



State of New Jersey

DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT
OFFICE OF LABOR PLANNING AND ANALYSIS

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HAROLD J. WIRTHS
Commissioner

CHRIS CHRISTIE
Governor

KIM GUADAGNO
Lieutenant Governor

September 30, 2011

Holly O'Brien, Regional Administrator
US Department of Labor
Employment and Training Administration
JFK Federal Building, Rm. E-350
Boston, MA 02203

Dear Ms. O'Brien:

Enclosed are the New Jersey Department of Labor and Workforce Development's (LWD) Workforce Information Core Products and Services Grant Annual Report for Program Year (PY) 2010, a requirement of Training and Employment Guidance Letter No. 03-10. The report describes the results of the activities originally presented in the Program Year (PY) 2010 annual plan. Also included are the methodologies and results of the customer satisfaction assessments that were carried out during the program year. All publications and reports referenced in the report can be accessed through links that have been embedded in the pdf file of the report which has been forwarded to your office electronically.

If you have any questions in regard to the report please do not hesitate to contact Chester S. Chinsky, Director, Division of Labor Market & Demographic Research by phone at 609-984-6925 or by e-mail at chester.chinsky@dol.state.nj.us.

Sincerely,

Harold J. Wirths
Commissioner

Enclosures

New Jersey Is An Equal Opportunity Employer



AD-18G(R-8-10)

**Training and Employment Guidance Letter No. 03-10
NJ's Annual Report Program Year (PY) 2010
Workforce Information Core Products and Services**

The State of New Jersey certifies that it met the requirements in the submission of the annual performance report addressing the performance for each planned activity, per 29 CFR 97.40(b)(2) and as specified in Attachment IV, Section A. The report includes a description of performance against planned activities, and where appropriate, an explanation as to why the plan was not accomplished and what will be done to bring performance up to established targets.

David White
SWA Administrator

*Michelle E. Hunt on
behalf of Dominic Bonco - Chair*
SWIB Chair

9/30/11
Date

9/29/11
Date

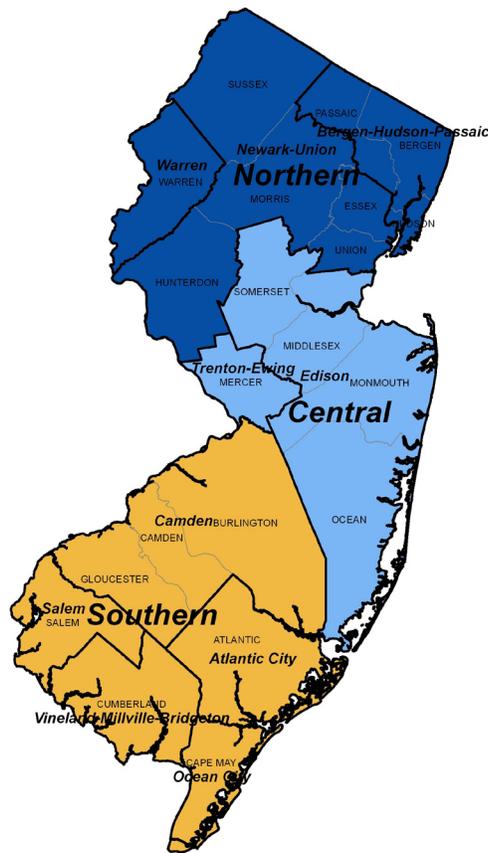
Or

Governor

Date

Annual Report Program Year (PY) 2010

Workforce Information Core Products and Services Grant



Annual Report Program Year (PY) 2010 Workforce Information Core Products and Services Grant

Introduction

The New Jersey Department of Labor and Workforce Development (LWD), Office of Labor Planning and Analysis (LPA), is providing this report on the past year's activities, Program Year (PY) 2010, for the Workforce Information Core Products and Services grant as required by the Employment and Training Administration (ETA).

