

**Commonwealth of Kentucky
Workforce Information Core Products and Services
Annual Report for PY 2015**

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

Kentucky is pleased to present the 2015 Annual Report on the Workforce Information Core Products and Services Grant achievements.

The continuing cooperation and consultation with our customers and partners enabled the Workforce Intelligence (WI) Branch, Kentucky Office of Employment and Training, to meet our objectives for PY 2015. KYLMI, www.kylmi.ky.gov, the Commonwealth's electronic labor market information delivery system, had more than 25,000 visits and 182,000 page views during PY 2015.

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. Materials and information published each month on KYLMI include unemployment rate press releases and maps, monthly hours and earnings charts, and unemployment insurance data tables.

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

The KYLMI website is the home for all Kentucky labor market and workforce information. In PY 2015, Kentucky continued to populate and maintain all of the designated core tables in the Workforce Information Database (WID).

Some of the information housed in the WID includes: 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 (OES), industry and occupational projections, and population data.

In addition to routine monthly, quarterly, and annual updates, in PY 2015 multiple data sets underwent historical revisions. LAUS and CES data both had benchmark revisions going back several years. These revisions were incorporated into Kentucky's WID and are accessible through KYLMI.

Statewide long-term projections for 2014-2024 were added to the KYLMI site, as were quarterly updates to the QCEW tables and 2015 annual OES wage data. Historical revisions to the income and population tables were also undertaken.

Another key component in the WID is the Infogroup Employer Database. During PY 2015, Kentucky incorporated the 2016 Second Edition of the database into the WID.

In PY 2015 Kentucky upgraded to WID Version 2.6 and continues to work with our vendor, Geographic Solutions, to maintain all WID data. In PY 2016, Kentucky plans convert to WID Version 2.6.1.

2. Produce and disseminate industry and occupational employment projections.

During PY 2015, Kentucky produced 2014-2024 statewide long-term occupational and industry projections. These projections were submitted to the Projections Consortium, utilized in the publication of the Kentucky Occupational Outlook to 2024, and published on the KYLMI website.

In PY 2015 Kentucky also utilized the sub-state level 2012-2022 projections (produced in PY 2014) to produce Occupational Outlooks for each of the Local Workforce Development Area (LWDAs) in the state.

In PY 2015, Kentucky updated the NAICS employment time series to include 2015 as a base year. This updated 2015 monthly time series was used to develop statewide short-term industry and occupational projections for 2015-2017. These short-term projections were submitted to the Projections Consortium and incorporated into Kentucky's WID in PY 2015.

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 PY 2015, 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.

The Branch also supported state and sub-state workforce development initiatives, including WIOA strategic planning. Kentucky participated with the internal writing team, and provided data and analysis used in the Workforce Innovation and

Opportunity Act Combined State Plan. Information provided for the writing team included data and analysis on existing and emerging demand-industry sectors and occupations, employment and unemployment, educational attainment, skills gaps, and labor market trend analysis performed at both the state and sub-state area levels.

Staff Training

Staff training continued to be a priority in PY 2015. Branch personnel attended several U.S. Department of Labor and other state-sponsored statistical program trainings, and also participated in online trainings and webinars throughout the year. WIG staff also attended the Kentucky State Data Center (KSDC) affiliate meeting and the Kentucky Center for Education and Workforce Statistics (KCEWS) data use conference. Staff learned about a variety of labor market projects and initiatives, new and changing program requirements, and 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.

Cross training also became a priority in PY 2015. Projections staff received training from Kentucky's WID administrator on maintenance and structure of the WID as well as data and content uploads to the KYLMI website. This cross-training will continue in PY 2016.

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 WI Branch provided analysis of local economic conditions, including local area projections and wage data, as requested by multiple agencies. We 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 participated in the Labor Market Information Advisory Group, designed 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 continued LMI presentations to LWDA 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. WI staff also provided annual LMI training to college and career counselors.

Finally, in PY 2015, the Branch facilitated LMI technical training for KY OET Business Services and Job Seeker Services personnel. WI staff served as Subject Matter Experts (SMEs) for LMI courses designed to educate agency program trainers and facilitators on LMI data and concepts, and utilization of the KYLMI website. Pilot LMI courses began in April 2015 and continued throughout PY 2015.

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

The KYLMI website, located at <https://kylmi.ky.gov> , continues to be the Kentucky Career Center's official LMI website. In PY 2015, the site continued to be updated with new and relevant labor market and workforce information and publications. Kentucky continues to track KYLMI site usage using Google Analytics.

Kentucky Occupational Outlook to 2024

The statewide *Kentucky Occupational Outlook to 2024* was published in June 2016. This publication examines occupational data, including projections, earnings, and education/training requirements for various occupations within the state, and is available on KYLMI website at <https://kylmi.ky.gov/admin/gsipub/htmlarea/uploads/Outlook.pdf> .

Kentucky Local Workforce Development Area (LWDA) Outlooks to 2022

The *Kentucky Local Workforce Development Area (LWDA) Occupational Outlooks to 2022* were published in November 2015. These publications examine occupational data, including projections, earnings, and education/training requirements for various occupations, and are available on KYLMI website at <https://kylmi.ky.gov/vosnet/gsipub/documentview.aspx?enc=Ep5gnlDmZPYzmTr7wrBpHA==> .

Kentucky Total and Nonwhite Labor Force and Population Data

The *2013 Kentucky Total and Nonwhite Labor Force and Population Data* was completed and added to the website in May 2016. This publication provides useful data for employers with regard to conformance with Equal Employment Opportunity hiring guidelines. The report is located online at <https://kylmi.ky.gov/admin/gsipub/htmlarea/Uploads/2013%20Total-NW.pdf> .

Other materials and information published monthly on KYLMI include unemployment rate press releases (including county and sub-state area tables), unemployment insurance data tables and monthly statistical comparisons, various data tables, charts, and educational and economic county profiles. Kentucky produced updated educational attainment tables for counties and Area Development Districts (ADDs) for PY 2015 using the 2010-2014 Census American Community Survey data, and published updated 2015 occupational wage and employment estimates spreadsheets for the state, ADDs, and LWDA.

Kentucky continues to produce and publish ArcGIS maps on the KYLMI website to detail labor market, workforce, demographic, social, educational, employment and economic trends at the state and substate level. We also maintain links to StatsAmerica, QWI Explorer, LED OnTheMap, the U.S. Census Bureau, and the U.S. Bureau of Labor Statistics.

Links were added to all ETA grant related material and can be found at <https://kylmi.ky.gov/vosnet/gsipub/documentview.aspx?enc=DM9SEAJedFr7GneS5o4JEg==>.

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

The WI Branch continued consultation with state and local WIOA 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 WIOA 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 21st century.

The Branch partnered with the Office of Employment and Training to provide data and support for the WIOA formula allotments for the agency; and provided data, narrative, and analysis for strategic elements used in the drafting of the WIOA Combined State Plan.

Collaborative efforts are evidenced by 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 OES, 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 positive. In PY 2015, the website had over 182,000 page views.

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 in PY 2016.