



EDUCATION and WORKFORCE DEVELOPMENT CABINET
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Joseph U. Meyer
Secretary

August 9, 2012

Dr. Helen Parker
Regional Administrator
U.S. Department of Labor
Employment and Training Administration
61 Forsyth Street, S.W., Room 6M12
Atlanta, Georgia 30303

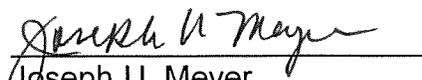
Dear Dr. Parker:

The Commonwealth of Kentucky is pleased to present you with the Program Year (PY) 2011 Workforce Information Core Products and Services Annual Report. This letter has been prepared in accordance with the Training and Employment Guidance Letter No 4-11. Kentucky is pleased that our accomplishments enabled us to meet a variety of customer needs. The Research and Statistics Branch and Kentucky Workforce Investment Board (KWIB) look forward to working closely to expand our customer base and provide an even greater variety of workforce information products and services in PY 2012.

The PY 2011 Workforce Information Core Products and Services Grant funds enabled us to improve and develop a more responsive workforce information system for our customers.

If you have questions or need additional information, please contact Tom Bowell at 502-782-3158.

Sincerely,


Joseph U. Meyer
Secretary


Ed Holmes
Chair
Kentucky Workforce Investment Board

c: Tom Bowell
Ron Crouch



Commonwealth of Kentucky Workforce Information Core Products and Services Annual Report for PY 2011

Education and Workforce Development Cabinet
Department of Workforce Investment
Office of Employment and Training
Research and Statistics Branch
Workforce Information

Kentucky is pleased to present the 2011 Annual Report on the Workforce Information Core Products and Services Grant achievements.

The continuing cooperation and consultation with our customers and partners enabled the Kentucky Office of Employment and Training (OET), Research and Statistics (R&S) Branch, to meet our objectives for PY 2011. Workforce Kentucky, the Commonwealth's electronic labor market information delivery system, had more than 684,000 visits and approximately 133,000 electronic and print copies of Labor Market Information (LMI) publications and products were disseminated to our customers.

The search for an alternative workforce information delivery system began in February 2011. CIBER, the vendor, and sole developer of the Workforce Informer product (the application behind Workforce Kentucky) discontinued product development and support. At that time, Kentucky transferred the application, all site content, and data to local servers and began hosting the site in-house. Kentucky worked extensively with in-house technology staff to implement this transfer, and to explore options for an alternate system. On February 2, 2012, GeoGraphic Solutions was awarded the state contract for hosting Kentucky's LMI website. R&S staff is currently testing the new website with the website set to go live August 3, 2012.

A wide range of products was generated through the Bureau of Labor Statistics (BLS) cooperative programs. The work deliverables reflect Kentucky's commitment to provide quality information to all customers of the workforce information system.

1. Populate the Workforce Information Database (WIDb) with state and local data.

During PY 2011, Kentucky procured a new vendor for the prospective new site at www.kylmi.ky.gov. The vendor, Geographic Solutions, Inc., began implementation of the new site in February 2012. The site will launch in August 2012 and will be rebranded from Workforce Kentucky to Kentucky Labor Market Information (KYLMI). In the interim, the Workforce Information Database (WID) continued to be populated, maintained, and updated to support the users of the current

workforce information delivery system, Workforce Kentucky. Geographic Solutions currently has the KYLMI site in a review setting with all current releasable data contained in their hosted version of the WID. (Research and Statistics has taken steps to ensure that no confidential data is sent to the vendor upon data upload.)

Throughout the program year, the database continued to be populated with routine monthly, quarterly, and annual numbers, and was restructured with historical revisions for many types of statistics. Some of the items housed in the WID include Local Area Unemployment Statistics (LAUS), Current Employment Statistics (CES), Quarterly Census of Employment and Wages (QCEW) data, Consumer Price Index (CPI), income data, occupational wages, industry and occupational projections, and population data.

Many significant data revisions were also undertaken in PY 2011. Among the most notable, CES data was revised back to 1990, and LAUS data was revised to 2007. These revisions were incorporated into Kentucky's WID and are accessible through the Workforce Kentucky website, and will be made available on the new site at KYLMI.

Statewide long-term occupational and industry projections (2010-2020), and statewide short-term occupational and industry projections (2011-2013), were loaded on schedule in PY 2011.

Another key component in the WID database is the Info-USA Employer Database. During PY 2011, Kentucky renewed its Employer Database License Agreement and incorporated the Second Edition 2012 Version of the database into the WID.

