

**Workforce Information
Core Products and Services Grant Plan
Program Year 2005
Georgia Department of Labor
Workforce Information & Analysis**

Georgia's Labor Market Information division will utilize funding allocations made available under the Program Year 2005 Workforce Information Core Products and Services Grant Plan to develop, provide and maintain relevant, timely and responsive workforce information products and services targeted to meet the needs of present and potential workforce customers throughout the state. Georgia LMI will continue to generate more demand-driven current and local forms of workforce information in order to provide deeper analysis and interpretation that will further enhance the department's existing comprehensive system of information delivery.

Georgia LMI will continue to work to improve the scope and sophistication of workforce information products, information and services to satisfy a more demanding audience of customers of the Workforce Information System. Principal LMI customer groups include:

- The business community
- Career counselors
- Career exploration and job seekers
- Data researchers
- Economic developers
- Educational planners
- Government entities
- Job training program planners
- Policy makers and planners
- State and Local Workforce Investment Boards
- Workforce development professionals
- Workforce information general customers

Statewide Workforce Information System

Process of Consulting SWIB on State Workforce Information Policy:

Georgia's State Workforce Investment Board's Business and Economic Development committee has responsibility for the assessment and development of Georgia's Labor Market Information System. The Business and Economic

Development committee plays an active role in the on-going process of system improvement.

Currently, the Business and Economic Development committee and the Workforce Information & Analysis division are working together to develop systems to fill data gaps at the local WIA level. System development will require the participation and input from local education, employment and economic development entities. The growing relationship between the State Workforce Board, Business and Economic Development committee and the Workforce Information & Analysis division will ensure state board direction of Georgia's workforce information policy.

WIA/Wagner-Peyser Five Year Strategic Plan:

Data presenting high growth and high demand occupations and industries, declining industries and educational status of Georgia's workforce are included in the state plan. Career Center managers and staff who participate in local economic development initiatives use LMI data products, both industry/occupation and workforce information products, to assist communities with employer recruitment strategies needed to connect and prepare workers for current and future jobs.

LMI publications assist planners and all workforce staff at the local level to gain a better understanding of the community, the state and the region, in terms of the economy, workforce and other relevant indicators. LMI data supports occupational and industry analyses that local WIA areas and boards assess while preparing local plans and making decisions concerning what occupations/industries will be targeted for training purposes. It is a key principle to assist local areas in training that is likely to result in future employment opportunities in their area of the state.

Strategic Vision of the Commissioner and the SWIB:

The mission of the Georgia Department of Labor is to work with public and private partners, including the SWIB, in building a world-class workforce system that contributes to Georgia's economic prosperity. It is the goal of Georgia LMI to provide partners with a comprehensive system of workforce information that focuses on current and future local labor markets, high growth and high demand industries and the job skills required for those industries and comprehension of employer needs to connect and prepare workers for current and future jobs.

Strategy for Consulting LWIB's:

The Workforce Information & Analysis division has created a division unit and assigned to this unit the primary responsibility of developing data, products and analysis for the LWIB's. It is the responsibility of this unit to sustain communication with LWIB's to ensure that their needs are being met. Several different approaches will be used to allow for more comprehensive and constant input from the LWIB's, covering all areas of our products and services. In addition to formal surveys, customer calls for review and focus groups will be employed to assure that all boards have an opportunity to express their needs, concerns and requirements from LMI data and services. Each year, many presentations and ad hoc reports are created and disseminated to LWIB's. Data CDs containing locally relevant data and information are produced annually to assist LWIB's with their annual strategic planning requirement.

Workforce Information Delivery:

The development of customer-focused occupational and career information products will continue during PY 2005. Internet-based data dissemination will continue to be the primary focus for the upcoming program year. *Georgia Labor Market Explorer*, which serves as the Department's resource to facilitate delivery of workforce information to a wide range of customers, including the business community, individual job seekers and the state's workforce development system, is available via the Internet. Electronic access to various State-based workforce information products is available. Web-based data products are produced and updated on a monthly, biannual, annual and biennial basis.