LPA, through the Division of Labor Market and Demographic Research (LMDR), is responsible for all to Labor Market Information-related (LMI) grant activities. The integration of this federal funding with other sources of funding has enabled LPA to maximize the quantity and quality of its products and services provided to the One-Stop Career Center community and other users of workforce information.

LPA has worked in coordination with other program areas within LWD to provide the required core products and services as stated in the New Jersey One-Stop Workforce Investment System Unified State Plan - July 1, 2005 to June 30, 2011 (portions of the New Jersey plan that relate to Title I of the WIA and the Wagner-Peyser Act for PY 2010 were extended to June 30, 2011). Except for core products that have a national focus, all other activities are supported within the context of that plan which stresses the importance of providing accurate and timely labor market information to the citizens of New Jersey for a demand-driven One-Stop Career Center system. The New Jersey One-Stop Workforce Investment System Unified State Plan stipulates that "The Office of Labor Planning and Analysis will, in consultation with the State Employment and Training Commission (SETC), its partners and the local Workforce Investment Boards (WIBs), be responsible for gathering this [labor market] information and making it available to the SETC, its members and WIBs." The work plan was developed in consultation with the SETC, our statewide WIB, and local WIBs. The work plan has been supported by the SETC and other partners responsible for the implementation of statewide workforce development programs as being responsive to the needs of New Jersey's One-Stop Career Center community.

There are four primary mechanisms for the delivery of Labor Market Information (LMI) products to the One-Stop Career Center community: the Workforce New Jersey Public Information Network (WNJPIN) Web site; the LPA internet Web site; the dissemination of LMI information through a variety of printed publications; and the outreach activities conducted by labor market analyst field staff. Career and occupational information are provided through the WNJPIN Web site, the LPA Web site, and printed publications. In addition, LPA staff continues to focus on capacity building and providing LMI skills development to employment and training providers, employment counselors and planners.

This report will include five sections: Improved LMI Products; New LMI Products; Studies and Reports; Training and Support; and Other ETA Core Deliverables.

IMPROVED LMI PRODUCTS

In support of LWD's overall mission to promote job development and enhance talent in New Jersey, LPA has enhanced existing LMI products during the last 12 months:

1. Updated Real Time Jobs in Demand (RTJID) Tool

Real Time Jobs in Demand is an innovative electronic labor market information tool that identifies jobs that are in demand right now – jobs that we know employers are currently seeking to fill. This planning tool continues to be refined by the Department. RTJID helps prepare New Jersey's workforce for the "new economy" while meeting the immediate challenge of connecting dislocated workers with new and emerging job opportunities and training programs that maximize their chances for re-employment. The tool allows job seekers and counselors at One-Stop Career Centers to understand which jobs are open in their local labor market today, so that students, dislocated workers or those re-entering the labor force can make informed decisions. This information identifies where the labor market has an adequate number of unemployed workers to fill available positions, and in which fields there may be a need for training resources.

In PY 2010, the delivery of RTJID was enhanced and updated in order to increase the functionality and make it more flexible and user-friendly. Instead of static spreadsheets, users may conduct customized searches based on geographic region, education and training requirements, and occupation.

Real Time Jobs in Demand specifically addresses questions we often hear from workforce professionals and their clients, such as:

1. Which jobs have current and future demand?
2. Which skills gaps exist in the economy today?
3. What is the average wage for this type of job?
4. Do job seekers have the necessary credentials for their next job?

Real Time Jobs in Demand is a dynamic electronic tool that helps answer these questions. In the past, we determined which jobs were "in demand" using long-term trends in occupational employment. This tool, by contrast, tracks and lists occupations alongside important data such as:

- Number of online job postings in the previous month;
- Total employment;
- Future trends in employment;
- Number of new and continuing unemployment;
- Preferred education and / or training required; and
- Wages

The Real Time Jobs in Demand tool utilizes data from seven different sources including on-line job openings compiled through spidering technology; BLS data on occupational wages; ETA projections data; Unemployment Insurance Administrative Records; New Jersey Occupational Outlook Handbook; and O*Net. The tool assists in answering questions such as:

- Does the job require a particular occupational license?
- Does it require a higher educational degree?
- If I do not have a Bachelor's degree, do I still have a chance to get into that job?
- What types of training programs would best prepare me for this job?

