

**Workforce Information Grant Plan
Annual Performance Report
Program Year 2008
Georgia Department of Labor
Workforce Information & Analysis**

Summary of Accomplishments

Continue to populate the Workforce Information Database with state and local data:

Product: Georgia Labor Market Explorer

Planned customer outcomes

- Implement and maintain the most current version of the Workforce Information Database to ensure a common structure for storing information and provide for interstate access to workforce information.
- Populate all tables designated as core tables in accordance with guidelines issued by the Analyst resource center (ARC).
- Update database content timely in order to be as current as the state's most recent publications and data releases.
- Populate the database with the following licensing files: license.dbf and licauth.dbf. Licensing data must be updated every two years.
- Submit licensing data through the National Crosswalk Service Center (NCSC) for inclusion on America's Career InfoNet (ACINet) site.

Achieved customer outcomes

- Converted to version 2.4 of the Workforce Information Database resource to meet national, state and local customer information needs.
- Populated designated core tables in accordance with the Analyst Resource Center (ARC) guidelines.
- Database content updated timely in order to keep current with the state's most recent publications and data releases.

Database includes; Labor Market analysis -Industry data includes Quarterly Census Employment & Wages, Current Employment Statistics, staffing patterns and long/short term industry employment and projections. Labor Force data includes commuting patterns, One-Stop job openings and applicants, labor force employment/unemployment and unemployment insurance claims. Employer data provides an employer search engine. Economic indicators data includes consumer price index, building permits, property values and taxes. Occupational data includes occupational employment by industry, licensed occupations, long/short term occupational employment and projections and occupational wages.

Income and wages data provides income. Education data includes educational program completers, training and educational programs and training provider and schools. Demographics data provides population. Job seeker services -Provides career, educational, job seeker and labor market services. Employer services -Provides recruitment, educational and labor market services.

Other analysis tools within the Workforce Information Database includes Geographic Information System (GIS) Maps for Industry Sector –provides statewide annual industry averages for covered employment, number of establishments and average weekly wages. This data is produced at statewide, WIA and county levels and is produced by NAICS industry sector, including an all-industry total, goods producing and service producing levels.

Georgia's Industry Analysis Tool is a dash-board style web interface that provides data for total employment, number of establishments, average weekly wages, growth rates, industry employment share and location quotient. This data is produced at statewide, WIA and county levels and is produced down to the four-digit NAICS industry level.

- Occupational licensing data was updated in PY08, license.dbf and licauth.dbf database files are populated as required every two years.
- Submitted licensing data through the National Crosswalk Service Center (NCSC) for inclusion on America's Career InfoNet (ACINet) site.

Produce and disseminate Industry and Occupational Employment Projections:

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

Planned customer outcomes

- Continue to produce and disseminate state and sub-state industry and occupational employment projections, using methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Managing Partnership.
- Produce statewide short-term and sub-state long-term occupational projections. Sub-state long-term projections are to be developed for the 2006 to 2016 period and statewide short-term projections for the 2008 to 2010 period.
- Populate the Workforce Information Database with the sub-state 2006-2016 long-term projections data and statewide 2008-2010 short-term projections and submit the data for public dissemination.

Achieved customer outcomes

- Produced and disseminated state and sub-state industry and occupational employment projections using methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Management Partnership.
- Produced sub-state long-term projections for the 2006 to 2016 period.
- Produced statewide short-term projections for the 2008 to 2010 period.
- Populated the Workforce Information Database with sub-state 2006-2016 long-term projections data and statewide 2008-2010 short-term projections data and submitted data for public dissemination.

Publish an annual economic analysis report for the governor and the SWIB:

Product: *Georgia Guide to Workforce Intelligence 2009*

Planned customer outcomes Develop and publish an annual, detailed state economic analysis report to inform workforce development policy and investment determinations by the governor, the SWIB, LWIB's, WIRED regions and other partner including community colleges, economic development organizations and other stakeholders.