The continued development of a comprehensive, efficient and user-friendly database centralizing all components of LMI data as well as providing links to additional data sources will continue to be a focus during PY 2005 in terms of supporting the delivery of workforce information. A users group with participants chosen from local WIA areas is being constituted to help drive the development of Georgia's electronic LMI products.

One-Stop Delivery:

Georgia's LMI division will continue in the development and support of an in-place comprehensive system providing electronic access to workforce information. Included among the system of LMI data and services is the Department's Internet Wage and Occupational Demand Database. The data is available to all LMI One-Stop customers through the Department's web site. This system provides the basic data and services needed to produce planning information and analysis at the local level.

Customer Consultation and Satisfaction Assessment Methodology:

Several methods of consultation are used when measuring customer needs and satisfaction including formal customer satisfaction surveys, unsolicited feedback via email requests and suggestions, training and product evaluations and one-on-one customer conferences. Over the next year the planned formal assessment tools include:

- Customer Satisfaction Survey (as a part of training)
- Training Evaluations
- WIB LMI Needs Survey
- Education Rocks! CD-ROM Product Survey
- Education Rocks! Training & Usage Survey
- Other CD-ROM Based Surveys

In addition to the aforementioned surveys, customer comments, repeated requests for information and/or training sessions, focus groups and one-on-one contacts provide numerous opportunities for LMI staff to obtain valuable information concerning our customer's needs and level of satisfaction.

Summary of Customer Satisfaction Findings:

Based on previous customer feedback and high marks in training evaluations, members of LMI staff were asked to make repeat appearances at numerous conferences across the state. These sessions include presentations at several statewide conferences including the Georgia Career and Technical Education Conference, the Georgia Workforce Conference, the Georgia Employer Committee Conference and the University of Georgia's Small Business Development Center training for new members of the economic development authorities. Numerous local and regional presentations were delivered as well. A number training sessions at both state and local levels are being scheduled for the remainder of 2005 calendar year.

In the event of training classes for the sole purpose of delivering LMI data, resources and training on their use, independent training evaluations are utilized in addition to a standard customer satisfaction survey distributed at the beginning of the training class. In addition to providing satisfaction levels for those individuals who have been currently using LMI products, this survey provides critical information to our trainers to help them meet the needs of the training participant. All training evaluations provide the participant space to provide comments, suggestions and express their wishes for future products and/or training.

The results from the Customer Satisfaction Training Surveys indicated that 52% of training participants are currently using LMI products in their jobs. 48% of them use the website and 20% have contacted our office directly for assistance. 54% of all participants list their product satisfaction level as “Satisfied”. While no participant listed their level as unsatisfied, the remaining 46% did not list a satisfaction level as a result of not using the products originally. 52% of all participants listed their overall experience as “Satisfied”. The remaining 48% did not list a satisfaction level as a result of not having previous experience with Workforce Information & Analysis. Of the 52% of all individuals using LMI products a “Satisfied” rating was received by 100% of those individuals. Comments from the survey included: “Service was excellent!”, “This information will help me to begin using the products and website” and “I need to utilize more”.

The results from the Training Evaluations included a test group from an Education Rocks! target group demo, a development test group for a detailed in-depth data session and an overall general training summary. In general all groups and training evaluation returned high marks to the sessions individuals attended. Survey results are measured using a scale of “A, B, C, D, or F”. For the Education Rocks! target group demo, 100% of participants gave an “overall training” rating of “A” or “B”. 100% of participants would recommend the training to others. The comments from this group included: “I really commend the entire Department of Labor of the state of Georgia for inventing such a tool and resource. This is much needed in any institution or organization where youth are accessible”. 66% of the in-depth data session participants gave an “overall training” score of “A” or “B”. 24% of participants gave a “C” leaving the remaining 10% not rating the session. A revised and updated version of this in-depth session was offered to a targeted test group with much higher satisfaction ratings returned. The training summary results for all regular training sessions include: an “Overall Training” score in 95% of participants rating the session as an “A” or “B”. A score of “C” was given by the remaining 5% of the participants. 84% of participants would recommend the training to others. The general comments provided on the survey forms were overwhelmingly positive.

