



**EDUCATION and WORKFORCE DEVELOPMENT CABINET  
OFFICE OF THE SECRETARY**

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**Thomas O. Zawacki**  
Secretary

August 23, 2013

Mr. Eugene Caso  
Acting Regional Administrator  
U.S. Department of Labor  
Employment and Training Administration  
61 Forsyth Street, S.W., Room 6M12  
Atlanta, Georgia 30303

Dear Mr. Caso:

The Commonwealth of Kentucky is pleased to present you with the Program Year (PY) 2012 Workforce Information Core Products and Services Annual Report. This letter has been prepared in accordance with the Training and Employment Guidance Letter No 27-11. Kentucky is pleased that our accomplishments enabled us to meet a variety of customer needs. The Workforce Intelligence Branch and the Kentucky Workforce Investment Board look forward to working together to expand our customer base and provide a variety of workforce information products and services in PY 2013.

The PY 2012 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,

  
Thomas Zawacki  
Secretary

  
Ed Holmes  
Chair  
Kentucky Workforce Investment Board

cc: Tom Bowell  
Lori Collins  
Buddy Hoskinson

# Commonwealth of Kentucky Workforce Information Core Products and Services Annual Report for PY 2012

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

**Kentucky is pleased to present the 2012 Annual Report on the Workforce Information Core Products and Services Grant achievements.**

The Office of Employment and Training (OET) was reorganized on July 16, 2013. The Research and Statistics Branch was abolished and the Workforce Intelligence (WI) Branch was established under the Division of Workforce and Employment Services. The reorganization will solidify Kentucky's commitment to providing quality customer support and services by structuring its services and funding of 'like' entities in the same work areas.

Continuing cooperation and consultation with our customers and partners enabled the Kentucky Office of Employment and Training, WI branch, to meet our objectives for PY2012. KYLMI, the Commonwealth's electronic labor market information delivery system, had more than 393,726 visits during PY 2012.

During PY2012, Kentucky launched a new website, [www.kylmi.ky.gov](http://www.kylmi.ky.gov), hosted by GeoGraphic Solutions. The site launched in August 2012 and was rebranded KYLMI (Kentucky Labor Market Information). This site is the new home of all workforce information data.

The Bureau of Labor Statistics (BLS) terminated the Mass Layoff Statistics (MLS) program during PY2012. The program collected data on establishments with 50 or greater employment that were going out of business. The MLS program officially ended June 30, 2012.

A wide range of products were generated through the Bureau of Labor Statistics cooperative programs. The work deliverables reflect Kentucky's commitment to provide quality information to all customers of the workforce information system. Material and information published each month on KYLMI include occupational spotlight articles, unemployment rates press releases, monthly hours and earnings charts, unemployment insurance data tables and monthly statistical comparison.

## **1. Populate the Workforce Information Database (WID) with state and local data.**

Kentucky secured a new vendor for the website <https://kylmi.ky.gov> during PY2011. The site launched in August 2012 (September publicly) and was rebranded KYLMI (Kentucky Labor Market Information). The site is the new home of all workforce information. The database continued to be populated with routine monthly, quarterly, and annual numbers, and was updated with historical revisions for various types of statistics. Some of the information 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.

Data revisions were completed in PY 2012. Most notably, LAUS data was revised to 2008. These changes were incorporated into Kentucky's WID and are accessible through KYLMI.

Short-term projections from 2012-2014 are being added with assistance from the vendor.

We are currently updating the licensing tables. Upon completion, we will provide them to the National Crosswalk Service Center. This project began during PY2012, but was not completed by the June 30 deadline. It will be completed by August 2013.

Another key component in the WID 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 2012, 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 is being utilized to develop long-term industry and occupational employment projections at the sub-state level for 2010-2020. The updated monthly time-series was used to develop short-term industry and occupational projections for 2012-2014 at the statewide level. The short-term industry and occupation projections were submitted to the Projections Consortium prior to the June 30, 2013 deadline. Due to staff turnover, the long-term sub-state 2010-2020 projections are being developed. The long-term sub-state projections will be populated to the KYLMI website upon completion.