Georgia's Guide to Workforce Intelligence 2009 consists of a combination of maps and graphs with narrative analysis that highlight labor market trends and events that occurred during January 2008 through May 2009. Economic and demographic information about the population, labor force, industries and occupations provide a snapshot of state and local labor market activity.

Achieved customer outcomes

Georgia's Guide to Workforce Intelligence 2009 is a publication of charts, graphs and maps with accompanying narrative that provide a visual analysis of Georgia's most current labor market information for January 2008 up through May 2009.

Data includes;

- Over-the-year Percent change in Jobs –Georgia and U.S.
- Non-ag Employment –Georgia
- Labor Force –Civilian Labor Force, Employment and Unemployment
- Civilian Labor Force –Georgia
- Number of Establishments
- Number of Jobs
- Industry Employment –Counties with Greatest Job Gains
- Industry Employment –Counties with Greatest Job Loss
- Average Weekly Wage –Counties with Greatest Increase
- Average Weekly Wage –Counties with Greatest Decrease
- Georgia and Metropolitan Statistical Areas Annual Employment Growth Rates

- Georgia Industry Employment Numerical Change
- Public and Private Education Services Job Growth
- Private Health Care and Social Assistance Job Growth
- Government Job Growth
- Total Unemployment Rate –Georgia and U.S.
- Annual Unemployment Rates –Workforce Investment Act (WIA) Areas
- Alternative Measures of Unemployment –Georgia
- Unemployment Rate in Georgia Counties –Annual
- Unemployment Rate in Georgia Counties –May 2009
- Population Growth –Georgia
- Population Density –Georgia
- Multi-Year Age-Gender Pyramid Chart –Percentage of Civilian Population and Employment Population
- Population Estimates –Georgia

Post products, information and reports on the Internet:

Product: Georgia Labor Market Explorer

Planned customer outcomes

Post grant produced products, reports and other workforce information on the Web or disseminate the information through other electronic media to facilitate use by the economic development system, other stakeholders and the general public.

The Workforce Information & Analysis division collects, analyzes, and publishes a wide array of information about the state’s labor market. This information provides a snapshot of Georgia’s economy, job market, businesses, and its workforce. Data on jobs and workers, including labor force, employment and unemployment, industrial growth, occupational trends, and wage rates, are increasingly important to remaining competitive in the global marketplace.

Achieved customer outcomes

- Information on electronic delivery updates are provided to data users through e-mail notification.
- Produce employment estimates for each of Georgia’s 20 workforce investment areas.
- Internet version of *Georgia Labor Market Explorer* is updated on a monthly basis.
- *Georgia Area Occupational Wages* -Pamphlet-style publications providing 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.

- *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 Colleges and completers, 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.
- *Georgia Employment and Wages* - Includes the average number of establishments, average employment, and average weekly wage during the calendar year. Data by month are available upon request. Employment for membership organizations, private households, and agriculture, forestry and fishing is not all-inclusive. Many employers in these three categories are not covered by the Employment Security Law and thus do not report data to the Georgia Department of Labor.
- *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 WIA areas. 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* –An annual publication providing the average, median and middle hourly wage ranges for occupations in all industrial classifications, except agriculture, private households, and self-employed and unpaid family workers. 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 Career Planner* - –A guide for career exploration providing information on overall job prospects and annual job openings in 21 broad occupational areas of interest. High demand jobs for each area of interest are spotlighted and classified by personal skills and abilities required, work characteristics and level of education and training required. Annual job openings and average wages for each of the high demand occupations are also included. The guide is most useful when making career decisions prior to selecting a course of study or considering retraining.
- *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 Workforce Trends to 2016* -A booklet-style report published biennially 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 Hot Careers* – Information on occupations by education and training requirement, personal skills and abilities, work characteristics and occupational characteristics. Provides listing of careers with the fastest job growth, careers with above-average wages and careers with at least 100 annual job openings.
- *Licensed and Certified Occupations in Georgia* – Updated information about the occupations that require licensing or certification in Georgia as well as occupations that offer certification as an option. Seven kinds of information are provided for each occupation. A general job description is given along with the applicant requirements, licensing or certifying agency, fees, examination information, professional associations, and related occupational titles and codes.
- *Georgia Skills-based Employment Projections* - A biennial report that examines the knowledge, skills, and work activities currently possessed by Georgia's workforce, as well as those that will be most in demand in the future. Also included are the ten jobs most severely impacted by recent job cuts in the state as well as the skills and abilities used in them that can be transferred to other existing jobs.
- *Georgia Regional Skills-based Employment Projections* - The regional supplement to the statewide report, which lists information about the jobs requiring similar knowledge, skills, and work activities as those most adversely affected by recent job cuts in the region.
- *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.