Priority Products and Services

ALMIS Database:

Core Product: Georgia Labor Market Explorer

- Continue with full utilization of version 2.2 while in the process of converting to version 2.3 of the ALMIS Database resource to meet national, state and local customer information needs.
- Populate designated core tables in accordance with ALMIS Database Workgroup guidelines.
- Database maintenance, database structure and population additions updated timely to reflect most recent publications and data releases.
- Maintenance and updating of occupational licensing data, populating the license.dbf and licauth.dbf database files required every two years.
- Submit licensing data through the National Crosswalk Service Center (NCSC) for inclusion on America's Career InfoNet (ACINet) site.

Principal Customers: WIA Boards, Career Center staff, career counselors, data researchers, LMI analysts, LMI research units, LMI customers.

Customer Satisfaction Assessment: Assessment of the ALMIS Database is standardized through the ALMIS Database Workgroup guidelines.

Support WIA/Wagner-Peyser Five-Year Plan: The ALMIS Database supports *Georgia Labor Market Explorer*, an interactive system that provides expanded Internet access to labor market information and other data to assist customers in decision-making at the state and local levels.

Projected Outcome and System Impact: Continuous updating of the ALMIS Database with the most current information and data available and displaying such updates through *Georgia Labor Market Explorer* providing customers with the most current data and information available.

Deliverable Milestones: The ALMIS Database will be updated on a continuous basis, as new data are made available. Monthly updates include employment estimates, labor force statistics and unemployment statistics. The ALMIS Database resource will be updated to version 2.3 during PY 2005. Sub-state short-term projections will be updated in third quarter 2005. Statewide short-term and long-term projections will be updated in second quarter 2006.

Costs: \$225,000

Industry and Occupational Employment Projections:

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

- Produce and disseminate industry and occupational employment projections using methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Management Partnership.
- Continue focusing on refining sub-state historical NAICS industry database to be used in the projections process.
- Develop sub-state short-term projections for the 2004 to 2006 period, statewide long-term projections for the 2004 to 2014 period, and statewide short-term projections for the 2005 to 2007 period. Production of statewide long-term projections and statewide short-term projections to be the primary activity for PY 2005.
- Disseminate and populate ALMIS Database with 2004-2014 long-term projections data and statewide 2005-2007 short-term projections data.

Principal Customers: WIA Boards, Career Center staff, career counselors, data researchers, economic developers, educational planners, general public, jobseekers.

Customer Satisfaction Assessment: Customer support for all products and services is available via phone, email and through customized training sessions. Georgia LMI has a well-publicized email address for general inquiries and web related questions.

Support WIA/Wagner-Peyser Five-Year Plan: Industry and occupational employment projections, including high-growth and high-demand occupations and industries and declining industries, support the occupational & industry analyses that local WIA areas and boards carry out as they make decisions about the industries/occupations they will target for training customers.

Projected Outcome and System Impact: Providing the most current state and sub-state industry and occupational employment projections available, using a base year of 2004 and a projected year of 2014 for statewide long-term projections and a base year of 2005 and projected year of 2007 for statewide short-term projections. Dissemination and population of the ALMIS Database with updated industry and occupational projections.

Deliverable Milestones:

- Produced statewide short-term projections for 2004 – 2006 in second quarter, 2005.
- Will produce sub-state short-term projections for 2004 – 2006 in third quarter, 2005.

- Will produce statewide long-term projections for 2004 – 2014 in second quarter, 2006.
- Will produce statewide short-term projections for 2005 – 2007 in second quarter, 2006.

Costs: \$175,000

Occupational and Career Information Products:

Core Products: Occupational and career information products incorporating related information such as occupational projections; demand occupations and supply indicators by geographic area; wages by occupation; career ladder information and skills and education requirements.

