customers: Occupational employment forecasts primarily serve WIA, dislocated workers, School-to-Work administrators, graduating students, career counselors, and current job seekers.

Outcomes and System Impact: The availability of projections on Arizona via Arizona's Workforce Informer web site provides career planners and policy makers forecast information in a timely and efficient manner. A measurable outcome of this goal is achieved when clients have access to short-term occupational employment projection data for Arizona via Arizona's Workforce Informer website and the ALMIS database. One-Stop service centers will also have access to the projections information via the Arizona Workforce Informer web site.

Planned Milestones: Occupational projection updates will follow industry forecasting and include new/revised OES and other economic data. Tables and analysis of data are expected for public dissemination in late November 2004. Additionally, ST occupational projections for 2004-06 will be completed in June 2005 and follow industry projections and include new/revised OES data.

Estimated cost:

\$150,000

3. Occupational and Career Information for Public Use

Description: Arizona plans to develop NAICS revisions to software and models in order to produce revised occupational forecasts and all subsequently derived products. Occupation data will be O*NET SOC based. Research Administration plans to produce an occupational "priority funding list" using a revised formula developed jointly by Research Administration and the Department of Education. The Excel format enables any user to make his/her own analyses by sorting on any fields, or performing other manipulations.

Arizona plans to produce occupational products that provide expanded data for the new MSAs. Plans are to broaden the application and use of other products (i.e., Career Technical Education or CTE) to include MSA applications for planning and review purposes. Job seekers and career planners would be provided greater local insight of local career paths. Meanwhile, program support providers, educational institutions, policy-makers, and economic developers would have access to data regarding occupational demand trends to assist and support community goals.

Customer Support: Customer support is provided by experienced LMI staff available to answer (by phone or in person) any product/service question. Additionally, all customer feedback gathered from surveying our customers during training sessions, LMI presentations, and focus group sessions are reviewed for making improvements to our products and services. Based on our customer feedback, Arizona plans in PY2004 to provide more sub-state data.

Support of the WIA/Wagner-Peyser Five-Year Strategic Plan: Goals are achieved by forecasting job demand by cluster/foundation at state and regional/county levels. Consultation with state and local WIBs and other groups is planned following the release of projection output and related products. Research Administration participates in monthly and quarterly meetings/conferences to present and discuss such data.

Principal Customers: Occupation data will be used by local WIBs and workforce development system entities. The occupational "priority funding list" will be produced for the Arizona Department of Education, Vocational, and Technical Education Division, as well as curriculum planners, counselors, dislocated workers, and job seekers.

Outcomes and System Impact: Occupational and career information data will be available via Arizona's Workforce Informer web site and in hardcopy form. The availability of occupational and career information provides career planners reliable information in a timely and efficient manner. For these varied products, planned milestones are set for completion within a two to four week period of data being produced and becoming available to the public via the Internet. The first measurable outcome is achieved when consortium or optional software has been revised/developed for the NAICS format. The second measurable outcome will be achieved when occupational employment forecast data/information becomes available via the Internet.

Planned Milestones: *Occupational Employment and Wage Estimates for 2003* are planned to be published on the Arizona Workforce Informer website in early December 2004 for Arizona, the Phoenix-Mesa MSA, Tucson MSA, and all 15 counties. NAICS revisions to software and models have been made and data output will be accordingly structured. *Arizona Occupational*

Employment Forecasts 2003-2013 were produced and provided in June 2004 and the similar product for *2002-2012* produced also in June 2004. Revisions to each of these products will apply to during the PY2004 as new OES data is received every six months. Substate occupational projections data will be included among products in PY2004. An occupational "priority funding list" is expected to be produced by mid-September 2004.

Estimated cost:

\$61,156

4. Information and support to State and Local WIBs and Other Special Demand Information Products & Services

Description: Research Administration will provide information and support to local WIBs pertinent to their respective geographic areas. These efforts will continue to be supported by the further development and integration of Arizona Workforce Informer. During PY2004, Research Administration plans to further its efforts to coordinate LMI data and support integration by working very closely with DES agency programs, GCWP, Department of Commerce, and local WIBs.

