

KENTUCKY

WORKFORCE INFORMATION CORE PRODUCTS AND SERVICES PLAN

FOR PROGRAM YEAR 2005

JULY 1, 2005 TO JUNE 30, 2006

In response to Training and Employment Guidance Letter (TEGL) No. 33-04, Kentucky's Office of Employment and Training submits the following work plan for PY 2005. This proposed plan is arranged in three sections. Section A describes the statewide workforce information system, including the role of the Kentucky Workforce Investment Board (KWIB). Section B describes the approach for developing the products and services stipulated in the TEGL. Section C presents a description of the strategy to be employed for consulting with customers and for assessing customer satisfaction with state-produced workforce information.

Section A: Statewide Workforce Information System

The overall theme throughout TEGL No. 33-04 demands strong cooperation between state workforce agencies (SWAs), state workforce investment boards (SWIBs) and local workforce investment boards (LWIBs) to improve the scope and sophistication of workforce information to satisfy a diverse and more demanding consumer audience. All the organizations in Kentucky that oversee the three groups above are under the same administrative entity: the Office of Employment and Training (OET). As a result, there will be a continual working level of coordination between the SWIB, LWIBs, and the SWA in PY 2005, and future years.

In accordance with Section 309(e) of the Workforce Investment Act (WIA) of 1988, the Kentucky OET is the Governor's designated agency responsible for the overall management of the Employment Statistics/Workforce Information Program in Kentucky. The Research and Statistics Branch within the OET is responsible for developing and maintaining a comprehensive system of labor market and workforce data for Kentucky. A wide range of products is generated through the Bureau of Labor Statistics (BLS) sponsored products. In addition, Kentucky expects to deliver additional information planned around customer needs and feedback through this Workforce Information Core Products and Services grant. The Core Products listed in Section B outline Kentucky's commitment to provide quality information to all customers of the Workforce Information System. Principal groups served under this grant include employers, Workforce Investment Boards, trainers/educators, students, economic developers, job seekers, and governmental agencies.

Representatives from both the SWA and the KWIB participated in the full development of this plan. Both groups were represented in meetings, work assignments, and final reviews. Also, the LWIBs in Kentucky were given the opportunity to have input into the development of the plan. In addition, the Executive Committee of the KWIB reviewed the document and its feedback was included in this final plan. This plan follows the challenge of the Employment

and Training Administration (ETA) to bring employers' needs to the attention of educators, workforce professionals, and prospective employers. Thus, the focus in Kentucky's plan centers on employment, education, and economic development. It is intended to provide businesses and individuals with access to relevant workforce information and services that are coherent and coordinated.

The following describes TEGL No. 33-04 points of emphasis:

The process used to ensure that the SWIB can exercise its responsibility for ensuring that state workforce information policy is responsive to the needs of the state and local workforce investment system:

The KWIB serves in an advisory role to the Governor and is responsible for assisting him in all functions as outlined in WIA Section 111(d). The board does not deliver services or implement programs. Most of its efforts over the past several years have been focused on:

- enhancing Kentucky's workforce investment system;
- promoting the One-Stop system;
- encouraging responsive services to the business community; and
- strengthening partnership and alignment of services.

The business leadership is paramount to achieving a demand-driven workforce system that provides the strategic framework for workforce investment in Kentucky. These business leaders assist the state board and the system to focus primarily on the Governor's priorities, such as identifying and supporting industries with statewide labor shortages. The KWIB assists in the achievement of the vision by ensuring representation for all diverse regions of the Commonwealth.

The Research and Statistics Branch will maintain active consultation on workforce information issues with state and local WIA professionals and board members, including discussions and involvement at quarterly meetings of the KWIB's respective committee. Regular exchanges of ideas between users and suppliers of workforce information will also occur through meetings, demonstrations, focus groups, and conferences. Because workforce information depicts complex conditions subject to interpretation, training will be made available to improve the technical skills of SWA and WIA staff. The next level of training will be for customer groups to ensure that they are better equipped to utilize workforce information.

How the statewide workforce information system supports the goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan for state and local workforce development:

"Open for Business" implies working cooperatively with businesses seeking to locate and expand in Kentucky. Under Governor Fletcher's leadership, Kentucky has a renewed commitment to find and develop the right situation for businesses, their employees, and the citizens of Kentucky by directing the state's resources towards increased investment in job creation. In recognition of this, the Governor's vision is that the state's broad system of public workforce programs prepare future and current workers for the new economy in order to create stable, reliable, higher-wage jobs that will improve the quality of life for all Kentuckians and their communities.