- Internet-based data dissemination of occupational and career information products.
- Internet wage and occupational demand database populated and updated.
- Produce employment estimates for each of Georgia's 20 workforce investment areas.
- *Georgia Workforce 2012* (new publication) -A comprehensive report providing an in-depth analysis of long-term trends in Georgia's population, labor force, industry employment, and occupational employment. Lists the fastest growing, top-growth, and most declining industries. Also lists the fastest growing, top-growth, and most declining occupations as well as the occupations expected to have the most job openings in Georgia. It also features the jobs with the most growth, broken out by level of education or training required. The publication is commonly used in conjunction with the Georgia Career Planner to assist in career decision-making.
- *Georgia Workforce Trends in Brief* -A booklet-style report providing an overview of long-term employment trends for various industries and occupations. Lists the fastest growing, top-growth, and most declining industries. Also lists the fastest growing, top-growth, and most declining occupations as well as the occupations expected to have the most job openings in Georgia. It also features the jobs with the most growth, broken out by level of education or training required. The publication is commonly used in conjunction with the Georgia Career Planner to assist in career decision-making.
- *Georgia Area Workforce Trends* -A condensed view of industry and occupational trends published biennially for each of Georgia's 20 workforce investment areas. Each booklet lists regional economic highlights with charts and graphs of the fastest growing industries, the top-growth industries, fastest-growing occupations, occupations with the most job growth, and occupations with the most projected annual job openings. The booklets can be used as starting points for generating lists of demand occupations, which can then be compared to job openings and data on active job applicants to identify local trends for customized workforce development plans.

- *Georgia Jobs* -A brochure-style publication listing the jobs expected to be in the highest demand over the most current two-year period from a statewide perspective. The data takes into account new job openings and job replacement openings. Wages from the most current *Georgia Wage Survey* are also provided for each occupation.
- *Georgia WIA Area Jobs* -A brochure-style publication listing the jobs expected to be in the highest demand over the most current two-year period for each of Georgia's 20 WIAs. The data takes into account new job openings and job replacement openings. Wages from the most current *Georgia Wage Survey* are also provided for each occupation.
- *Georgia Wage Survey* -A semiannual survey of employers reports the average, median and middle hourly wage ranges for occupations in all industrial classifications, except agriculture. Data are produced for Metropolitan Statistical Areas and Georgia's 20 workforce investment areas. The publication includes appendices, which give a brief description of each occupational title, along with a conversion table for wages paid on other than an hourly basis.
- *Georgia Area Occupational Wages* -Pamphlet-style publications updated annually to provide fair market wages for occupations in each of Georgia's 20 workforce investment areas. The pamphlets can be used for identifying pay rates for demand occupations and are useful for tailoring local workforce development services to the needs of jobseekers and employers.
- *Occupational Staffing Patterns/Unpublished* -Unpublished staffing pattern data can be requested to estimate the distribution of employees by occupation for selected industries in the state and workforce investment areas. Data are beneficial for determining the types of jobs required by employers in specific industries and can be used to enhance target industry analyses for business retention and recruitment as well as for preparing re-employment strategies for employees of firms announcing closures or staff reductions.
- *Georgia Area Labor Profiles* -A comprehensive collection of various data published for each of Georgia's 159 counties and includes data for each county's labor draw area. Labor draw areas consist of the primary county and each of its contiguous counties. Data series included are: Labor Force, Population, Industry Mix, Top Employers, Commuting Patterns, Education Levels, Annual High School Graduates, Technical Institutes and Graduates, Employment Profile and Active Applicants registered at the local area career center. The reference period of the data varies from series to series, but most are for the latest calendar year available. It is best used as a tool for assessing the overall economic and labor market climate for a local area.

Principal Customers: WIA Boards, Career Center staff, career guidance seekers, data researchers, economic developers, educational planners, general public, jobseekers, job training program planners, LMI customers, One-Stop Career Centers, private enterprise.

Customer Satisfaction Assessment: Customer support for all products and services is available via phone, email and through customized training sessions. Georgia LMI has a well-publicized email address for general inquiries and web related questions.

