

State of Utah
PY 2005 Workforce Information Core Products & Services
Annual Performance Report

Below you will find a description of the activities conducted by Utah's Workforce Information Division during PY2005 for each of ETA's core products. The goal of these activities was not only to meet the requirements of the PY2005 TEGL, but to also deliver superior customer service through the production and dissemination of Labor Market Information. As you can see, Utah sets high standards for itself in this endeavor, but to meet those standards, it was necessary for us to leverage financial resources from our state's Workforce Administration. For each core product the portion of ETA grant money expended on that product is listed. However, this does not reflect the total cost of that activity. In total, delivering quality core products cost us an additional \$275,989, which was leveraged from the department.

Core Product 1: Continue to populate the ALMIS Database with state data.

PY2005 Expenditure: 27,225

Utah is well into the transition from version 2.2 to 2.3 of the ALMIS Database; all but 4 core tables remain to be converted. All of the core tables were populated with state data. The core tables were populated in accordance with guidelines issued by the ALMIS Database Consortium. In addition, Utah also populated six non-standard ALMIS tables—mostly geared towards O*NET and skills, as well as eight Utah-specific ALMIS tables. Utah updated the content of the database in a timely manner. Utah maintained the occupational licensing data and updated the required files. Utah gathered customer feedback through a form that was made available on the Web and a focus group for the Utah Economic Data Viewer (UEDV).

- Utah populated and updated the core tables in the ALMIS Database through June 30, 2006.
- Utah maintained its licensing data through June 30, 2006.
- Utah collected information from customers using a Web-based customer feedback form for the UEDV for two weeks in November 2005 and two weeks in March 2006.
- Utah conducted a focus group for the Utah Economic Data Viewer on November 18, 2005.
- Utah counted “hits” to UEDV and the specific interfaces through June 30, 2006.
- Utah continued to maintain the employer database with information from InfoUSA and made it available on the UEDV through June 30, 2006.

Feedback from Customers

Web Survey for UEDV: The survey was on the Web site two times, for a two weeks each time. It was programmed to pop up after the customer built a report. Five statements were on the survey and a five-point rating scale was used to measure the customers' satisfaction. Customers were able to provide written comments.

- “It was easy to navigate through the system”: 68 percent of respondents rated it above average or outstanding.

- “It was easy for me to find the information I was looking for”: 59 percent rated it above average or outstanding.
- “I will likely use the UEDV in the future”: 81 percent of respondents rated it above average or outstanding.
- “I would recommend the UEDV to my colleagues”: 88 percent of respondents rated it above average or outstanding.
- Overall I am satisfied with the Utah Economic Data Viewer”: 100 percent of respondents rated it above average or outstanding.

Written comments include:

- Based on my experience with the UEDV, I am satisfied with the information that is provided.
- I use it every day as an employment counselor to help customers with the information for careers in Utah.
- Great data base.
- Thank you for making this available to the public!

Opportunities for Improvements:

- Some customers struggled with finding occupational information for a specific job. We currently are tracking customer keyword searches in an effort to align our data with commonly used job titles.
- Some customers felt the wage information did not accurately reflect “the real world”. We are working to improve our descriptions of the wage information so that the user will better understand what our wage data represents.
- Some customers were surprised to find UEDV and suggested that we need to promote it more. We will continue to market UEDV through our publications, presentations, and other interactions with our customers.

Core Product 2: Produce and disseminate industry and occupational employment projections.

PY2005 Expenditure: 54,181

Utah developed and disseminated state-level long and short-term industry and occupational employment projections, using the methodology, software tools, and guidelines developed by the Projections Consortium and the Projections Managing Partnership. Utah successfully developed statewide short-term projections for the 2005– 2007 period. Utah continued to populate the ALMIS Database with the 2005-2007 short-term and 2004–2014 long-term projections data and submit the data for public dissemination.