Users of Real Time Jobs in Demand may conduct customized searches based on region, education and training requirements, and occupation. In addition, the data is linked directly to the job search portal to facilitate searches for current openings. The data is updated every month and the most recent six months of data is available online.

Real Time Jobs in Demand can be accessed at:

<http://lwd.dol.state.nj.us/labor/lpa/content/RealTime-JobsinDemand.html>

2. New Demand Occupations List

The Real Time Jobs in Demand Data also forms a foundation for the new Demand Occupations List. The 2011 list uses an updated methodology to determine which occupations are expected to have a “significant excess of demand over supply for adequately trained workers.” Given New Jersey’s relatively small size, there is a single statewide list for all occupations. Unlike prior years, the list is compiled by occupation (SOC code), not by program (CIP code). A SOC-to-CIP crosswalk is provided in order to map from demand occupations to their corresponding training and education programs.

This methodology considers many factors, incorporating data from a variety of sources, to determine whether an occupation is in demand. These include:

- Total employment in the occupation,
- Long and short term projections of job openings,
- Online job postings,
- An estimate of unemployment levels in each occupation, and
- Recent employment experiences of individuals who have attended training funded by the One Stop Career Center system.

The new methodology requires that occupations meet thresholds for total employment, labor supply, and demand. This data is made available to Workforce Investment Boards (WIBs), One-Stop Career Center counselors, instructors, and job seekers, so that all stakeholders are equipped to make data-informed decisions. A WIB may request an exception if it believes that, based on documented knowledge of the local labor market, an occupation is in demand in its area.

Information on the Demand Occupations list is available at: http://lwd.dol.State.nj.us/labor/lpa/lbrdmand/LaborDemand_index.html

NEW LMI PRODUCTS

1. What’s Next? — Your Job, Your Choice, Your Life

Choosing a career path is probably one of the more difficult challenges that high school students face today. Empowering them with better knowledge of what lies ahead on that path leads to better career decisions. To help these students choose wisely on their journey, LMDR has designed a user-friendly, informative publication called, What’s Next? —Your Job, Your Choice, Your Life.

This publication offers the latest labor market data available regarding growing occupations. It is organized by areas of interest to make it user-friendly for students. What’s Next? also includes brief job descriptions, wage rates and skills requirements for each listed occupation.

What’s Next? is available at: <http://lwd.dol.state.nj.us/labor/lpa/pub/whatnext.pdf>

2. New Jersey Labor Market Views

New Jersey Labor Market Views offers valuable economic intelligence, presented in a more accessible and usable format to keep New Jersey’s labor market situation in focus. This new series of articles cover a wide range of labor market issues and demographic insights. New Jersey Labor Market Views looks at issues such as New Jersey through the lens of the 2010 Census; the latest demographic pictures; state, regional and local employment and unemployment situations; and snapshots of the state’s key industries, to name a few. This publication is produced periodically (usually twice a month) as news, data and analysis become available. It is published on the web and is also distributed through an e-mail subscription list that currently numbers approximately 800.

All New Jersey Labor Market Views can be accessed on the LPA Web site at: http://lwd.dol.state.nj.us/labor/lpa/pub/lmv_index.html

3. New Jersey Economy at a Glance

New Jersey Economy at a Glance is an eye-catching colorful poster that provides a quick picture of the current New Jersey economy. It includes graphs and bullets depicting monthly and over-the-year changes in total and private sector employment, employment by industry, unemployment rates and unemployment claimants. These posters are distributed to One-Stop offices and various other locations throughout the Department. New Jersey Economy at a Glance is also featured on the LPA Web site and can be accessed at: http://lwd.dol.state.nj.us/labor/lpa/pub/ataglance_index.html

STUDIES AND REPORTS

1. National Emergency Grant (NEG)

Local government employers in New Jersey, as in most states, have been coping with budgetary problems brought about by falling tax revenue and diminished funding from state and federal sources. As a result, county and municipal governments in New Jersey have been reducing their payrolls through layoffs and attrition. LMDR prepared a report detailing the impact of public sector employee separations, which served as a background for an NEG application. The analysis included a detailed account of dislocated workers from the public sector by age; race; sex; occupation; date of separation; job location; and place of residence.