The *ALMIS Employer Database* information is also provided and updated regularly to Arizona's Workforce Informer through a license agreement with Info-USA, Inc. This product is offered semi-annually for purchase in CD format by Arizona's One-Stop Career Centers. Research Administration's deployment of Arizona's Workforce Informer with this employer information makes it possible to consult with and better assist the local WIBs and One-Stop Centers.

Research is also planning to develop and provide additional substate data for Arizona's communities. Arizona will also provide additional substate data for non-MSA areas. Much of this will be made possible when MSA data is expanded from three to five sub-state regions to provide additional LMI informational products. In early 2004, Arizona's staff attended training to prepare for development of the Local Employment Dynamics (LED) program. Arizona is currently in the process of submitting its application to participate in this program. Arizona is currently seeking other sources of funds to support this effort.

Research Administration has collaborated with DES Employment Administration programs to integrate the ALMIS database with their automated client management and tracking system, currently in development, referred to as Virtual One Stop (VOS). This will allow Research Administration to provide ALMIS data to job seekers and employers in collaboration with the VOS system.

Research Administration also plans to further develop Geographic Information System (GIS) products and services. Working with local universities, state agencies, and local WIBs, Research Administration in PY2004 will develop a list of special projects that will benefit from GIS mapping products to support LMI goals. Increased development of GIS technologies are planned, along with training of staff in preparation for the addition of GIS capability to Research Administration's website.

Research Administration plans to include data and information products from the Unemployment Insurance system in the ALMIS database. A great deal of progress over the past two years has been made in this regard, and one of the goals in PY2004 is to conclude the validation process and make available data to the public via the website, as a prelude step to eventually incorporating the structure of this data with the ALMIS database. Research Administration recognizes that this data and information has not been widely utilized for planning or analysis. Our plans for PY2004 are to resource this effort and make possible the dissemination of this information, which could significantly benefit Arizona's local WIB communities and effectively assist the programs and agencies that support them.

Research Administration plans to continue its annual contribution of LMI material that is included in the Arizona Department of Education (DOE) career publication distributed to all high schools in Arizona. Research Administration has plans of also developing products for and in collaboration with DOE.

Customer Support: Customer support is provided by experienced LMI staff available to answer (by phone or in person) any product/service question. Additionally, all customer feedback gathered from surveying our customers during training sessions, LMI presentations, and focus group sessions are reviewed for making improvements to our products and services. Based on our customer feedback, Arizona plans in PY2004 to provide more sub-state data.

Support of the WIA/Wagner-Peyser Five-Year Strategic Plan: Providing information and ease of access to it (via implementation of new technology and training) helps establish a self-sustaining system of governance, management, and oversight for Arizona's Workforce Development system.

Principal Customers: State and local Workforce Investment Boards, DES Employment Administration and workforce services clients.

Outcomes and System Impact: Employment and training policy decisions will be consistent with labor market needs through the ease of access of timely information for respective geographic areas via the Arizona Workforce Informer. Increase contact with state and local boards from annual to quarterly. Develop and provide new information and data products via Arizona's Workforce Informer to assist local WIBs.

Planned Milestones: Research Administration staff will make presentations and serve on subcommittees to support the Arizona Governor's Council on Workforce Policy, which meets quarterly, and to seek additional funding sources. Meet with leaders of at least two local WIBs per quarter to address their needs. Research Administration will regularly inform the state and local boards of new developments to Arizona's Workforce Informer.

Following the DES, Employment Administration's data validation, Research Administration plans to provide Unemployment Insurance (UI) data and related products to Arizona's Workforce Informer. Research Administration estimates public dissemination to its website will occur one week following the approval. A review of the data is expected by the end of the calendar year to establish data validation.

Milestones for GIS are to present the prospects of GIS to local stakeholders. Plans are to continue working with Arizona's DES, Departments of Education and Commerce, and local WIBs to present the utility and applications of GIS for their support. Research Administration's staff continues to code Quarterly Census of Employment and Wages (QCEW) data for eventual GIS applications. Research Administration will purchase software and equipment and delivery is expected by the end of the calendar year. Once received, staff will set up the equipment, complete testing phase of software and equipment, load and test data.