To strengthen these and other efforts, the business-led KWIB and LWIBs must continue to understand and address the workforce needs of business and industry. To maximize the use of public and private resources invested in workforce development, all levels of Kentucky's educational system must continue to improve so that both youth and adult learners are equipped with the skills they need to be successful in the workplace.

This PY 2005 Workforce Information Core Products and Services Grant plan depicts a workforce information system consisting of strategic partnerships and new business models to meet the growing and changing demands of all customer groups. It also addresses the power of information technology and dissemination of data in a profound manner.

How the grant activities are consistent with the strategic vision of the Governor and the SWIB:

Governor Fletcher is dedicated to moving Kentucky forward. Creating growth and opportunity in Kentucky cannot be accomplished in a single step, but requires a comprehensive approach. One of the Governor's priorities for moving Kentucky's workforce system into a demand-driven system is to achieve a more efficient use of public and private funding. Both state and federal funds are used to support program and training development that serves individuals and businesses currently having the greatest economic impact within the state.

Each Local Workforce Investment Area (LWIA) has policies dictating the placement of Workforce Investment Act eligible participants in local demand occupational skills training. The state monitors local policies during the annual compliance review. The majority of training placements are in local demand occupations. Each LWIA has current Labor Market Information (LMI) handbooks. These are accessible through the OET web site. The U.S. Department of Labor, Bureau of Labor Statistics web site also targets fast-growing occupations in each state.

The system reinforces the Governor's goals of reducing the high cost of doing business in Kentucky, continuing to provide employers with qualified and skilled workers, and creating opportunities for small businesses.

In addition, LWIAs partner with local chambers of commerce and small business development centers to present a series of seminars on topics of interest to local business owners. Seminar topics include state legislation that will affect businesses, state and federal grant and loan opportunities, health care options for small employers, and community college business programs.

Small business development centers assist small business owners with:

- business planning;
- financial projections;
- market research;
- marketing/planning;
- funding recommendations;
- strategic and tactical advice;
- management training;
- needs assessments; and
- training seminars and workshops.

The most recent Strategic Plan (July 2005 to June 2007) of KWIB was utilized in developing the employment statistics/workforce information system planned activities for PY 2005. Increasing awareness and ease of access to information to the business population, education community, and economic development professionals will be addressed in this Workforce Information and Core Products and Services Grant plan. These goals are also consistent with the Governor's goal to create a business-friendly environment that allows for business growth, job creation and retention, and the education of our students and workforce. Access to accurate and timely workforce and economic information fosters this business growth.

The strategy of the SWA and the SWIB for consulting with local workforce investment boards and stakeholders in the workforce investment system to determine customer needs for workforce information:

The Education Cabinet's appointee and the Governor's representative on the KWIB ensure open and effective sharing of information regarding workforce activities. The KWIB will continue to assist local workforce investment boards, enabling quality and continuous improvement at the local level. The KWIB will continue to encourage consolidated planning and delivery of services through a coordinated and interactive process involving the LWIBs.

Although Kentucky has made significant progress over the past several years in enhancing its workforce information system, a steering committee of various stakeholders and users will be formed to assist in taking this system to the next

level. A successful workforce information system of the future will require strategic partnerships and new business models in order to meet the growing and changing demands of information consumers. One of the goals of the workforce information steering committee will be to identify and create strategies to fill gaps in workforce information. Another will be to provide guidance on development of an integrated workforce information system that efficiently provides quality information that customers can easily access and use.

The broad strategic approach for workforce information delivery to principal customers:

The web site, **Workforce Kentucky** (www.workforcekentucky.ky.gov), houses a variety of information pertinent to educators, economic developers, and employers, including but not limited to: unemployment rates; unemployment insurance data tables; occupational and industrial wage data; and employment numbers and growth rates. Regular exchanges of ideas between users and suppliers of workforce information will occur through meetings, demonstrations, and conferences. Careful attention will be given to preparing and editing products that will enhance usability.

In addition to the in-depth, web-based information, product and service delivery will be facilitated through a wide range of printed publications. The OET's Research and Statistics Branch is the source for nearly all of Kentucky's Labor Market Information. Two new publications, the *Kentucky Career Profiles* and the *Kentucky LMI Directory*, were added to the "Detailed LMI" page on **Workforce Kentucky** in February. The former is useful for any job seeker, detailing 150 of the fastest-growing careers within the state; the latter is helpful to anyone looking for a reference point from which to locate any type of data or workforce information.