2. On-The-Job Training Grant (OJT)

Using unemployment rates and claimant data LMDR determined the counties most affected by the economic downturn and where the OJT grant should be targeted. An analysis was provided on industry and occupational job demand for those counties designated for the OJT; Atlantic, Essex and Passaic. Analysis was based on current employment demand using the LWD job listings database (Jan-Oct 2010), and longer-term demand by using LMDR county-specific industry and occupational ten-year projections (2008–2018).

3. Green Jobs

New Jersey was awarded a Green Labor Market Information Improvement grant for the proposal “Connecting the Dots to the Green Economy.” The overarching goal of the funded activities is to provide valuable information to job seekers and others interested in the green economy so that they can make decisions about green careers based on useful, up-to-date data and tools. Data related to labor supply, labor demand, and training, are all key components of the project.

- Demand deliverables / analysis
 - Analysis of online job postings for current demand and skills / certification trends
 - Interviews and focus groups with employers in four key sectors (Energy Efficiency/Green Construction, Renewable Energy, Environmental Remediation / Waste Management, Sustainable Processes)
- Supply deliverables / analysis
 - Searchable inventory of green/sustainable education and training programs
 - Analysis of completion outcomes in green/sustainable education programs
 - Analysis of the capacity of the state’s education and training providers to meet the needs of the green economy (interviews and data review)
 - Career materials targeted at jobseekers and students
- Tools connecting job seekers and employers
 - Smart job-search tool that matches job seekers using their entire resumes, not just job titles, enabling a better match to emerging opportunities in the green economy
 - Employer talent search portal
 - Green Web site: <http://www.greenjobsnj.com/>

New Jersey is one of eight states in the Northeast Research Consortium, which is taking a regional approach to green LMI Consortium Grant, along with seven oth-

er states, that will:

- Develop clear definitions of green jobs and green industries
- Develop automated tools that will be able to code “green” jobs from within a stream of all jobs
- Develop tools to provide real time demand analysis that will cover all occupations and green occupations
- Develop a methodology and produce short-term job vacancy projections for all occupations and green occupations
- Create a Green Jobs Portal for the region that will display the products of our research and include APIs to allow information developed by the consortium to be displayed by other Web sites
- Create a national Green Jobs Bank

New Jersey regularly contributes to the consortium’s data quality initiatives and is coauthoring a guide to job postings data geared toward labor market analysts. New Jersey also is on the team charged with investigating the use of job postings data to discover and track emerging skills.

4. New Jersey’s Air Transportation Industry Study – An LMI Overview

LMDR developed a comprehensive report on the air transportation industry in New Jersey. This report was prepared for a task force convened by the Lt. Governor to retain and expand the industry in the state. Analysis includes concentration, size and employment change at the subsector industry levels, occupational wages, staffing patterns, and a detailed profile of the industry’s workforce. LMDR also identified the educational requirements, training, and skills necessary to provide the industry with a pipeline of qualified workers.

5. Mid-Season Resort Report

This study of the summer 2010 tourism season in New Jersey details results from an informal survey of busi-

ness owners and tourism official at the Jersey shore and other resort locations in the state. The report can be accessed at: <http://lwd.dol.state.nj.us/labor/lpa/pub/empecon/resort.pdf>

6. Minimum Wage Study

The Minimum Wage Study is an annual report on the adequacy of the New Jersey minimum wage and recommendations, as to whether the minimum wage should be increased and to what level. The report contains analysis and the history of past and recent minimum wage increases, along with scenarios and recommendations for future increases. The report can be accessed at: http://lwd.dol.state.nj.us/labor/forms_pdfs/lwdhome/NJMinimumWageAdvisoryCommReport2011.pdf.