Planned milestones for VOS are to regularly work with the Technical Steering Committee. Research Administration and Commerce plan to work with the developers of VOS when development reaches the Labor Exchange phase and will continue to work with the Technical Steering Committee on any LMI related issues. VOS and Workforce Informer share a common entry point for all users through Arizona Workforce Connection.

Estimated cost:

\$61,156

Arizona is seeking other sources of funds for additional sub-state data for non-MSA areas.

5. Arizona's Workforce Informer Internet Web Site

Description: The Arizona Workforce Informer web site went live in June 2003. Since then, Research Administration has continued to develop the website to host more economic and labor market information than has ever been provided in the past. Representing the front-end infrastructure, Arizona Workforce Informer presents LMI produced by Research Administration while including other value-added products, links, and resources by other sources.

Research Administration will continue developing the LMI Internet delivery system to integrate with other applications for value-added complements and to further expand and develop state LMI products to support Arizona's communities by working very closely with the local WIBs, One-Stops Centers, and other client-users. Research Administration plans to work closely with the GCWP by serving on subcommittees and by collaborating with the Arizona Department of Commerce in assisting the further development of an effective and efficient LMI delivery system for Arizona.

Research Administration plans to develop LMI products targeted to groups based on use or application. These products are distributed most widely via Arizona's Workforce Informer. Each group has been identified based on the type of use or application of LMI data and information. These groups are:

Group One— Job seekers, students, parents, and general public

Group Two— One-Stops, training providers, educators and career counselors

Group Three— Labor market analysts, researchers, economists

Group Four— Economic developers, policy-makers, business groups, and government

As a product of the outreach strategy outlined in Section 6 of this application, Research Administration is planning to develop specific pages on Arizona's Workforce Informer that will provide the most relevant data and products for each targeted group. This will help to more efficiently streamline the client/user access to the data, products, and links they may typically use or need. This would especially be important to someone looking for a job or an employer in need of an employee or when considering its planning options.

The *ALMIS Employer Database* information is also provided and updated regularly to Arizona's Workforce Informer through a license agreement with Info-USA, Inc. This product is offered semi-annually for purchase in CD format by Arizona's One-Stop Career Centers. Research Administration's deployment of Arizona's Workforce Informer with this employer information makes it possible to consult with and better assist the local WIBs and One-Stop Centers.

Arizona has included a customer satisfaction survey as part of the Arizona Workforce Informer. This allows users to provide information to help evaluate products and services provided. Forms will be distributed and gathered from every training session and LMI presentation. Data from the surveys will be tabulated and compiled for evaluation and considered for making improvements.

Customer Support: Customer support is provided by experienced LMI staff available to answer (by phone or in person) any product/service question. Additionally, all customer feedback gathered from surveying our customers during training sessions, LMI presentations, and focus group sessions are reviewed for making improvements to our products and services. Based on our customer feedback, Arizona plans in PY2004 to provide more sub-state data.

Support of the WIA/Wagner-Peyser Five-Year Strategic Plan: The development and implementation of Arizona's Workforce Informer web site supports the goal of streamlining the access to workforce and economic development information.

Principal Customers: Individuals, job seekers, workforce and economic developers, businesses, educators and training providers use Arizona's Workforce Informer web site. One-Stop service centers will have access to workforce information via the Arizona Workforce Informer web site.

Outcomes and System Impact: Data and related products will be provided for public dissemination via Arizona's Workforce Informer website. Workforce and economic development data needs will be facilitated through improved Internet access. Updates to the ALMIS database, census and other demographic data such as population estimates and projections and web articles describing the data products will be scheduled by data type and periodicity of revision.

Planned Milestones: Research Administration will implement and publicize the availability of Arizona's Workforce Informer. The ALMIS database and other data sources such as Census and other demographic data require periodic updates. Milestones will be varied, as Arizona will add data products to Arizona's Workforce Informer web site as they become available.

Estimated cost of loading and maintaining the in-house ALMIS Database and operating the LMI Access software: \$121,157

6. State workforce information training activities

Description: Research Administration plans to collaborate with the Governor's Council on Workforce Policy and the Arizona Department of Commerce to coordinate and implement an effective outreach program emphasizing LMI access and targeted training throughout the state.

