

## Tennessee

### Section a: Statewide Workforce Information System Grant Plan PY 2005 - 2006

#### Broad strategic approach for workforce information delivery to principal customers

The statewide workforce information system involves populating the America's Labor Market Information System (ALMIS) database version 2.2 with 31 tables of statewide and substate data. A list is attached.

A major vehicle for distribution of these data is a user-friendly, interactive product, *The Source*, accessible on the Internet at [www.tennessee.gov/labor-wfd/source/](http://www.tennessee.gov/labor-wfd/source/). This is Tennessee's version of the LMI Access product created for a consortium of states by Geographic Solutions (GeoSol), a Florida software company. Tennessee continues to fund a maintenance agreement with GeoSol, and has benefited by having modules of the system not only updated to the 2.2 ALMIS database, but also enhanced by a number of additions and improvements. Tennessee's current system includes four modules: Labor Market Analysis, Services for Individuals, and Services for Employers all lead to data while a fourth module, Reports, leads to data reports on the department's website.

Other labor market products include:

- Labor Market Report (electronic/Internet newsletter)
- Publications in .pdf, .html, and printed format, including the "Job Outlook in Brief" for 13 LWIAs and statewide
- Data tables on the departmental website
- Labor Market Information Directory

We provide training on the uses of *The Source* on request as well as under a grant from the Tennessee Department of Education's vocational education division.

We respond to specific data requests.

To optimize use of labor market data, we conduct a broad array of marketing strategies.

- We have obtained links from other appropriate web sites to *The Source*.
- The marketing staff have been trained on the *Source* and are widely distributing the *Source* flyers to employers and individuals around the state as are out-stationed field staff.
- We increase awareness and use by presentations and demonstrations.

- Articles on the home page of The Source and emails to an extensive mailing list announce updated features and data, and new products. Categories of email customers include: internal customers, career center staff, public school and postsecondary schools, other workforce partners, business customers, and career counselors to welfare-to-work customers.

Principal customers: the business community. Information for business customers includes the training program completer information, indicating labor availability; monthly applicant and claimant data by occupation; average wages for occupations and industries; economic indicators; demographic information; and area profiles for units as small as counties. These are available on The Source. Short and long term projections of growth and openings in key occupations have been provided to business representatives in key industries such as health care, working with organizations such as the Tennessee Hospital Association's Center for Health Workforce Development and the Tennessee Center for Nursing.

The department's 13 marketing and employer services specialists across the state do outreach to businesses as do staff of career centers and our local labor market analysts. They distribute the flyers with step-by-step instructions to obtaining this information through the Source. In delivering the flyers as they visit business executives, the employer representatives discuss the uses of The Source. Research and Statistics' local labor market analysts attend meetings of the local Workforce Employer Outreach Committees (WEOC), which are organized by county.

Principal customers: Individuals

- Those reached via mailings, email, presentations, and counseling staff include welfare to work customers; vocational rehabilitation program customers; students, teachers and staff in middle and high schools, and any individual using resources of the career centers including the unemployed
- Flyers are distributed to unemployed persons at job fairs.
- Dislocated worker staff distribute flyers at mass layoff sites.
- The Source is linked to several TV stations' websites in major markets.

Principal customers: Tennessee workforce development system

- State agency workforce development staff and career center staff consult with us and receive updates and demonstrations as members of the advisory group, and link to the Source through the Case Management System and Department Web site
- Flyers, Career Tips cards, "Job Outlook in Brief" and "Top Jobs in Tennessee" publications are distributed in the comprehensive career centers and affiliate centers
- We consult with staff in the comprehensive centers

- Outreach to tech prep, vocational education, middle and high school counselors, and youth councils
- We provide training to employment career specialists working with career center clients including welfare reform participants
- We provide consultation to corrections personnel transitioning ex-offenders into training and employment
- We consult with local businesses, postsecondary education, and other workforce partners on the board of a local high school information technology academy
- We provide data on wages and projections for the Tennessee Career Information Delivery System, created by the University of Tennessee

Ways in which the workforce information system supports Tennessee's WIA/Wagner-Peyser Plan for years 2005 – 2007.