Partner and consult on a continuing basis with workforce investment boards:
Products: WI&A staff have strived to be available whenever a WIA local board requests any type of assistance. Staff work with boards to meet their data needs, including data location, creation of special reports, preparation of graphs, charts, and other visual aids, interpretation of data and data education concerning how to use it, how to apply it and the strengths and limitations of it.

Planned customer outcomes

Partner and consult with the SWIB, LWIB's, WIRED grantees within the state, and other strategic partners and stakeholders in order to increase the scope and utility of workforce information to inform economic development strategies and enhance career guidance.

Collaborate with economic development agencies, education and training institutions, business groups, industry, associations, and other public and private producers and distributors of labor market and economic information, to gather and analyze workforce and economic data to drive strategic planning, track economic conditions, benchmark competitiveness and measure outcomes.

Achieved customer outcomes

The Georgia Department of Labor's Workforce Information & Analysis (WI&A) division works diligently to maintain its excellent reputation for outstanding customer service as an expert organization providing comprehensive labor market information and services. WI&A prides itself as a statistical and analytic service organization that delivers prompt and customized information to its data users. During PY08, the number of presentations given and customers served has grown as WI&A continues to expand customer outreach and services provided. WI&A staff have delivered presentations to Workforce Investment Boards and their partners across the state regarding the state of the economy, data research and available labor market information resources. Staff respond to numerous requests for assistance each month from data users, including WIA local boards and/or their partners.

Requests for assistance come from a variety of sources including local boards and staff for assistance with the development and/or delivery of training sessions as well as researching data in detail for presentations, trainings and reports. WI&A staff assesses each request individually and works to customize materials to meet individual needs, including designing and/or developing presentation materials; including PowerPoint presentations, charts and/or graphs, scripts and/or delivery notes, and reference/handout materials for members of the WIA community.

The WI&A division assists other divisions, agencies and boards in Georgia with economic development initiatives for state and local areas, including assistance with writing grants, preparing data for reports and applications, including National Emergency Grants, ARRA grants, education grants and other grants. Customers also use WI&A's data to prepare marketing tools and economic development documents used to entice new employers to their areas. Area Labor Profiles are one of the division's most popular web products among local organizations when they require an up-to-date and comprehensive marketing tool that contains local and area information from a variety of sources. These profiles are available online for metropolitan statistical areas (MSA), local Workforce Investment Board (LWIB) areas and for each of Georgia's 159 counties. Customized detailed reports for targeted data sets are often requested for larger projects and are provided for specific areas and/or industry sectors as needed.

WI&A staff provide assistance to local workforce development partners by offering detailed and in depth support with data projects, including detailed research, data retrieval, data compilation, report generation, creating graphs, charts, and/or or visual representations of data, interpretation and/or analysis of data uses and findings and creating maps and other presentation materials for all types of data, not just data produced by WI&A. WI&A staff often work one-on-one with users to help them understand the data they need to use, including how it is created, where to find it and how best to apply it to their circumstances. Data research projects may include utilizing data series developed exclusively by the WI&A division as well as other data sources including but not limited to the U.S. Census Bureau, U.S. Bureau of Labor Statistics, the U.S. Department of Labor, the Georgia Department of Labor administrative data, and other national and state agencies.