2. Produce and disseminate industry and occupational employment projections.

During PY 2011, the NAICS employment time series was updated to include the most current base year data for both long-term and short-term projections. The updated annual time-series was used to develop long-term industry and occupational employment projections at the statewide level for 2010-2020. The updated monthly time-series was used to develop short-term industry and occupational projections for 2011-2013 at the statewide level. Both sets of projections were populated to the Workforce Kentucky web site and submitted to the Projections Consortium prior to the June 30, 2012 deadline as mandated by ETA.

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.

Kentucky continued to conduct special state, local, and regional studies to provide information and support to communities undergoing economic transition, implementing workforce development initiatives or experiencing major layoffs or disasters. In PY 2011, the R&S Branch received numerous requests for information caused by the continuing economic recession. In response, Kentucky utilized existing products and programs, and sought other avenues and sources of data in an effort to provide the best information to meet the needs of each customer.

Collaboration between the MLS Program and Kentucky's Rapid Response Team (RRT)

Ongoing cooperation between the MLS state program leader and Kentucky's RRT continued in PY 2011. Both entities worked together to provide support to Kentuckians prior to and after major layoffs.

Staff Training

Staff training continued to be a priority in PY 2011. R&S personnel attended several Employment and Training Administration (ETA), Bureau of Labor Statistics (BLS), and other state-sponsored statistical program trainings. Staff learned about a variety of labor market projects and initiatives, new and changing program requirements and various software applications. These trainings also afforded participants the opportunity to interact with colleagues from other states who are employed in similar positions and work with comparable workforce information products and services.

Maintain and Cultivate Relationships with Local and Quasi-Government Agencies in Kentucky

Kentucky continued to foster its relationship with local and quasi-government entities in the state, i.e., local economic development agencies, schools, and chambers of commerce. The R&S Branch provided analysis of local economic conditions, including local area projections and wage data as requested by these agencies. Kentucky continued to work with school representatives, local economic developers, and others to provide detailed research on the current employment situation and the projected outlook for a given area, industry, or occupation.

Additionally, R&S Branch staff increased LMI presentations to WIA boards, elected officials, government organizations, leadership classes, educational and training programs, business and community associations, and other organizations as requested regarding demographic, social, educational, workforce and economic trends. R&S continued to provide information regarding education and training, employment and workforce realities, and the general economic health of our state, its regions, and its counties. This information enabled others to formulate important

decisions regarding education and training, employment and workforce realities, and the general economic health of our state, its regions and its counties.

Geographic Information Systems – Mapping

In PY 2011, Kentucky continued to expand its' use of ArcGIS mapping technology, both in response to increased customer demand and in order to enhance publications and the Workforce Kentucky web site. Custom maps were created to meet the needs of the SWIB, LWIBs, various media outlets, and other state agencies. Numerous maps were also created for presentations on labor market information and demographics data that were conducted by the Director of the Research and Statistics Branch. Additionally, Kentucky continued to incorporate maps into each of the monthly LMI Newsletters. Approximately 30 new or updated maps were added to the "Maps" page on Workforce. Staff was also able to participate in several online trainings offered by the software vendor, as well as attend the 2011 ESRI User's Conference in San Diego, California.

Cooperate and Participate with the U.S. Census Bureau as Pertains to the LED Project

Kentucky continued to participate with the U.S. Census Bureau by submitting quarterly employee and employer data for the LED project. Customers were also provided access to Census Quarterly Workforce Indicators via the Workforce Kentucky web site. Staff attended the annual LED Partners meeting conducted by the U.S. Census Bureau in Washington, D.C., which included numerous presentations about the program, innovative uses of the product, and future developments within the LED project. Quarterly Workforce Indicators (QWI) were also used in conjunction with Kentucky's ArcGIS system to produce new LED-based maps for Workforce Kentucky. Numerous tables and maps with data on commuting patterns, industry employment by county, wages, and other information were also developed.

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

Kentucky found itself in the final year of maintaining the web site structure left by former vendor CIBER on Commonwealth servers with Commonwealth IT staff. In August 2012, Kentucky will go live with a new site vendor and a new domain name. **Workforce Kentucky** will become KYLMI and be held at the domain <http://www.kylmi.ky.gov>. During PY2011 Kentucky continued to post products to the site located at www.workforcekentucky.ky.gov. A redirect has been established to move all traffic to the former **Workforce Kentucky** to the new site at KYLMI.