This outreach effort will be conducted in five basic phases: (1) Large focus group information sharing to further refine user groups and provide detailed information about current LMI products and benefits. These sessions will be conducted in at least three areas of the state to ensure adequate inclusion of all stakeholders. (2) Design training curriculum aimed at specific user groups based on information gained in the large focus group sessions. (3) Conduct training for each user group that includes additional information on ways to utilize LMI for workforce and economic development. This training will include One Stop staff and management. (4) Develop additional products and revise delivery of LMI through the Workforce Informer as needed based upon input from the above processes. (5) Develop a customer database to track customer satisfaction and inform additional product development.

Outreach efforts will target the following user groups:

Group One— Job seekers, students, parents, and general public:

Primarily uses “job specific” data and LMI information to make job search, employment, education, and career decisions.

Group Two— One-Stops, training providers, educators and career counselors:

Primarily use “full Spectrum” data and LMI information to evaluate, make decisions, and serve clients in job search, or seeking education and vocational training

Group Three— Labor market analysts, researchers, economists:

Primarily use “full spectrum” of data and LMI information to distill and disseminate data for analysis and use by others in all other groups

Group Four— Economic developers, policy-makers, business groups, and government:

Primarily uses “big picture” data to make decisions affecting government and business

To support these customers, Research Administration, in collaboration with the Arizona Department of Commerce, will conduct focus groups with representatives from each user group to gain a better understanding of their current level of knowledge and ability to access, interpret and utilize LMI data and products. Recommendations from the focus groups will guide the development of training workshop topics and curriculum, new information products, and Arizona Workforce Informer web site content.

Additionally, the Governor's Council on Workforce Policy will create a working group of key data users to serve in an advisory capacity to outreach efforts. Research Administration will work in collaboration with the working group to develop training modules and curriculum that will familiarize customers with LMI and discuss how the data are used, interpreted and applied to workforce and economic development project needs. Targeted training and curriculum topics could include, but are not limited to the following:

- LMI—Connecting Workforce Development and Economic Development

- ALMIS Employer Database Information—How to Maximize this Resource to Help Your Clients
- Arizona Workforce Informer—What Data are Available
- Using LMI to Identify Demand Jobs of the Future
- Understanding Economic Trends in Arizona
- Case Studies of Successful Use of LMI to Enhance Economic Development Efforts

The workshops will be presented jointly by Research Administration and the Arizona Department of Commerce and will be customized for each user group based on the level of knowledge and understanding of LMI and its uses. No less than one workshop per user group will be presented in PY2004. These workshops will take place around the state. The Department of Commerce and Research Administration will apply for additional funds to ensure adequate curriculum development and training resources.

To facilitate the communication process about the workshops, Research Administration will develop a customer database to track customer contacts and product use by customer. This information will be relayed to the Governor's Council on Workforce Policy Working Group on a periodic basis. This database will assist in tracking customer satisfaction that will lead to development of new and innovative workforce information products.

Research Administration staff will continue to attend training provided by BLS and ETA programs and training offered by the LMI Institute.

Customer Support: Customer support is provided by experienced LMI staff available to answer (by phone or in person) any product/service question. Additionally, all customer feedback gathered from surveying our customers during training sessions, LMI presentations, and focus group sessions are reviewed for making improvements to our products and services. Based on our customer feedback in PY2003, Arizona plans to provide training and instruction in PY2004 to user groups that will improve their access to and understanding of the data and applications they most typically use.

Support of the WIA/Wagner-Peyser Five-Year Strategic Plan: Goals are achieved by enhancing broad community understanding of LMI uses and applications for economic and workforce development and by developing new training programs and service delivery systems that are targeted to better meet local One-Stop's and industry's short, intermediate, and long-term planning and development needs.

Principal Customers: Employers, workforce development community; economic developers; trade association professionals; state and local government officials, policy makers, business and industry professionals and planners; educators and students; and the general public.