In PY2008, WI&A offered 31 formal presentations to groups all across Georgia. There were approximately 1,300 participants in these sessions. WI&A has worked hard to build a solid reputation as a leader in training and/or presenting statistical and analytical data and information in an engaging and user friendly manner. In addition to customized presentations for targeted audiences, WI&A offers a number of standardized training opportunities that are easily adapted for local groups. These standardized training presentations serve as a starting place for general presentations concerning basic LMI topics, tools, and functions. Once scheduled, the standardized presentation will be adapted to meet the specialized requests of the customer group arranging training, to consider localized data, current statistics and each customer group's individualized needs.

Standardized training presentations include the following topics:

- *Economic Trends* – These presentations are highly customized to meet the geographic area that the group is from and addresses the workforce, economy and resources of an area. This presentation always includes an overview of the state as a whole, which offers a comparison for the local area being studied.

- *Education Rocks!, CD Preview/Program Introduction* – The Education Rocks! program and the resource CD has continued to evolve and improve over time. This often requested introduction is used by large groups who do not have the time for a full train-the-trainer session but want to see the impact and have an introduction to the resources for future consideration. This session includes a broad overview of the Education Rocks! resource CD and a discussion of the Education Rocks! story and program impact.
- *Education Rocks!, Train-the-Trainer* - The train-the-trainer session is the heart of success for the Education Rocks! Program. This sessions includes a full demonstration of the scripted PowerPoint presentation detailing the many different career planning resources available to WIA boards, their staff, education partners and career guidance specialists. The session also includes a detailed look at all the resources that are available on the Education Rocks! Resource CD, discussion centering on how to customize the resources to best fit their needs and how to maximize their effect. Each participant attending the train-the-trainer session receives a full version of the Education Rocks! Resource CD and the Education Rocks! Teachers Resource Manual.
- *LMI 101* – A three hour overview of all data products and services offered through Workforce Information & Analysis. This session is in a classroom setting and includes basic exercises concerning data analysis.
- *LMI 101: Lab Version* – An expanded five hour class includes a complete overview of all data products and services offered through Workforce Information & Analysis including accessing all materials via the web. This session is in a computer lab setting and includes hands-on exercises for extracting, analyzing and applying the data produced by WI&A.
- *Data Mining* – A six hour overview centering on using on-line resources to pull data from different sources including the Georgia Department of Labor, the U.S. Department of Labor and the Census Bureau. Includes an intro into the Local Employment Dynamics (LED) products and detailed instructions on using each of the three LED products.
- *Local Employment Dynamics (LED)* – A brief introduction to the three tools contained in the LED product. Introduces the user to the types of data available and how to utilize them. This session also provides user basic guidelines for pulling data from the different data applications, creating maps, etc. This session needs to be followed by a Data Mining class for detailed user instructions for the three tools.
- *Community Construction: Painting in the details using data and graphics (LED)* – A 1 to 1 ½ hour session provides an introduction to the Local Employment Dynamics On-the-Map, mapping tool. This session introduces the user to the amazing mapping software that utilizes state created industry employment data as a foundation for creating commuting maps and reports detailing where workers reside and/or where the workers report for work. This session includes a detailed user guide for How to Create a Map. This abbreviated LED training class was originally

requested and developed for WIA local directors for a regional conference.

- 10 Secrets of Presenting: How to Avoid Giving Mind-numbing Presentations – A 1 to 1 ½ hour session looking at the most common training pitfalls associated with delivering training of a technical nature. This training class was originally requested and developed for WIA local directors for a regional conference.