Presentations to LWIBs, LWIA directors, and One-Stop center staff have increased their knowledge and understanding of exactly what information is available and how it can be used to impact strategic planning and operations. Presentations to secondary school counselors have provided them with a tool of reference in regards to occupational skills, projected occupational growth, training providers, and training programs. As part of its strategic planning, the OET will launch a major effort to provide both outreach and training to the workforce development system.

All LWIAs have either developed or are in the process of developing a Business Services (Business Solutions) group. Some areas hired individuals to act as a business liaison, while others have developed a team approach. Regardless of the form of their efforts, the emphasis is on meeting the needs of business and industry through our state and local network of resources designed to assist businesses in recruiting, training, and retaining a skilled workforce.

Kentucky has designated a State Business Services Coordinator who serves as the liaison between the Business Relations Group and the local groups. Emphasis has been placed on the President's High Growth Job Training Initiative and preparing Kentuckians to take advantage of new and increasing job opportunities in high-growth/high-demand occupations. The foundations of this initiative are partnerships that include the public workforce system, business and industry, education and training providers, and economic development.

How workforce information and services are delivered as core services to customers through the state's One-Stop delivery system:

The SWA field office staff that serves customers directly will be supported in various ways. The Research and Statistics Branch will serve as consultants and experts that can assist field staff in dissemination of products and services. Research and Statistics staff will attend meetings sponsored by One-Stop agencies to meet with customer groups and provide information on products and services developed from the core services. Customer-responsive products and services that have proven successful in other states might be adopted as a "share best practices" view as well.

A description of the customer consultation and satisfaction assessment method(s) to be used to collect and interpret customer satisfaction information and the principal customers to be consulted:

See Section C of this plan for a detailed description of the strategy to be employed for consulting with customers and for assessing customer satisfaction with state-produced workforce information.

Identify funds leveraged or matched from funding sources other than these grant funds and how these funds will enhance delivery of products and services as part of the state's workforce information system:

Fees-for-service, contract work, and the pursuit of competitive grants are potential ways for meeting demands above and beyond what standard funding permits. As requests for additional data items or projects beyond the scope of this PY 2005 plan are considered, all the above prospective funding sources will be pursued.

A concise summary of customer satisfaction findings for the most recent survey of products and services and the effect those findings had on the planned products services for PY 2005 including how the plan addresses inadequacies or gaps identified by users:

The Commonwealth of Kentucky currently monitors usage of its primary information delivery system, **Workforce Kentucky**, with the WebTrends platform, an internet function that collects site usage data such as hits, clicks, type of browsers used, and moments of peak traffic. In addition to our various

outlets of feedback and input, we can also access the WebTrends data as an indicator of the level of satisfaction of our customer base.

Customer groups are regularly asked if products and services produced and disseminated through funding from this grant meet their workforce needs. There is daily contact with customers through such avenues as meetings, phone conversations, publication mailings, and email. These ongoing dialogues between the users and suppliers of workforce information enable customer satisfaction to be gauged. For instance, the delivery of products and services has been altered based on customer demand for more accessibility options.

In summary, the PY 2005 Workforce Information Core Products and Services Grant funds will be used to develop the most responsive workforce information system possible, by cultivating customer-driven and focused activities.

Section B: Core Products and Services

1. Continue to populate the ALMIS Database with state data.

The population of the ALMIS Database will continue during PY 2005-2006 with the goal of populating all the tables necessary to maintain the labor market and career information required to support the uses of **Workforce Kentucky**, Kentucky’s workforce information delivery system.

Kentucky will continue to use the InfoUSA, Inc. Employer Database to provide customers with employer information. All InfoUSA Employer Database updates will be incorporated into Kentucky’s ALMIS Database. This data is accessible to the public through the **Workforce Kentucky** web site.

Kentucky will also upgrade to ALMIS 2.3 structure during PY 2005.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
Upgrade to ALMIS 2.3	Database Update	PY 2005-2006	All
Licensing/Occupational Crosswalk	Deliverable	Completed by June 2006	All
Routine data updates	Data Update	Ongoing	All
Addition of historical data and expansion of available data series	Data Update	Ongoing	All
Incorporate InfoUSA, Inc. Employer Database updates into ALMIS Employer Database	Data Update	Ongoing	All
Provide public electronic access to the Employer Database	Information Delivery	Ongoing	All
Occupational and industry projections 2004-2014	Data Update	Completed by June 2006	All
Occupational and industry projections 2005-2007	Data Update	Completed by June 2006	All
Attend ALMIS Database Training	Training	August 2005	All