TRAINING AND SUPPORT

One of the program areas within LMDR is the Bureau of Labor Market Information. This Bureau has eight Labor Market Analysts who interact with One-Stop managers, WIBs, county economic development officials and others in government and private business.

The main goal is to provide technical support, when needed. In the past, the Bureau analysts functioned only as a resource providing an overview of available labor market information tools, how the data can be accessed on the Internet and how it can help Workforce/One-Stop staff perform their job responsibilities, so as to better serve their customers.

Recently, staff members have been heavily involved in several statewide training initiatives and hands-on technical support. Also, in an effort to establish an innovative feedback chain, staff attend job counseling sessions to gain insight into the types of data needed to better assist jobseekers. All new tools are also tested through the LMI staff, through one-on-one interactions with the workforce staff.

Analysts also regularly give presentations to One-Stop

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workers, WIBs, economic development groups, state organizations, colleges and universities and to private organizations. Following are some of the key trainings we have recently conducted.

Labor Market Information-Trainings, Presentation, WIB Meetings, One Stop Visits			
Event	Date	Location	Synopsis
Workforce Investment Board Meetings	Various	Various	Analyst provides updates of labor market information for the local area and answers any specific questions Board members may have on the local economy.
One-Stop Career Center Visits	Various	Various	Analyst serves as a resource person for local LMI data and training on the application of the data.
Analyst Meeting	Fall 2010	NJLWD, Trenton NJ	At this meeting there was discussion of economic developments and what is going on in the labor areas with LMDR and LPA staff.
Analyst Meeting	October 2011	NJLWD, Trenton NJ	This meeting introduced Industry Sectors, and the analysts covering them.
Labor Area Overview/Update	October 5, 2010	Vineland, NJ	Cumberland County Business and Industry Meeting, presentation of LMI Trends
Labor Area Overview/Update	October 8, 2010	Vineland One-Stop	Presentation by Bridget Brinson on the Employment Trends in the Vineland/Millville/Bridgeton Labor Area.
LMI Training: Strategies for Making LMI More Accessible to Job Seekers and Students	October 15, 2010	Rutgers University Heldrich Center, New Brunswick	Roundtable discussion of LMI strategies for training and data dissemination, including Real Time Jobs in Demand
Real Time Jobs in Demand Training	October 18, 2010	Monmouth County Library, Shrewsbury, NJ	Presentation of Labor Market Information data tools used to assist jobseekers, including Real Time Jobs in Demand.
Labor Market Information Training	October 26, 2010	Mercer County WIB	Labor Market Information (LMI) overview for Professionals on the application of LMI and the Career Information Software.

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Labor Market Information-Trainings, Presentation, WIB Meetings, One Stop Visits <i>cont.</i>			
Event	Date	Location	Synopsis
LMI Information	December 2, 2010	Newark One-Stop	FF/JE/AF & Nelida Valintin, WIB Director, Discussion on what assistance LMI could provide the One-Stop offices.
LMI for Workforce Counselors Training	February 8, 2011	Jersey City One-Stop	Labor Market Information (LMI) training for Workforce Professionals provided to One-Stop staff to facilitate understanding and application of LMI and the Career Information Software.
Business Services Team Meeting	February 10, 2011	Labor Building, 13th Floor	LMI Tools to facilitate Business Outreach
LMI Product Training	February 22, 2011	West Caldwell PSG – Newark One Stop	Presentation of Labor Market Information to assist jobseekers, including Real Time Jobs in Demand.
Labor Market Information for Workforce Professionals	March 25, 2011	Div. of Workforce Grant and Program Management – REA, Labor Bldg.	Training on the application of Labor Market Information data tools including Real Time Jobs in Demand.
Good Information = Good Decisions: Trends in the Green, Advanced Manufacturing and Health Care Industries	May 5, 2011	East Brunswick, NJ	Labor Market Industry Sector presentation to the Office of Careers and Technical Education.
Where the Jobs are in Union County	May 12, 2011	Union County Administrative Building, Elizabeth, NJ	LMI presentation to the Union County WIB – Disability Issues committee
WomanRising About Economic Trends	June 24, 2011	Department of Community and Economic Development, Jersey City, NJ	Overview of the economic situation in Hudson County and New Jersey highlighting LMI from NJLWD.