Support WIA/Wagner-Peyser Five-Year Plan: Several publications are produced to help inform business and economic researchers, job seekers and program planners on demand occupations. In particular, *Georgia Occupational Trends in Brief* includes analyses on the fastest growing occupations, occupations with the largest job growth, occupations with the most annual openings and occupations with the largest declines. The *Georgia Career Planner* provides school counselors and program planners a listing of personal skills and abilities along with work characteristics needed for certain jobs, and is designed to aid in the career decision process.

Projected Outcome and System Impact: Providing updated, comprehensive and informative occupational and career information products including; career guidance information, occupational trends overview and wage and earnings information, area profile information and economic activity information.

Deliverable Milestones:

- Deliver *Georgia Workforce 2012* in third quarter 2005.
- Deliver *Georgia Workforce Trends in Brief* in third quarter 2005.
- Deliver *Georgia Area Workforce Trends* in fourth quarter 2005.
- Deliver *Georgia Jobs, 2005-2006* in third quarter 2005.
- Deliver *Georgia WIA Area Jobs, 2005-2006* in fourth quarter 2005.
- Deliver the 2005 edition of *The Georgia Wage Survey* in fourth quarter 2005.
- Deliver the 2005 edition of *Georgia Area Occupational Wages* in fourth quarter 2005.
- Produce *Georgia Area Labor Profiles* three times annually.

Costs: \$100,000

Workforce Information and Support to Workforce Investment Boards:

Core Products: WIB planning, analysis, policy development and program operations supporting the strategic vision of the SWIB and needs of LWIBs.

Principal Customers: Workforce Investment Boards, State and Local Boards.

Customer Satisfaction Assessment: Currently, the Business and Economic Development committee and the Workforce Information & Analysis division are working together to develop systems to fill data gaps at the local WIA level. System development will require the participation and input from local education, employment and economic development entities. Surveys to continually assess

the system may be developed. Focus groups made up of LWIB members and other customers will be used to enhance data and electronic products

Support WIA/Wagner-Peyser Five-Year Plan: The state Workforce Investment Board (WIB) oversees specified development of a strategic plan for “a comprehensive, integrated, customer-driven training, employment and career development system that meets the needs of discouraged workers, unemployed and underemployed individuals, and workers seeking to enhance their skills for continued career advancement.” Georgia local WIB’s are responsible for planning and oversight of the comprehensive workforce delivery system. Local boards engage in strategic planning activities that involve identifying employer needs and workforce characteristics and needs of their communities.

The ALMIS Database, Industry and Occupational Employment Projections, Occupational and Career Information Products, Electronic Delivery of State Workforce Products and State Workforce Training Initiatives provide the information that State and Local WIBs need to manage Georgia’s Workforce Vision and Guiding Principles. Also, data CDs containing locally relevant data and information are produced annually to assist LWIB’s with their annual strategic planning requirement.

Projected Outcome and System Impact: To provide WIB planning, analysis, policy development and program operations supporting the strategic vision of the SWIB and providing information tailored for the specific needs and strategic planning of LWIBs.

Deliverable Milestones: The Workforce Information & Analysis division will develop data, product and analysis based upon the needs of state and local boards. Various LMI data products are updated monthly, quarterly and annually in order to provide the most current workforce information available to WIB’s.

Costs: \$85,000

Maintain and Enhance Electronic State Workforce Information Delivery System:

Core Products: Provide electronic public access to the information in the state’s ALMIS Database through Internet applications.

- Information on electronic delivery updates provided to data users through e-mail notification.
- Internet version of *Georgia Labor Market Explorer* updated monthly.

- *Georgia Area Labor Profiles*, profiling each of Georgia's 159 counties, updated three times annually.
- *Georgia Workforce 2012* (new publication).
- *Georgia Wage Survey* updated on an annual basis.
- *Georgia Area Occupational Wages* updated on an annual basis.
- *Georgia Jobs* updated on an annual basis.
- *WIA Area Jobs* updated on an annual basis.
- *Georgia HOT Jobs* updated on a biennial basis.
- *Georgia Career Planner* updated on a biennial basis.
- *Georgia Workforce Trends in Brief* updated on a biennial basis.
- *Georgia Area Workforce Trends in Brief* updated on a biennial basis.
- *Licensed and Certified Occupations in Georgia* updated on a biennial basis.
- Customized demand occupation & wages integrated into the Department web site.