In addition standardized presentations, WI&A staff are often asked to develop and deliver customized training. A customized training class is available for each labor market information publication, product and service or in any combination for those individuals and/or groups requesting assistance. WI&A staff strive to meet the customer's needs for education on the product or service in a timely manner. Often a quick need for education may result in an abbreviated one-on-one training or assistance via telephone. Training may also be in person on a one-on-one situation to a formal full day training session to meet each group's individual needs. Additionally, WI&A staff are often called upon to develop training and/or presentation materials for other to deliver, including WIA board members and other workforce development partners. Materials prepared are often scripted for the WIA staff or partner to assist them with their delivery and/or discussion of the data and/or information provided.

WI&A staff continues to make themselves available to WIA partners and staff whenever needed and to assist in projects both large and small. While all customers are important to WI&A staff, a special importance is given to our WIA customers who in turn offer our data and resources to their customers. WI&A staff are happy to participate in local board meetings, assisting with data gathering and analysis projects, survey projects, and board retreats whenever asked. Our efforts help us to prepare our customers for success, thereby allowing WI&A to leverage time, talent and resources to impact and assist the greatest numbers of individuals across the state.

Conduct special studies and economic analyses:

Product: Workforce Information & Analysis serves many customers by offering the training, special research studies and speaking services of our staff. WI&A meets the needs of our customers by offering customized presentations and training opportunities to WIA partners, clients and customers across the state. WI&A accepts requests on an individual basis striving to best serve each customer's needs for their particular circumstance. Additionally, WI&A offers a number of standardized training opportunities that are easily adapted for local groups. Standardized training presentations are often edited to meet the specialized requests of the customer group arranging training.

Planned customer outcomes

When needed, conduct special state, local, or sub-state regional studies and economic analyses to provide information support for communities in economic transition, state and sub-state workforce development initiatives and responses to major layoffs or disasters.

Achieved customer outcomes

Labor market analysts with the Georgia Department of Labor (GDOL) Workforce & Analysis (WI&A) division provide labor market information and collaborate with many public and private organizations throughout the year. A few examples include:

- Attended quarterly meetings of the Georgia College 411 work group. Worked with the web site planners and other members of the work group to update occupational career planning materials on the web site. Also discussed LMI career planning materials, projections data, wage data, Education Rocks! Train the Trainer sessions, etc. with staff members from the Georgia Student Finance Commission (GSFC) who head up the Georgia college 411 web site as well as with other members of the working group.
- Exhibited WI&A materials for the Interns Conference and prepared, planned and presented (twice) a workshop titled “Jump into your Dream Job”. Prepared resource materials and handouts for the students as well.
- Prepared, planned and executed an expanded WI&A exhibit for two statewide Career Expos; one in Atlanta and one in Macon. Developed O*NET resource materials and user guides for the exhibit. Updated all exhibit materials including a tabletop display, user guides and other handouts for the events. Prepared four different self running PowerPoint presentations using the slides from various presentations and publications for display in the exhibit. Interacted with exhibitors from WIA local area booths and shared information with WIA board staff and other partners.

- Prepared, planned and presented a career planning workshop titled “Career Planning for the Future” for the statewide Career Expos; Presented twice at the Atlanta Career Expo and once at the Macon Career Expo.
- Presented LMI 101 and Data Mining sessions for the District 1 VR and their WIA partners. Finalized all workshop plans and training handouts for three training days for District 1 Employer Marketing Representatives (EMRs), Managers and WIA Partners. Developed a new LMI 101 booklet and had it printed. Researched, prepared and planned CRC credits for the training attendees. Worked with the District training coordinator to make sure that all LMI related questions and concerns were addressed. Followed up with the group to transmit LMI materials and supplies for the upcoming quarters. In addition to these sessions in District 1 there were the same sessions held in the Rome Region for VR staff and their WIA partners.