Long-term occupational projections were published in several publications including *Utah Careers*, the *Utah Job Trends* publications, in brochures, on the careers.utah.gov Web site, in the Choices system which is the State of Utah’s career information delivery system, and on our Web site through the UEDV. They were also highlighted in *TrendLines* magazine and in trainings and presentations. The long-term occupational projections were used for economic analysis purposes and to help customers better understand where the Utah economy is heading. Short-term projections were highlighted in *TrendLines* magazine. The projections were also used for economic analysis purposes and to help customers better understand

where the Utah economy is heading. Utah successfully made long-term occupational projections available in hard copy and electronic formats within 60 days of developing the data. Utah's long-term industry projections were made available through the Web after an agreement had been reached between Utah's LMI shop and the Governor's Office of Planning and Budget, which also produces long-term industry projections. Work has begun on linking UWORKS (our employment counselors' client career planning tool) directly to the appropriate information in the ALMIS database. This will make it much easier for employment counselors to use and access this information.

- Utah developed statewide short-term industry projections by May 30, 2006.
- Utah developed statewide short-term occupational projections by June 30, 2006.
- Utah produced and disseminated long-term local-area occupational projections by September 30, 2005.
- Utah populated the ALMIS Database with the long-term projections data by September 30, 2005.
- Utah populated the ALMIS Data base with short-term projections data by June 15, 2006.
- Utah surveyed internal customers by September 30, 2005.
- Utah conducted a focus group to gather feedback for these data by December 1, 2004.

Feedback from Internal Customers

Regarding Short Term Industry Projections

Informal feedback received by regional economists from internal users.

- I find these valuable when career planning with my clients.
- Great way to steer job seekers in the right direction.
- Gives a more realistic perspective for career planning.

Regarding Long Term Industry Projections

- Interesting to see the long term growth expectations for some of Utah's key occupations.
- The star-rating system puts the projections information into a user-friendly format.
- This is a useful tool for customers whose career planning involves long-term commitments to education and/or training.

*See "Feedback from Customers" under Core Product 3 for feedback regarding occupational outlook publications and other products.

Opportunities for Improvements

- We must further investigate to find out more information about how the short-term industry projections can be valuable to customers and how they can be better used in their jobs. Our goal here is to meet with front-line employment counselors to gather input.
- We must review our processes for developing long-term industry projections and see if we can improve them. This will be accomplished through an informal focus group and/or brainstorming session.

Core Product 3: Provide occupational and career information products for public use.

PY2005 Expenditure: 76,123

Utah continued to improve customer-focused occupational and career information products, incorporating related information such as employment projections, in-demand occupations and supply indicators, wages, career ladder/lattice information, advice and supportive information, and forecasts and trends. All of the information is SOC-based and developed in consultation with intended customers. In addition, Utah conducted its second job vacancy survey using the standard methodology developed by BLS.

Utah had included within the PY2005 grant plan a plan to conduct a benefits survey. Initial research was done, and committee was formed and resources were aligned, but due to turnover in some key positions, Utah was unable to carry out the survey. A grant extension was given Utah to complete the survey.

Utah successfully published the following publications in hard copy format and on its Web site:

- *Utah Job Trends, Utah Job Trends Metro, Utah Job Trends Non-Metro*, which includes information about the occupations in demand in the Utah job market at the metro and non-metro levels. Utah is not publishing areas, which are not supported by the data at this point. Most of the employment in Utah is concentrated along the Wasatch Front in one large labor market.
 - Two additional versions of this publication were developed and distributed: one targeting youth and the other targeting the general adult population.
- *Utah Careers*, a guide which offers all of the above information in one source, plus Holland Code tools to find the right kind of job; advice on writing resumes, interviews, keeping a job, balancing work and family; finding good child care, using our state Career Information Delivery System; education/training options, and more.
 - Two supplements to *Utah Careers* were developed including information targeted to women and older workers. We worked with Utah's Rapid Response Team to ensure current, appropriate labor market information is available in the publications they develop and distribute.
- Utah published information in flyers, posters and brochures.
 - Utah developed career ladder tools which gave occupation- or industry-specific information on careers in key areas such as energy, construction, and health care. These tools were available to the public from the Careers.utah.gov website.
 - Wage flyers displaying occupational wage estimates by wage area were developed. These flyers were distributed as hard copies to customers and posted on the Web.
 - Utah's occupational wage and projections data is published on the state's Career Information Delivery System (CIDS) Choices.
- *Hard at Work, Women in the Utah Labor Force*, is a mid-sized publication released January 2006 that focuses on the demographics, labor force, occupations,

and wages of women in the Utah workforce. This product leverages Utah LMI with information from the Census Bureau, BLS and U.S. Department of Education.