OTHER ETA CORE DELIVERABLES

1. Continue to populate the Workforce Information (formerly ALMIS) Database with state and local data.

LPA staff continue updating all core (see list below) Workforce Information Database (WID) tables using Version 2.3. Other non-required WID tables were updated in conjunction with the development of the new Labor and Workforce Development (LWD) Web site.

- Three licensing tables, as required
- School tables (completers and school names)
- Current Employment Statistics (CES)
- Local Area Unemployment Statistics (LAUS)
- Quarterly Census of Employment and Wages (QCEW)
- Industry/Occupational Projections
- Industry/Occupational Estimates
- Occupational Employment Survey wages

LPA staff continues to release additional dynamic tools and reports that rely on data from the WID in conjunction with the development of the new LWD Web site. Functionality of existing tools/reports will be improved as LWD IT staff upgrade components of the LWD Web site.

LPA staff has started to populate WID Tables using Version 2.5. Version 2.5 will eventually be used to update web applications of the LWD Web site.

LPA staff use Webtrends software to monitor hits to various web pages and links on the LPA website. This information is used to analyze web traffic and to ensure that data products are accessible to the public. Adjustments are made based on appropriate levels of traffic to a particular page, data release dates, overall traffic over several months, etc.

2. Produce and disseminate industry and occupational employment projections.

Long-term Employment Projections: Completed the long-term (2008-2018) statewide industry and occupational employment projections for 2018. The base year for these projections was 2008. These projections were completed in the first quarter of 2010.

The projections were completed using the software and methodologies prescribed by the Projections Managing Partnership. The projections were reviewed for consistency and reasonableness by the field staff within the Division of Labor Market and Demographic Research. The projections were also reviewed for reasonableness and consistency relative to New Jersey's long-term population and labor force projections.

The long-term county occupational projections were provided to the Center for Occupational Employment Information. The projections have also been made available to the public through the Division of Labor Market and Demographic Research's Web site at: http://lwd.dol.state.nj.us/labor/lpa/employ/indoccpj/indoccpj_index.html The data have also been made available for the Workforce Information Database.

Short-term Employment Projections: The short-term 2010-2012 industry and occupational employment projections were completed by the Bureau of Occupational Research by the June 30, 2011 due date. The projections were completed using the software and methodologies prescribed by the Projections Managing Partnership. The projections were reviewed for consistency and reasonableness by the staff within Labor Market and Demographic Research.

The short-term occupational projections have also been provided for posting onto the national state projections Web site.

3. Conduct and publish relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the governor and state and local WIBs.

Industry Sector Analyses

LMI efforts have been redirected toward becoming part of an overall New Jersey strategy for growing the economy. LMDR recognizes that industry sectors are the engines that drive job expansion and business attraction in New Jersey. LMDR has redirected its resources to develop strong relationships among private sector industries, workforce partners, and the education community. This comprehensive approach will provide identification of existing industry and state assets/advantages, while attempting to define changing or emerging trends and opportunities in specific sectors.

The industry sectors have been chosen to reflect their importance to the overall economy currently or heading into the future. A summary sheet of the key industries can be viewed here: <http://lwd.dol.state.nj.us/labor/lpa/content/labormktanalysts.html>

Each detailed industry analysis report that has been completed and published is listed below. These reports were created to inform legislators, WIBS, and other policy makers of the strategic position each targeted industry has in New Jersey's economy and what steps can be taken to help these industries prosper. A link is provided to access the individual reports.