Principal Customers: WIA Boards, Career Center staff, career counselors, career guidance seekers, data researchers, economic developers, educational planners, general public, jobseekers, job training program planners, LMI analysts, LMI research units, LMI customers, One-Stop Career Centers, private enterprise.

Customer Satisfaction Assessment: Customer support for all products and services is available via phone, email and through customized training sessions. Georgia LMI has a well-publicized email address for general inquiries and web related questions.

Support WIA/Wagner-Peyser Five-Year Plan: Georgia's statewide customer-focused, integrated service delivery system, including the electronic information infrastructure, is built on services and resources that include the Georgia Department of Labor's labor market information products and services. LMI data contributes to providing customers with a range of information and career assistance to make informed choices that best meet their interests and needs and maximize their employment opportunities.

Projected Outcome and System Impact: Providing electronic access to occupational and career information products in the ALMIS Database through Internet applications, allowing for public access to the most current LMI data products available.

Deliverable Milestones:

- Deliver *Georgia Workforce 2012* in third quarter 2005.
- Deliver *Georgia Workforce Trends in Brief* in third quarter 2005.
- Deliver *Georgia Area Workforce Trends* in fourth quarter 2005.
- Deliver *Georgia Jobs, 2005-2006* in third quarter 2005.
- Deliver *Georgia WIA Area Jobs, 2005-2006* in fourth quarter 2005.
- Deliver the 2005 edition of *The Georgia Wage Survey* in fourth quarter 2005.

- Deliver the 2005 edition of *Georgia Area Occupational Wages* in fourth quarter 2005.
- Produce *Georgia Area Labor Profiles* three times annually.

Costs: \$100,000

Support State Workforce Information Training Initiatives:

Core Products: Workforce Information & Analysis serves many customers through a variety of training opportunities ranging from providing presentations and training classes from a standardized list of topics, customizing a particular topic for an individual group and/or geography as well as providing assistance with the preparation of presentation materials and data for others to use. Each request is handled on a case by case basis to best serve the customers. Standardized training presentations are often edited to meet the needs of the customer group requesting training.

Standardized training presentations include the following topics:

- *Yesterday, Today and Tomorrow: Economic Trends* - addressing the Workforce, Economy and resources of an area
- *Education Rocks!, Basic Edition* - This introductory edition of this session offers a demonstration of a scripted PowerPoint presentation detailing the many different career planning resources available to WIA boards, their staff, education partners and career guidance specialists via the Education Rocks! Resource CD.
- *Education Rocks!, Teacher's Edition* – This session includes all the features of the session above, along with a Teacher's manual and a five day plan to maximize the resources available on the Education Rocks! Resource CD.
- *LMI 101* – An overview of all data products and services offered through Workforce Information & Analysis. This session ranges from 3 hours to a full day. The expanded version looks at the data in more detail, offers hands on exercises and looks at other sources of data and resources for data analysis.

In addition to the standardized training sessions above, customized training is available for each LMI publication, product and service for those individuals and/or groups requesting assistance. Training is handled on a case-by-case basis and ranges from involved one-on-one assistance via telephone or in person to full day training sessions to meet a group's individual needs. Sessions may be prepared by Workforce Information & Analysis staff for delivery by others, including WIA board members, WIA staff and other workforce partners.

The Education Rocks! training concept initiated last year has been met with great success and positive customer feedback. The initial session has been expanded to the five-day class plan as a result of requests from the DeKalb WIB to use the program with their summer youth contractors. This concept will be offered to all the other WIBs for their consideration for future youth activities.

The Education Rocks! training concept, scripting a presentation, packaging the presentation and other resources on CD and teaching others how to best use them have been well received. Since August 2004, hundreds of individuals have been introduced to Education Rocks! These individuals have order over 300 CDs which will be used in over 1,800 classes, impacting over 58,000 students. Efforts to expand the use of this program across the state will continue over the next year.