Outcomes and System Impact: The customized training of important user groups and on-going collaboration with the Governor's Council on Workforce Policy and the Arizona Department of Commerce will lead to access to more effective workforce information that will enable job seekers, educators, economic developers, and business leaders to make better decisions.

Businesses will be able to use the information to formulate recruitment strategies, develop compensation plans, and set human resources policies in a global labor market context. Economic developers will be able to better analyze the characteristics of labor supply to attract employers and advise firms on relocation and/or expansion plans. Education and training officials will use the information about present and future jobs, skill requirements, and hiring standards to guide students and inform curriculum and program development efforts. The interconnectedness of all these decisions will lead to economic prosperity for Arizona.

Planned Milestones: In PY 04, Research Administration and Department of Commerce staff will collaborate with the Governor's Council on Workforce Policy Work Group to apply for additional funds, organize regional focus groups in five geographical areas; determine major user groups; and develop and provide training presentations to those major user groups.

Estimated cost: \$61,156

Arizona is seeking other sources of funds to complete this outreach effort.

Additional activities, products, and services are also planned for revision and update during the 2004-05 period:

Several additional Arizona LMI publications/products:

- * *Workforce Development Planning Information (WDPI) PY 2004-05* report.
- * LMI Directory – *Annual update*.
- * 2004 Labor Turnover Rates by Industry by county derived from UI wage records (with additional detail by wage range, type and tenure of worker).
- * *Growing and Declining Industries* by county by quarter from ES202 data—Updates produced each quarter.
- * *Employer Size Distributions* by county from ES202 data—Updates produced each quarter.
- * *Detailed Unemployment Insurance Claims and Claimant data*—Updates are to be produced each month. However, prior to being made public, UI data is undergoing a process of validation. To support this effort and to integrate where needed, Research Administration's LMI unit has established a "core team" which continues to work with the UI Administration programming staff to validate data that would eventually become available via Arizona's Workforce Informer.
- * Assistance and support is planned for the Department of Labor, Employment and Training Administration (DOL ETA) State Unemployment Insurance Benefit Financing Model (SBFM) for Arizona. Research Administration's Economic Analysis unit plans to continue training staff and to apply assistance in this effort.

It should be noted that this model is expected to assist other state agencies, legislative planning, and beneficiaries of local distributions. Additional products and information are possible for use in improved local planning of UI distributions.

C Consultation and Customer Satisfaction Assessment

Research Administration's customer satisfaction assessment strategy (CSAS) is designed to facilitate timely and comprehensive feedback from all users groups. The strategy includes continuous feedback come through a variety of methods all designed to provide information for increasing the effectiveness and use of LMI products.

Arizona Workforce Informer Web Site

Research Administration has incorporated survey/comment forms regarding LMI products and services via Arizona Workforce Informer. The survey seeks information on the type of user—individual, business, job seeker, career counselor, training provider and economic developer, so that satisfaction can be assessed for each group. The survey includes questions on the product used, purpose for which it is used and its attributes. From this, Research Administration compiles a list of all feedback received about Arizona's Workforce Informer web site. All feedback, such as suggestions for improvement, is carefully reviewed as it relates to data, features, application, and functionality of the site. With the development of the new, targeted customer web pages, Research Administration will be able to customize the survey to gather more in-depth feedback from each user group.

Workshop Satisfaction Surveys

Research Administration also will gather customer satisfaction feedback via survey provided at each training/workshop described in Section 6. The surveys have been designed for quick and easy sharing of customer feedback and are followed-up by staff who review and compile the data to evaluate strengths and weaknesses of each training session for future improvements. This data will also inform the development of targeted web pages and other products as identified in outreach efforts.

Communications Customer Database

In PY2004, Research Administration, in collaboration with the Governor's Council on Workforce Policy and the Arizona Department of Commerce, will develop a customer database to track customer contacts and product use by the customer. This information will be relayed to the Governor's Council on Workforce Development Working Group on a periodic basis. This database will assist in tracking customer satisfaction that will lead to development of new and innovative workforce information products.

A measure customer outcome is receiving and reviewing customer feedback via the Arizona Workforce Informer web site and evaluating each comment or suggestion received.

Planned milestones include on-going follow-up of surveys in the design of new customized products and information.