- Biopharma/Life Sciences

NJ's Changing Biopharma/Life Sciences Industry Reaches Beyond Traditional Pharma-ceuticals: http://lwd.dol.state.nj.us/labor/lpa/pub/lmv/LMV_6.pdf

- Transportation/Logistics/Distribution

New Jersey Well Positioned for Transportation, Logistics and Distribution: http://lwd.dol.state.nj.us/labor/lpa/pub/lmv/LMV_9.pdf

- Finance

Garden State the Destination for Financial Services Businesses: http://lwd.dol.state.nj.us/labor/lpa/pub/lmv_index.html

- Health Care

New Jersey's Economic Health Depends on Health Care Industry: http://lwd.dol.state.nj.us/labor/lpa/pub/lmv/LMV_4.pdf

- Entertainment, Arts, Retail, Leisure and Hospitality

New Jersey's Leisure, Hospitality and Retail Cluster: The Shore and More: http://lwd.dol.state.nj.us/labor/lpa/pub/lmv/LMV_10.pdf

Regional Community Fact Books

The Regional Community Fact Book provides a snapshot of a county, its people and its economy. Included are facts and figures on current industry trends, population, unemployment and income. The Fact Book also provides a look into the future and provides the latest population, labor force, industry and occupational projections. The Regional Community Fact Book series is meant to be a reference tool for use in local and regional economic development planning, Workforce Investment Board strategies and for employment and training providers.

Access to all 21 Regional Fact Books (one for each New Jersey county) can be found on the Web at : http://lwd.dol.state.nj.us/labor/lpa/pub/factbook/factbook_index.html

4. Posting products, information and reports on the internet.

All LPA publications, reports and data are available on our Web site at: http://lwd.dol.state.nj.us/labor/lpa/LMI_index.html. The Web site is maintained on a daily basis to provide current information to the user community.

Monthly reports and publications posted to the Web site include: the New Jersey Economic Indicators Data Series, a comprehensive look at New Jersey's economy with current and historical data, and statistical snapshots comparing economic indicators for the nation and the state. The Employment Situation Press Release contains the latest monthly estimates of New Jersey's employment and unemployment data. It also provides detailed data on changes within industry sectors with data files for labor force, employment, unemployment, and building permits.

Quarterly reports and publications posted to the Website include: Data files for Quarterly Census of Employment and Wages (QCEW) for jobs covered by unemployment insurance statewide and by county. Local Employment Dynamics (LED), a program that uses state and federal information to provide a series of Quarterly Workforce Indicators (QWI) including turnover rates, new hires and job creation for local areas by industry, age and sex.

Semi-annual reports and publications posted to the Web site include: Occupational Wage Survey Data, files contain wage data for individual occupations for the state and Metropolitan Statistical Areas (MSA). Wages are presented for over 600 occupations at the state level and about 350 at the MSA level. Data is presented by occupational and industrial groups.

Annual reports and publications posted to the Web site include: The Survey of Occupational Injuries and Illnesses provides comprehensive statistics on work-related injuries and illnesses in New Jersey, including incidence rates, counts of all cases and demographic and case characteristic details from reported cases involving days away from work. Data files for population and household estimates, income and poverty, the state domestic product, and the annual demographic profile are posted.

5. Customer Consultation and Satisfaction:

As part of the continuing effort to assess the effective-

ness of labor market information (LMI) products and services, a survey was designed and distributed to the attendees of the WIB Directors and One-Stop Managers and Operators meeting held in March 2011. The survey asked the attendees to provide feedback about the usefulness of, and satisfaction with, types of LMI products. Specific questions were asked about the new industry sector focus for LMI and the new statewide Demand Occupation List. A copy of the full report is attached to this document.

WIB Directors and One-Stop Managers and Operators Survey

Of the 27 attendees, a total of 18 completed the survey. Overall, all of the participants who completed the survey found the majority of LMI products important and useful. A majority of respondents were satisfied with the LMI products and found them helpful in assisting customers to make informed business, training, educational or other decisions.

Recommendations from the Survey

A recommendation from this survey is to evaluate the respondents' comments and incorporate into the LMI products the suggested changes that can be implemented to improve the usefulness of products for our customers. In particular, one response that is easy to implement is the overall preference of the respondents to receive information and/or updates produced by Labor Planning & Analysis by e-mail.