Estimated Cost: \$95,162

* Principal Customers: (1) Workforce Investment Boards (WIBs) (2) Employers (3) Trainers/Educators (4) Students (5) Economic Developers (6) Job Seekers (7) Governmental Agencies

2. Produce and disseminate industry and occupational employment projections.

In PY 2005-2006 Kentucky plans to develop statewide long-term occupational and industry projections for the 2004 to 2014 period. We also plan to complete statewide short-term industry and occupational projections to 2007 using 2005 as a base. Before short-term projections can be completed for the 2005 to 2007 period, short-term industry forecasts must be obtained from the University of Kentucky and University of Louisville. After developing the projections, we will then distribute them on **Workforce Kentucky**. The long-term occupational projections will be included in a publication in both a printed format and on business card CDs. We have a new employee who will be responsible for projections; he and his section supervisor plan on attending any projections training offered.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
Develop long-term industry projections using 2004 as a base-statewide	Data Development/ Analysis	Completed by December, 2005	All
Develop long-term occupational projections using the MicroMatrix system using 2004 as a base – statewide	Data Development/ Analysis	Completed by April 30, 2006	All
Submit ETA file to Projections Consortium (2004-2014)	Deliverable	Completed by April 30, 2006	All
Obtain data from UK/UL for 2005 short-term industry forecasts	Data Development	Completed by April 2006	N/A
Develop short-term industry projections using 2005 as a base – statewide	Data Development/ Analysis	Completed by May 2006	All
Develop short-term occupational projections using MicroMatrix system – statewide	Data Development/ Analysis	Completed by June 30, 2006	All
Submit ETA file to Projections Consortium (2005-2007)	Deliverable	Completed by June 30, 2006	All
Attend projections training	Training	Continuing process as training is offered	N/A

Estimated Cost: \$95,934

3. Provide occupational and career information products for public use.

Kentucky will continue to release both paper and electronic publications detailing various data pertaining to the state economy and workforce.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
<i>Occupational Outlook to 2014 - statewide</i>	Paper and Electronic Publication	Completed by June 2006	1,2,3,4,6,7
Implement Skills-Based Employment Projections System	Information Delivery	January 2006	All
Kentucky LMI Resource Disc	Electronic Publication	Completed by June 2006	All
Update 2005 occupational wage data for Kentucky, 14 ADDs, and 10 WIBs across industries and by NAICS sectors with new panel data	Data Development/ Information Delivery	Completed by December 2005 (Added to ALMIS database)	All
Produce 2005 occupational wage Excel tables with Kentucky, ADD, and WIB data	Information Delivery	Completed by December 2005	All
Develop 2006 occupational wage data for Kentucky, 14 ADDs, and 10 WIBs across industries and by NAICS sectors with new panel data	Data Development/ Information Delivery	Completed by June 2006 (Added to ALMIS database)	All
Produce 2006 occupational wage Excel tables with Kentucky, ADD, and WIB data	Information Delivery	Completed by June 2006	All

Estimated Cost: \$58,650

* Principal Customers: (1) Workforce Investment Boards (WIBs) (2) Employers (3) Trainers/Educators (4) Students (5) Economic Developers (6) Job Seekers (7) Governmental Agencies

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

Kentucky will continue to provide various types of information products that are useful to Workforce Investment Boards, employers, and other agencies. We plan to enhance our current publications to make them more useful and appealing to our customers. We will continue to refine and review our existing list of publications to determine what other products will be valuable to our customers. All publications will be available on our web site. We will also make publications available on business card CDs and in paper format as requested.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers *
Kentucky Population and Labor Force Data by County Aggregated by Sex and Race publication (Hard copies and on Workforce Kentucky)	Data Development/ Analysis	Completed by Dec. 2005	2,3,5
Modernize and enhance <i>Kentucky Labor Market Information Newsletter</i>	Analysis/ Information Delivery	Ongoing	All
Publish Kentucky LED data by linking to Census web site and/or customizing data for Kentucky web site ("skin" the Census LED application to Workforce Kentucky)	Data Development/ Information Delivery	Carryover from PY 2004	All
Develop LED reports based on existing Census templates	Data Development/ Information Delivery	Ongoing	All
Marketing of LED data to various customer groups with presentations, brochures, and articles published on Workforce Kentucky	Information Delivery	Ongoing	All
Submit required LED quarterly employer and employee data files to U. S. Census Bureau	Data Development/ Deliverable	Completed by Sept. 15, 2005 – 1 st qtr 2005 Dec. 15, 2005 – 2 nd qtr 2005 March 15, 2006 – 3 rd qtr 2005 June 15, 2006 – 4 th qtr 2005	N/A