- Worked with the EMR/RES staff to create, prepare and present a new training class for the 2008 Employer Committee Conference centered around the fundamentals of LMI in economic development.
- WI&A staff researched and prepared data for presentation at the Paulding County Rotary Club December meeting. Handouts were prepared to illustrate the movement of the unemployment rates in Paulding county in comparison to the state, to show the UI rates for Paulding county and the contiguous counties, to detail the number of jobs, average weekly wage and numbers in the labor force and date from the Census Local Employment Dynamics (LED) On-the-Map tool to illustrate where Paulding county residents go to work and where the workforce of Paulding county lives.
- WI&A staff researched, developed data and ideas and prepared the Annual Economic Analysis book. WI&A staff also included research on what it means to be “green” and how many green opportunities may exist in Georgia including developing initial user guides and green outlines.
- WI&A staff assisted numerous LMI data users with data requests including requests for employment numbers and data concerning industries hardest hit by the recession. WIA local staff is working on summer youth plans, planning for stimulus money, and applying for grants all of which require data and research. Requests came from WIA board staff, internal GDOL staff, employers, WIA and community partners, etc.
- WI&A staff assisted with ARRA grant submissions and data for the WIA state plan update including creating and compiling detailed youth data.
- Presented Data Mining session for the East Central Georgia WIA staff and partners group. Worked with local EMRs in the Thomson Career Center following the training to deliver LMI resources and update them on data resources available.
- Presented an intensive training class for WIA staff and partners in Savannah. The partners were working on an in depth project with the Technical College and this special session was a way to cover their research needs and to introduce the new WIA staff to the world of LMI data. A similar customized training class was offered to the GDOL internal Media Division regarding locating LMI data on-line.
- Special presentations were made at the Healthcare Summit, Touch the Future and Labor Management Conferences in Atlanta and Savannah.
- Presented a condensed customized version of LMI 101 which included a section on On-the-Map for the educational series for the Paulding County Chamber of Commerce.
- At the request of WIA board directors, created two new training classes and presented them at the Regional SETA Conference. The classes were titled “10 Secrets of Presenting: How to Avoid Giving Mind-numbing Presentations” and “Community Construction: Painting in the Details Using Data and Graphics”. These sessions were so popular that it was requested that they be submitted to the state of Alabama’s Workforce Development Conference.

- Presented an Education Rocks! train-the-trainer session for the DeKalb County Commissioner Office for the workers in the summer youth academy. Had discussion following session with DeKalb staff concerning their youth needs for the current summer and future summers. In addition to this session, there were seven more sessions held at different locations across the state. There were a number of one-on-one sessions held over the phone as well to bring a single person up to speed on the program so that they could use the resources immediately.
- The WI&A Winter Training Extravaganza was offered again in February. Popular demand required that an additional session was added increasing the number of training classes from six to seven.. There were two full-day lab sessions of LMI 101 offered, two full-day Data Mining sessions offered and three Education Rocks! Train-the-trainer sessions offered.
- Worked with the lead trainers from Mayer and Mayer on the development of a nation-wide front-line staff training focusing on utilizing LMI data in the best possible manner. Conducted individual training classes and worked one-on-one with developers to answer their LMI related questions.

Secondary Activities

Local Employment Dynamics

Product: Local Employment Dynamics

Planned customer outcomes

Georgia is a state partner in the Local Employment Dynamics (LED) consortium with the Census Bureau. 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.

Three key products are available for data users from the Census Bureau: (1) Quarterly Workforce Indicators (QWI) providing information about the economy at a detailed geography level, (2) Industry Focus that provides more detailed industry data at the local level, and (3) On the Map that includes origin-destination data.

Achieved customer outcomes

Georgia is a full production partner in the LED program. Users can access Georgia data through the Census web site and Georgia Department of Labor's Labor Market Explorer web site. Staff from the Workforce Information & Analysis division continue to provide training in the use of LED to GDOL staff, WIA area staff and other workforce development partners. Staff also continue to enhance desk aids for users that have been very effective.