Utah successfully developed and published all of the publications outlined above in hard copy format and on its Web site.

- The employment counselor version of *Utah Job Trends* was published by September 30, 2005.
- The youth version and the general adult version of *Utah Job Trends* were published by September 30, 2005.
- The *Utah Careers* was published by September 30, 2005.
- The wage flyers were published May 2005 and November 2005.
- Utah conducted focus groups to gather feedback on products by April 30, 2006.
- Utah conducted a job vacancy survey during the months of October, November, and December 2005 and published results in February 2006.

Feedback from Customers

Utah Careers for Women Focus Group: This focus group was made up of female professionals from universities' women's programs, career centers, and domestic violence coalitions. The questions asked included the following:

1. What do you like?
2. What types of problems exist?
3. Do these publications meet your needs for career information? If not, why not?
4. How do you (or would you like to) use the publication? If you don't why?
5. What one thing could we do to improve this publication?

The summary responses include:

- They like the Utah-specific demographic information
- They like the way the publication was written
- They like the down-to-earth tone of the writing

Suggestions for improvements include:

- Target all types of women, not just middle-class, educated white women
- Expand the publication to include topics such as racial discrimination, illegal interview questions, and the "glass ceiling"
- Ensure that all information is described and identified fully, make it clear that this is a supplement to the Adult Career Guide

How they use it:

- When career counseling or teaching classes
- Career Day in the schools
- Crisis counseling

Utah Careers for Older Workers Focus Group: This group was held at a meeting of the Older Worker Coordinating Council. Participants were professionals working with older workers in several state and local agencies.

The summary responses include:

- They like the publication and are very glad it exists.
- They said it contains a broad spectrum of information that they and their clients find useful.
- They said that it is sometimes difficult to find this sort of information geared specifically to their demographic, and for that reason they appreciate our efforts.

Suggestions for improvement include:

- Enlarge the font and set it on a plain, light background.
- Be more straightforward, direct and specific.
- Add a current information link on the Social Security article.

Utah Economic Data Viewer, County Info Tool Focus Group: This focus group consisted of six staff members from the Governor’s Office of Economic Development, frequent users of county-level LMI. Participants were asked to provide feedback on navigation/ease of use, the data and its presentation, and anything else they wanted to comment on.

The summary responses include:

- “It’s like striking gold”
- Excel download option is very useful
- Pages are very useful—great source for job/industry growth data, research for clients to see who their customers or subcontractors might be and get data for reports.

Suggestions for improvement include:

- Make the county map more interactive; allow user to click on county and go straight to county page.
- Regroup the links on the side tool bar so that related items are next to each other. Current listing is confusing for the user.
- Have links open a separate window.
- Add more sorting options for the tables.

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

PY2005 Expenditure: 127,404

Utah successfully provided information and support to state and local Workforce Investment Boards (WIBs) and provided other special demand information products and services. Utah continues to maintain a close working relationship with its state and regional councils due to the organizational structure of DWS. Currently DWS has developed a targeted industry strategy that will benefit both the job seekers and businesses. This strategy is endorsed by the state and regional councils. LMI was used to identify industries and show counselors and job seekers jobs that are in demand, which jobs pay well, and how to visualize a career ladder. Utah successfully published several newsletters to communicate information to customers at the state and local levels.

- The magazine-style newsletter *TrendLines* was published every other month and contained state and local information along with articles of general information. Themes were at times driven by target industries such as energy. The intent of *TrendLines* is to give the reader a general idea of what is happening in the economy.
- *TrendLines Extra* a Web-only bullet point listing of economic information was updated each month and was made available only on our Web site.
- The *County Trends* newsletters were published quarterly providing the reader general economic information at the county level. These newsletters are supported by detailed tables, charts, and graphs available only on our Web site quarterly. Recently this publication has been integrated with a DWS Business Services publication in order to leverage resources within the department. Readers can now see LMI along side schedules of region-specific events such as career fairs and chambers of commerce meetings.
- Occupational Wage Flyers were published twice during the year when new wage data was made available. They provide customers with a quick list of occupations and wage information in a flyer format. The flyers are created for the state and sub-state levels.
- Web products were updated regularly including: Fact sheets for each county, demographic profiles for each county, major employer lists for each county, and occupations with training potential lists for local areas.