**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 who are undergoing economic transition, implementing workforce development initiatives, or experiencing major layoffs or disasters. In PY2012, the WI 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 2012 until June 30 when BLS ended the MLS program. Both entities worked together to provide support to Kentuckians prior to, and after major layoffs, until the program terminated on June 30, 2012.

Staff Training

Staff training continued to be a priority in PY 2012. WI personnel attended several Employment and Training Administration, Bureau of Labor Statistics, 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. WI worked with the Kentucky Association for Economic Development at their spring conference to provide information on state employment.

The WI 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.

The WI branch has organized a Labor Market Information Advisory Group to focus on user needs in terms of economic, career, labor market, and occupational information. The group is comprised of state and local government LMI data users, as well as those from higher education and the private sector. The Branch is collaborating to

provide a systemic approach for identifying information needs, i.e., developing tools that communicate economic health by providing information to help people understand Kentucky's economy and labor market conditions, producing, analyzing, and delivering labor statistics to improve economic decision-making, and providing better information on current employment trends and career advice.

Additionally, WI 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. WI 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 Kentucky.

#### Geographic Information Systems – Mapping

In PY 2012, Kentucky continued to expand the use of ArcGIS mapping technology, both in response to increased customer demand and in order to enhance publications and the KYLMI website. Custom maps were created to meet the needs of the SWIB, LWIBs, various media outlets, and other state agencies. Various maps were prepared for presentations given by the Director of Research and Statistics, on labor market information and demographics data. Approximately 30 new or updated maps were added to the "Maps" page on KYLMI. Staff also participated in several online trainings offered by the software vendor.

#### 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 provided access to Census Quarterly Workforce Indicators via the KYLMI website. 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 used in conjunction with Kentucky's ArcGIS system to produce new LED-based maps for KYLMI. 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.

In September 2012, Kentucky went live with a new web site vendor and domain name. KYLMI transitioned to KYLMI <https://www.kylmi.ky.gov>. All data and information formerly available on KYLMI are now hosted on KYLMI.

Tracking for KYLMI was set up using Google Analytics in November using a script provided by Google for link clicks. Google Analytics became the KYLMI tracking utility as opposed to Webtrends before it.

##### Kentucky Career Profiles

The *Kentucky Career Profiles* for the 2010–2020 projection set were completed and added to KYLMI in January 2013.

##### MLS Narrative

In accordance with BLS guidelines, Kentucky added a narrative for Mass Layoff Events in December 2012.

##### Kentucky Total and Nonwhite Labor Force and Population Data

The 2010 *Kentucky Total and Nonwhite Labor Force and Population Data* was completed and added to the website in January 2013. This publication provides useful data for employers with regard to conformance with Equal Employment Opportunity hiring guidelines.

Links were added to all ETA grant related material. Presentations given to our client base during PY2012 are also listed.

The “Maps” page was updated to “Maps & Trends” and PDF maps were populated with a number of Excel charts detailing particular data. Website changes were ongoing.

Other materials and information published monthly on KYLMI 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 WI branch continued consultation with state and local WIA professionals and board members regarding workforce information issues. The Branch 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 WI branch and the WIA community is the business liaison/services staff of the LWIB. The WI branch continued to support the staff and meet their data requirements for business prospects, along with other informational requests. WI provided these services to other organizations involved in moving Kentucky forward to ensure we have an educated and skilled workforce for the 21<sup>st</sup> century.

The WI branch continues to partner 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 KYLMI on both the KWIB and LWIB websites. Staff also provided maps for the quarterly KWIB meeting upon request.

The WI branch has 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 WI 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 KYLMI 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 our various presentations given throughout the Commonwealth.

A key component in measuring customer satisfaction is to assess user comments and suggestions regarding KYLMI, which is one of our main products and Kentucky's primary workforce information delivery system. Website feedback has been extremely positive and site usage continues to grow as illustrated by web traffic monitoring. In PY 2012, the website had more than 393,726 visits.

## **Conclusion**

Funding from the Workforce Information Core Products and Services Program is used to provide essential workforce information to Kentuckians. The Program enables the WI branch to publish a wide array of print and electronic products that benefit our 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.