WI&A staff attended the PY08 annual LED partners meeting in Washington D.C.

Business Employment Dynamics

Product: Business Employment Dynamics

Planned customer outcomes

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.

Achieved customer outcomes

Business Employment Dynamics (BED) data are published on the Georgia Department of Labor website. The link to Georgia's BED is active for external users since October 2008. Quarterly updates contain written analysis for the last available quarter and a technical note about the data preparation process and comparison to other Bureau of Labor Statistics programs –QCEW & CES.

In addition to a written analysis, sets of graphs presenting current quarter data are prepared and updated quarterly. Basic definitions and answers to frequently asked questions are offered as a helpful tool for new users as well as contact information for additional questions, comments and concerns.

The historical data for Georgia (from 3rd quarter 1992 to present) is available in the form of tables with data seasonally and not seasonally adjusted. Links to external sources of data (BLS website) are provided for viewing other states' BED data sets as well as national data. External users have the opportunity to subscribe to Georgia's BED email notification list to receive quarterly reminder emails as soon as each new quarter is released by BLS and the GDOL website is updated.

PY 2008 Workforce Information Grant Expenditures

PY 2008 Workforce Grant total OA: \$838,696

PY 2008 total expenditures: \$818,111

Remaining OA: \$20,585

Customer Satisfaction Assessment

WI&A staff have strived to become knowledgeable subject matter experts and to become experienced and sought after speakers. As a result of their efforts, they have garnered an outstanding reputation and have high levels of customer satisfaction routinely reported from their efforts. WI&A staff were requested to make appearances at various conferences serving as guest speakers, subject matter experts, workshop presenters and exhibit booth sponsors, at local, regional, state and national events. WI&A is routinely requested to exhibit at conferences where they offer event attendees exposure to the products and resources offered by the division. WI&A's standard exhibit booth generally includes a well-versed LMI expert who conducts mini-training classes and provides participants with individual consultation on the latest LMI products. The WI&A exhibit booth often doubles as a "workshop option" to conference attendees. Conference planners routinely report to WI&A presenters/trainers that their sessions and/or exhibits consistently rank among the highest in conference reviews. As a result, the demand for WI&A to plan, prepare and present a wide variety of speaking engagements, to develop training sessions and to participate in resource fairs and exhibits continues to grow.

In PY2008, WI&A staff presented 31 different training sessions and/or presentations. In addition, WI&A staff prepared and staffed six exhibits and provided LMI data and resources for dozens of additional events. The groups for training and exhibits included several statewide conferences associated with economic development associations, the Departments of Education and Technical and Adult Education events, both statewide and local events, statewide Summer Intern Program events, Tech-Prep sponsored events, economic development authorities, summer educator academies for the education communities, various trainings and presentations for local educators, WIA partners and associated organizations, various local WIB meetings and many others.

Results from the customer satisfaction surveys of WIA staff members and products had a 68% response rate. Of those respondents, 83% were currently using LMI products in their jobs including 81% who use the WI&A portion of the GDOL web site, and 51% had contacted WI&A directly for assistance. Of those individuals using LMI products, 71% indicated that they were satisfied with their product use. 16% of respondents indicated that they were neither satisfied nor dissatisfied with their product use. 2% of respondents indicated that they were dissatisfied with their product use. 11% of respondents did not respond concerning their product use. 62% of ALL participants indicated that they were satisfied with their overall experience with WI&A. 16% of respondents indicated that they were neither satisfied nor dissatisfied with their overall experience. 3% of respondents indicated that they were dissatisfied with their overall experience. 11% of respondents did not respond concerning their product use. Additionally, responses from one-on-one contact, email correspondence and telephone correspondence support high levels of customer satisfaction. Education, customer

service training and LMI product training continue to be high priorities for WI&A staff in order to continue to assist all customers with their data knowledge and needs.