Workforce investment boards (i.e. regional counsels) each had access to a regional economist assigned to their region who developed and produced information and responded to the needs of his/her particular region. The regional economists worked closely with regional councils, employment centers, schools, and a wide variety of other local stakeholders and customers to develop and continually improve products and services to meet customer needs. To partner and serve the needs of the regional counsels, our regional economists do a range of activities from data requests, to economic reports, to informational presentations.

Utah's regional economists produced two hard copy newsletters called *Workforce News* (formerly *County Trends*) for each county and updated information on the Web site four times during PY 2005. Utah published the *TrendLines* newsletter every other month and published *TrendLines Extra* each week. The regional economists updated county fact sheets for each county and economic and demographic profiles for each county. Utah continues to gather customer feedback by sending out a card every other year to customers receiving hard copy publications, to see if the customer wants to continue his/her subscription. This helps us refine our mailing lists.

- Utah used customer feedback to improve its Web site, Web interfaces, publications, trainings, and presentations through June 30, 2006.
- Utah's regional economists served regional and state workforce investment boards through June 30, 2006.
- Utah published the *TrendLines* newsletter six times during PY 2005 (every other month).
- Utah published *TrendLines Extra* each week from 6/2005 to 12/2005 and each month thereafter to 6/2006.
- Utah published *County Trends* newsletters in September 2005, December 2005 and March 2005, then *Workforce News* in June 2006.

Feedback from customers

Customers have demonstrated support for these products and services formally and informally. We regularly receive informal feedback verbally and in writing for these products and services. An example of a formal customer feedback (comment cards distributed at end of presentation) from external presentations by the economists shows support for their efforts. 91 percent of customers found the presentation to be outstanding or above average overall. Comments were made in praise of the ability to access the material (Web site) during the presentation, the usefulness of UEDV, and the knowledge of the presenter.

In addition, external customers rated the presentations by regional economists a 4.4 (out of a possible 5) overall.

Opportunities for Improvements

- We have begun work toward establishing a networking system for state economists from different agencies. A group such as this existed in the past, but has since lost support from its parent agency. Given the drive to partner for resource leveraging, it is our desire to resurrect the group as a forum to exchange ideas regarding the state of the Utah economy.
- The Governor of Utah continues his emphasis on economic development in the state. In order to support the Governor, we plan to further develop existing relationships we have with economic development staff and make contacts to develop relationships with those we do not know as well. This is an ongoing effort that has been successful thus far, as we have learned the ways in which we can support the governor's economic development staff. We have had opportunities to assist them with data gathering and data interpretation, and have asked for their input on a number of our new projects and tools.
- We continue our work to get LED data for the State of Utah. We believe this will be of great benefit to the local areas of the state. We have provided Census with the necessary BLS and UI data elements, and are now waiting to see some preliminary data. In the meantime our economists have received LED training and are preparing ways in which this data can be delivered in a way that meets customers' needs.
- We have recently been researching the newly released ACS data and plan to devote a whole *TrendLines* issue to the subject. Our next step is to see how it can be incorporated into the routine products and services we provide. In addition, we are planning to conduct a benefits survey this year. All of this new information should provide even better insights into the Utah economy and its sub-state areas that will support all of our customers.

Core Product 5: Maintain and enhance electronic state workforce information delivery systems.