* Principal Customers: (1) Workforce Investment Boards (WIBs) (2) Employers (3) Trainers/Educators (4) Students (5) Economic Developers (6) Job Seekers (7) Governmental Agencies

Develop GEO coded data for employers with employment greater than 100	Data Development	Completed by June 2006	All
Identify and create strategies to fill gaps in workforce information	Data Development/ Analysis	Ongoing	All
Provide technical assistance to LWIB business liaisons	Specialized Support	Ongoing	1
Develop and implement training package for LWIB business liaisons	Training	October 2005	1
Release monthly newsletter for five Metropolitan Statistical Areas (MSAs)	Information Delivery	October 2005	All

Estimated Cost: \$116,108

5. Maintain and enhance electronic state workforce information delivery system.

Kentucky will strive to release as much statistical data and as many publications as possible through the internet delivery system, **Workforce Kentucky**, and will also work to enhance the web site.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
Upgrade to Workforce Informer Version 3.0	System Update	Completed by December 2005	N/A
Perform additional upgrades to Workforce Informer	System Update	As available	N/A
Upload various publications to Workforce Kentucky web site	Information Delivery	Ongoing	All
Develop articles and content for web site portal pages	Information Delivery	Ongoing	All
Maintain the code and structure of the web site with cooperation of the vendor (Ciber)	Maintenance	As needed	All
Collaborate with other states regarding Workforce Informer issues, functionality, and design	Enhancement	Ongoing	All

* Principal Customers: (1) Workforce Investment Boards (WIBs) (2) Employers (3) Trainers/Educators (4) Students (5) Economic Developers (6) Job Seekers (7) Governmental Agencies

Site layout and design	Enhancement	As needed	All
Link and provide access to other states' LMI web sites	Enhancement	PY 2005-2006	All
Supplement Workforce Kentucky with event calendars	Enhancement	December 2005	All

Estimated Cost: \$99,888

6. Support state workforce information training activities.

We will continue to train both LMI personnel and users of LMI through a variety of training opportunities designed for different customer groups. Personnel will enroll in federal and state training programs regarding each individual's specialized role. New skills will be channeled down to our customer base, helping to make our data and information clearer, more concise, and better understood. Kentucky is a dues-paying member of the LMI Training Institute, which guarantees development of LMI staff.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
Attend the LMI Institute Training	Training	Continuing process as classes are offered	N/A
Conduct training sessions for users of LMI through seminars, workshops, and internet	Training	Continuing process as training is requested/offered	All
Provide technical assistance as needed	Training	Ongoing	All
Conduct high school counselor workshops	Training	Ongoing	3, 4, 6

Estimated Cost: \$27,770

Section C: Consultation and Customer Satisfaction Assessment

The Kentucky OET understands the necessity of customer satisfaction assessment and its role improving current products and services. One of the main tools for assessment exists through personal interaction with customers. The Research and Statistics Branch realizes the importance of being proactive with clients of the Workforce Information system. During PY 2005, the OET will intensify efforts to consult with customers about the usefulness of the information currently produced and disseminated. Staff will make additional LMI presentations before Local WIB staff, Employment Security local office staff, and both new and established customers. In addition, both group and customized training on the **Workforce Kentucky** web site will be offered to various customer groups.

* Principal Customers: (1) Workforce Investment Boards (WIBs) (2) Employers (3) Trainers/Educators (4) Students (5) Economic Developers (6) Job Seekers (7) Governmental Agencies

The Kentucky LMI staff integrated a variety of measures to facilitate customer contact with them. From any page on the site, a customer can access the “Help” link for our toll-free number or the “Feedback” link for a form post that will send questions or concerns to the web site administrator area. Recent web site upgrades have given us the capability to propagate informational newsletters to subscribers via the administrative section of the site. In addition, the recent update to the *Kentucky LMI Directory* provides contact information for outlets throughout the Commonwealth.

Web Trends software is used to track traffic on the LMI web site, **Workforce Kentucky**. These amounts are tracked over time to determine the effectiveness of various pieces of available data and information. Within the last year, the numbers reflect a steady increase of usage. With continued improvements to the site, this trend should continue. We plan to develop an online survey accessible in **Workforce Kentucky** to gather additional information about our customers as well.

Kentucky’s Research and Statistics staff is currently training an agency employee whose primary duty will involve interacting with the many varied Workforce Information customers. This individual’s responsibilities will consist of marketing current products and services along with gleaning information on areas needing more detailed attention.

Estimated Cost: \$78,271

Total Grant: \$571,783