Summaries of all training evaluations, including intensive hands-on computer training, Education Rocks! Train-the-trainer sessions and LMI classroom instruction gave very high marks to all sessions. 98% of training participants surveyed responded. For all trainings utilizing the CRC credit evaluation form, 97% of the respondents agreed with the statement “all things considered, the training was excellent”. The remaining 3% of respondents did not answer the question. 94% of participants agreed that, “if they used it, the training content will be useful in their role and/or increase my production at work.” 3% were neutral and 3% did not answer. 98% of participants agreed that, “the style of the presentation used by the trainer(s) was appropriate for the material and the group.” Remaining 2% did not answer. 98% of participants agreed that, “the trainer(s) knew the subject and were comfortable sharing it with us.” Remaining 2% did not answer. The following comments came from these survey forms:

~ *“Trainer was very approachable and very helpful during entire session.”*

~ *“Today was excellent. Great handouts, walk-through of all exercises went. At a great pace. Breaks well arranged. Thank you. Excellent information.”*

~ *“This training was beneficial. Liked the practical benefits of the map & the trainer did a good job of showing us first, and then letting us try.”*

~ *“Excellent format, information and delivery. I didn't want to leave... I may have missed something!”*

~ *“Awesome! I wish all training sessions were this productive!”*

WI&A staff attempt to collect training evaluations from all sessions but in the case of presenting at large, regional and/or statewide events, it is not always possible. Often times, feedback are shared at a later date with the presenter. The following comments came to WI&A staff in that manner.

Summaries of training evaluations, from two workshops presented at the regional SETA conference were overwhelmingly positive. SETA has a large presence of WIA staff and partners in attendance. 97% of respondents indicated that the workshop added to their subject knowledge and that they were glad they attended. Comments from these workshops include: *“Best presentation and speaker by far. Made me feel better about the changes I will make in future presentations”, “Very good overview. Well-paced.”* and *“Excellent. Very informative.”*

Education Rocks! continues to be one of the most requested presentations offered by WI&A. The resource materials and the core Education Rocks! presentation is a

constantly evolving resource that has been extremely popular with our customers. These comments were submitted to training coordinators via email following an Education Rocks! Train-the-trainer sessions taught by WI&A staff. They submitted them to us on behalf of the participants.

~ “The Education Rock materials will be very useful in enlighten youth of the vast opportunities of career/educational choices. The workshop was exciting and Faye's presentation was uplifting and informative. The materials are user friendly and innovative and I look forward to using them this year in my competency teaching.”

~ “I thought it was tremendous. I’m going to take a few days to re-familiarize myself with the software on my own terms, but it seemed like the type of timely and specific information students ask for. Ms. Duzan was on point with the presentation of the model. I appreciate her approach. I also thought that she has gone out of her way to make it easier by adding her personal crib-notes (in italics) to guide the user in better articulating and relaying the subject matter to students.”

~ “The information presented gives me a way of proving to my students WHY continuing their education is important, or better yet why forming good skills is so beneficial. In the past I have stated what jobs will be in demand but I really didn't explain why with comparison to job openings, so now I will be able to do that.”

Recommendation for improvements or changes to core products

As stated in the Workforce Information Grant Plan –Statement of Work Deliverables for program year 2008, the initiative of Georgia’s Labor Market Information division was to continue to develop and provide specific deliverables. The deliverables include the population and maintenance of the Workforce Information Database, the production of industry and occupational employment projections and other economic and workforce information products and services required to support the state, local and regional workforce investment system.

Through the use of measuring instruments designed to provide a means for consulting with customers; informal and group discussions, publication and presentation surveys and voluntary feedback from data users, Georgia’s Workforce Information and Analysis division can identify areas where change may be necessary to improve the overall data products, information and services provided. Localized data incorporated with service delivery and continued expansion and diversification in order to provide LMI products to principal customers, including employers, job seekers, the business community, workforce development professionals and State and Local Workforce Investment Boards, will continue to be the primary goals of the division.