PY2005 Expenditure: 58,840

Utah continually improved, developed and deployed a publicly accessible state workforce electronic information delivery system. This system, called the Utah Economic Data Viewer, allows customers to easily access information they need from the ALMIS Database. Utah has not been able to develop and deploy a Web interface for the current employment statistics data. It was necessary to perform more work than was expected to maintain and update the infrastructure of the site. The existing interfaces that access labor force information, career/occupational projections information, employment and wages information, occupational wage information, and population data were maintained and enhanced. Utah successfully continued to develop, maintain, and enhance Web interfaces so customers will be able to easily access information from the ALMIS Database. Utah also gathered customer feedback (see the feedback described under Core Product 1 and Core Product 3) and is using it to improve the system.

- Utah deployed a Web interface for county and local information by November 30, 2005.
- Utah maintained the Utah Economic Data Viewer through June 30, 2005.

Core Product 6: Support state workforce information training activities.

PY2005 Expenditure: 52,195

Utah successfully supported state training activities by conducting labor market information training for all Department of Workforce Services One-Stop staff in the state. Utah developed, and continually improves, our internal training specifically for employment counselors and business consultants. This activity provides direct support of One-Stop Centers by training staff to utilize economic information to assist job seeker and business customers. Utah supported the training and development of its own staff by participating in training offered by the LMI Training Institute.

Utah's Workforce Information Division coordinated with state boards through the regional economists who provide training to staff in the regions. We coordinated with Utah's Career Resource Network committee and provided support for training for school counselors in the state. Utah also provided trainings for the public called "Breakfast with Your Economist." During these two-hour sessions a regional economist presents local information and an economic update to customers who sign up for the training/presentation in advance.

Utah reviewed and improved existing training developed for business consultants and employment counselors. Utah presented training for business consultants and employment counselors during PY 2005 on demand. Utah successfully developed and presented a minimum of two presentations to local area groups such as chambers of commerce, economic development and workforce investment boards in each of the five regions. Utah offered re-certification training for Utah teachers and counselors.

- Based on feedback gathered from customers, Utah reviewed and improved training for business consultants and employment counselors by June 30, 2005.

- The LMI training in Utah is part of the Department of Workforce Services (DWS) core curriculum. Usually we are notified about one month prior to the training; there is not a set schedule. We conducted trainings on demand for the Department of Workforce Services through June 30, 2006.
- Utah conducted trainings on demand in coordination with Utah's Career Resource Network committee (Department of Education) through June 30, 2006. We provided three trainings with them during PY 2005.
- Utah presented a minimum of two presentations in each region for groups such as chambers of commerce and economic development during PY 2005.
- Utah attended and participated in the LMI Forum in Norfolk, VA in October 2005.

See Core Product 4 for a summary of external customer feedback for presentations.

Internal Training for DWS Employment Counselors

Participants were asked to rate the training based on the questions below. A rating scale of 1 – 5 was used with these definitions: 1-poor; 2-unsatisfactory; 3-okay; 4-above average; 5-outstanding.

- The objectives of the presentation were clear: 4.4 average this year, 4.3 last year
- The content met my expectations: 4.4 average this year, 4.3 last year
- The subject matter content is applicable to my job: 4.7 average this year, 4.7 last year
- The presentation has helped me increase my ability to perform current and future job tasks: 4.5 average this year, 4.5 last year
- The time allotted for questions was: 4.3 average this year, 4.0 last year
- The information in the materials is useful and will be helpful in my job: 4.5 average this year, 4.6 last year
- The instructor's presentation skills and professionalism were: 4.7 average this year, 4.5 last year
- The instructor's ability to engage the class and encourage participation was: 4.4 average this year, 4.4 last year
- Overall I thought that this training was: 4.4 average this year, 4.4 last year

Summary of comments included:

- Excellent and critical to my job success.
- I loved the examples!
- Instructor made sure everyone was on the same page.
- Effective organization of the material, flow of presentation was comfortable.

Opportunities for Improvement

- We continue to review and update the trainings each year incorporating new information and adjusting the training to better meet customer needs.
- We encourage the economists and research analysts who are presenting information to take seminars or trainings to improve their presentations skills.

- Some of the improvements we are working on in the other core products will help improve the customers/participants understanding of how to find and use the data they need.
- A request was made for a step-by-step guide to get to important links that employment counselors and business consultants often use. Our plan is to develop a quick-link reference sheet over the next program year.

SWA Administrator

Date

SWIB Chair

Date