Additionally, other resources will be developed in this style including a basic data edition to address other types of labor market data and a basic economy edition to address basic economic issues and data analysis. This type of training program allows Georgia LMI to leverage resources to provide the maximum exposure possible to customers and in turn to their clients.

A number of pilot WIA Local Board presentations were developed in coordination with local board staff over the last year. These presentations have provided a good starting place for the compilation of one standard presentation to offer to all the boards. Based on feedback from the boards, Georgia LMI will develop and script a local presentation for each board to address their labor market conditions. Workforce Information & Analysis staff will be available to demonstrate the presentations to local staff and assist them with delivery questions. This type of presentation can be used by local staff in a variety of situations and will be structured to be expanded or collapsed to meet time restrictions if necessary. The presentations will be scripted to allow the user to deliver labor market statistics with confidence and assurance.

In addition to training CDs, Georgia LMI will again offer a data compilation CD to local boards to use in their planning efforts. Data CDs will be a value-added resource to assist local board staff as they plan and execute their activities. Each data CD includes a mini training session, delivered as a self-running PowerPoint presentation to provide basic information about the data series included and their usage. Leveraging training dollars to prepare CD-ROMs containing the scripted training sessions and other data resources allows our division to provide assistance to a greater number of individuals.

For each type of scripted training or resource prepared and distributed via CD-ROM a customer assessment survey will be included. This will provide feedback on the success of this particular product, information as to how it is being used and the audiences to which it is presented. Additionally, feedback will be gathered

via Customer Satisfaction Surveys and Training Evaluations from training sessions, presentations and meeting opportunities as appropriate.

In order to provide the best instruction and information for customers, capacity building opportunities for staff will be provided. LMI staff will attend courses offered by the LMI Training Institute. Regional and national training conferences and specific subject training will be utilized to maintain knowledge of current trends and developments. Other staff development training may be accessed and utilized as the need arises. Providing training opportunities to staff will benefit all customers and improve services.

Principal Customers: WIA Boards, Career Center staff, economic developers, LMI analyst, LMI research units.

Customer Satisfaction Assessment: Customer support for all products and services is available via phone, email and through customized training sessions. Georgia LMI has a well-publicized email address for general inquiries and web related questions.

Support WIA/Wagner-Peyser Five-Year Plan: Staff development is accomplished through program-specific training and technical assistance, as well as cross training for more efficient utilization of staff resources. The state WIB, local boards and program experts monitor the progress of the system toward the stated goals and implement modifications as needed. These measures help to determine the interval at which staff receive additional training or technical assistance.

Projected Outcome and System Impact: To provide both internal and external customers with increased understanding of available data, how the data can be used for their specific purposes and how to access the data through various disseminated and electronic formats. To further provide Career Center and LMI staff knowledge in these same areas in order to expand their capabilities to provide quality information and services to customers.

Deliverable Milestones: Over the next year, Education Rocks! will continue to be introduced across the state. The Teacher's Edition being piloted by the DeKalb WIB, with their Summer Youth Contractors, will be reviewed and updated accordingly and offered to all WIBs. Georgia LMI will continue to introduce the program to education partners statewide including RESAs, Tech-Prep, Juvenile Justice and other local WIA partners. Our division will work with each area to address their individual training needs and to provide the LMI products and services to accommodate their needs for demand driven training initiatives based upon the immediate need of the user. The deadline for these demand driven deliverables may be as long as six months or as short as six days. The WI&A staff that deliver presentations and training have worked diligently in the past to never turn away a request and will continue to do so in the future.

Costs: \$95,000

Secondary Products and Services

Local Employment Dynamics

Core Product: Local Employment Dynamics

Georgia is one of 39 state partners including the District of Columbia in the Local Employment Dynamics (LED) consortium with the Census Bureau. We have entered into a memorandum of understanding with the Census Bureau that will allow us to begin production of LED products in PY 2005. Specifically, this project integrates state administrative data (UI wage records and QCEW data) and Census data to fill critical gaps in local labor market information.

States receive three key products from the Census Bureau: (1) quarterly workforce indicators (QWI) providing information about the economy at a detailed industry and geography level, (2) enhanced UI data, and (3) information about changes in economic entities (successor/predecessor firms). State partners also receive periodic reports on customized research done in collaboration with the Census Bureau.