Kentucky Labor Market Information Newsletter

Publication of the Kentucky Labor Market Information Newsletter continued through much of PY 2011. This publication highlights Kentucky's labor market conditions and provides statistics on total employment and unemployment, industry payroll employment, hours and earnings of workers in selected industries, Metropolitan Statistical Area (MSA) employment, county employment, Consumer Price Index (CPI), unemployment insurance data, and Workforce Investment Area (WIA) unemployment rates.

Greening the Bluegrass

Kentucky completed its green jobs survey during PY 2011 and was able to upload the green jobs publication, titled Greening the Bluegrass, to Workforce Kentucky in September 2011. During PY 2011, this publication was viewed more than 10,000 times. Significantly, it was viewed more than 2,200 times in April alone.

Kentucky Career Profiles

The Kentucky Career Profiles for the 2008–2018 projection set were completed and added to Workforce Kentucky in June 2012. This was a carryover from PY2011.

Unemployment Insurance Trust Fund Annual Report

The UI Trust Fund uses QCEW, CES, and LAUS data from R&S. During PY 2011 we took on an expanded role in both writing the annual report and ensuring the accuracy of the data.

Kentucky Total and Nonwhite Labor Force and Population Data

The 2009 Kentucky Total and Nonwhite Labor Force and Population Data was completed in January 2012 and added to the web site. During PY 2011, this publication was viewed 471 times. This publication provides useful data for employers with regard to conformance with Equal Employment Opportunity hiring guidelines.

In addition to these publications, the calendar feature of Workforce Kentucky was utilized to list upcoming dates for press releases and other LMI-related events. The "Maps" page was update to "Maps & Trends" and in addition to PDF maps was populated with a number of Excel charts detailing particular data. Website changes were ongoing.

Other materials and information published each month on Workforce Kentucky include occupational spotlight articles, unemployment rate press releases (including county and ADD tables and county rate maps), monthly hours and earnings charts, and unemployment insurance data tables and monthly statistical comparison.

5. Partner and consult on a continuing basis with workforce investment boards and other key workforce and economic development partners and stakeholders.

The R & S Branch continued consultation with state and local WIA professionals and board members regarding workforce information issues. R & S also conferred with various state and local groups and other organizations involved in policy making regarding current and projected workforce information. Regular exchanges of ideas between users and suppliers of workforce information occurred through meetings, demonstrations, focus groups, and conferences. Because workforce information depicts complex conditions subject to interpretation, training was available to improve the technical skills of LWIB staff.

The primary contact between the R&S Branch and the WIA community is the business liaison/services staff of the LWIB. The R&S Branch continued to support the staff and meet their data requirements for business prospects, along with other informational requests. R&S provided these services to other organizations involved in moving Kentucky forward to ensure we have an educated and skilled workforce for the Twenty-first century.

The R&S branch partnered with the Office of Employment and Training in writing the Workforce Innovation Fund grant as well as the Economic Development Strategic planning report.

Collaborative efforts are evidenced by direct links to **Workforce Kentucky** on both the KWIB and LWIB websites. Staff also provided maps for the quarterly KWIB meeting upon request.

The R&S branch has also collaborated extensively with the state's Division of Unemployment Insurance in reviewing and expanding their database and analytical capabilities. This is a natural alliance since the Division of Unemployment Insurance relies on CES, LAUS, and QCEW data in making their policy decisions

Consultation and Customer Satisfaction Assessment

The R&S Branch recognizes the importance of assessing customer satisfaction and the role it plays in the improvement of products and services. Customers were afforded the opportunity to provide feedback at all meetings, presentations, and conferences. This feedback was used to improve the products and services offered to users of labor market information. Customer response has been overwhelmingly positive regarding support and cooperation received from LMI staff.

Kentucky has continued to maintain a variety of other measures to facilitate customer feedback. From any page on the Workforce Kentucky website, users can access the Help link for our toll-free number. A Feedback option allows customers to send comments and concerns to the website administrator. We also receive feedback from community and business leaders who attend various presentations given throughout the Commonwealth.

A key component in measuring customer satisfaction is to assess reaction to one of our main products and Kentucky's primary workforce information delivery system, Workforce Kentucky. Website feedback has been extremely positive and site usage continues to grow as illustrated by web traffic monitoring. In PY 2011, the website had more than 684,000 visits. Approximately 133,000 electronic and print copies of Labor Market Information, publications, and products were disseminated to our customers.

Conclusion

Funding from the Workforce Information Core Products and Services Program is used to provide essential workforce information to Kentuckians. The Program enables the R&S Branch to publish a wide array of print and electronic products that benefit numerous customers and customer groups. Assessing and responding to the changing needs of our clientele will continue as mandated by Section 309 of the Workforce Investment Act.