Principal Customers: WIA Boards, career guidance seekers, data researchers, economic developers, educational planners, jobseekers, job training program planners, LMI customers, One-Stop Career Centers, private enterprise.

Customer Satisfaction Assessment: Customer support for all products and services is available via phone, email and through customized training sessions. Georgia LMI has a well-publicized email address for general inquiries and web related questions.

Support WIA/Wagner-Peyser Five-Year Plan: LMI data contributes to providing customers with a range of information and career assistance to make informed choices that best meet their interests and needs and maximize their employment opportunities.

Projected outcome and System Impact: The Local Employment Dynamics project integrates state administrative data (UI wage records and QCEW data) and Census data to fill critical gaps in local labor market information.

Deliverable Milestones: Local Employment Dynamics is a secondary product with no set deliverable milestones. Upon implementation, data will be available on a quarterly basis.

Costs: \$10,000

Business Employment Dynamics

Core Product: Business Employment Dynamics

Business Employment Dynamics is a quarterly series of gross job gains and gross job losses statistics generated from the Quarterly Census of Employment and Wages (QCEW) program. These data track changes in employment at the establishment level, and thus provide a picture of the dynamics underlying aggregate net employment growth statistics. Currently, these data are only available at the national level but the USDOL/BLS plans to begin producing state data in the near future.

The quarterly data series includes the number and percent of gross jobs gained by opening and expanding establishments, and the number and percent of gross jobs lost by closing and contracting establishments. The data also include the number and percent of establishments that are classified as openings, closings, expansions and contractions.

These data can help economists, policy-makers, and the business community develop a more complete understanding of the dynamics of employment over the business cycle. Specifically, it will enable researchers to examine the relationship between the pace of gross job gains and gross job losses and the net employment changes observed over the business cycle.

Principal Customers: WIA Boards, career guidance seekers, data researchers, economic developers, educational planners, jobseekers, job training program planners, LMI customers, One-Stop Career Centers, private enterprise.

Customer Satisfaction Assessment: Customer support for all products and services is available via phone, email and through customized training sessions. Georgia LMI has a well-publicized email address for general inquiries and web related questions.

Support WIA/Wagner-Peyser Five-Year Plan: LMI data contributes to providing customers with a range of information and career assistance to make informed choices that best meet their interests and needs and maximize their employment opportunities.

Projected outcome and System Impact: These data track changes in employment at the establishment level, and thus provide a picture of the dynamics underlying aggregate net employment growth statistics.

Deliverable Milestones: Business Employment Dynamics is a secondary product with no set deliverable milestones. Upon implementation, data will be available on a quarterly basis.

Costs: \$10,000

Additional Activities:

LMI Publications

Core Product: Printing and dissemination of all LMI products for PY 2005.

Principal Customers: All users of LMI printed data and publications.

Costs: \$40,000

AS&T Charges

Product: Total AS&T and indirect charges accessed against the total project grant during PY 2005.

Costs: \$91,416

Grand total costs for PY 2005: \$931,416

Consultation and Customer Satisfaction Assessment

Several methods of consultation are used when measuring customer needs and satisfaction including formal customer satisfaction surveys, unsolicited feedback via email requests and suggestions, training and product evaluations and one-on-one customer conferences. Over the next year the planned formal assessment tools include:

- Customer Satisfaction Survey (as a part of training)
- Training Evaluations
- WIB LMI Needs Survey
- Education Rocks! CD-ROM Product Survey
- Education Rocks! Training & Usage Survey
- Other CD-ROM Based Surveys

In addition to the aforementioned surveys, customer comments, repeated requests for information and/or training sessions, focus groups and one-on-one contacts provide numerous opportunities for LMI staff to obtain valuable information concerning our customer's needs and level of satisfaction.

For each type of scripted training prepared and distributed via CD-ROM a customer assessment survey will be included. This will provide feedback on the success of this particular product, information as to how it is being used and the audiences to which it is presented.