1. The WIA plan addresses “the approach the state will use to disseminate accurate and timely workforce information . . . in easy to use formats.” (Section IX B 2). As discussed in the WIA plan, “The Source is a primary way of disseminating accurate and timely information.” So are the LMI field analysts stationed across the state. “These individuals are available to provide and explain the labor market data and provide valuable assistance to local planners, chambers of commerce, employers, and industrial recruiters.”(Section IX B 2)

Accurate and timely: Data are continuously updated in the ALMIS database in accordance with sections 1 and 2 in Part b of this plan. They are immediately displayed in The Source and in some cases, in tables on the departmental website.

Easy to use: To facilitate use of The Source, we have developed 2 flyers (including a site map) and a set of 4 step-by-step instruction cards, Career Tips, for the most used functions of The Source for both businesses and career exploration. Other data formats designed for simplicity are (1) pamphlets titled “Top Jobs in Tennessee 2002 – 2012” which list 25 high-paying jobs with good growth and openings expected at each of 3 educational levels, and (2) posters displaying high paying jobs in demand.

2. The WIA plan states “State policy requires local training providers to train individuals in demand occupations.” (Section V E) Occupational demand information is available in several formats:

- Through The Source. As part of their initial Career Development Facilitator (CDF) certification training, employment and career counselors are trained to access occupational demand information in The Source to inform customers on training that would qualify for WIA training funds. Also, one of the Career Tips cards made available to the centers for their staff and customers leads Source users directly to this information.
- in “Top Jobs in Tennessee 2002 – 2012” pamphlets

- on posters with demand occupations, designed for WIAs to reproduce
- in publications titled “Tennessee Job Outlooks in Brief” which list jobs in demand for the state as a whole and for the 13 workforce investment areas. These are in printable format on the departmental website as well as in paper format.

3. The WIA plan refers to “training on the economy and labor market data for local Board and One-Stop Career Center staff.” As stated in the plan, the central office LMI staff are available for training on request and our local labor market analysts are available for consultation on an as-needed basis. (Section VI D) Additionally, current information on Tennessee’s labor market is provided to employment counseling staff in their training for certification as CDFs.

#### The strategy for consulting with local workforce investment boards and stakeholders

WIA administrators will be kept up to date via communication from departmental administrators when we announce new products and data updates on the departmental website and in The Source. To date, most other communications with boards and staff have been through our field analysts located across the state. These analysts create individualized responses to information requests. Some analysts also provide regular updates to a mailing list of customers in need of the most recently updated information. Research and Statistics staff are attending State Workforce Board meetings. We will request time on board agendas to present current information on labor market trends and enhanced product information to local boards.

Public schools. Leveraged funding from the Dept. of Education includes training vocational directors and teachers to use The Source. Meeting with Department of Education staff, we have devised a training curriculum and training schedule to meet their needs. An important component of training is to discuss use of the Source to plan and develop articulation between the local secondary and postsecondary institutions. We are developing information on critical skill needs relating to fast growing and large occupations to be shared with educators.

Department of Human Services. In their role of administering Tennessee’s welfare to work program, DHS provides the Career Development Facilitator training to employment and career counselors, whether state employees or employees of contract agencies. In our role as providers of training on uses of labor market information, we are continuously in consultation with this department.

Economic Development: The research director of the Tennessee Department of Economic and Community Development serves on the Source Advisory Group and provides information on the Governor’s targeted industries.

A Source Advisory Group meets four times annually and provides a forum for a comprehensive group of representatives of the stakeholders to address labor market products and services.

### Customer consultation and satisfaction with products and services

A primary customer group for our training services has been one stop partner the Department of Human Services. We provide training in the use of The Source in career counseling for new counseling trainees (one-stop staff are included). Through a series of evaluations of the Source and of the trainings, we have devised an effective training strategy, with high levels of customer satisfaction measured by formal evaluations. We also determined that there was a need for cards with step-by-step instructions for finding 4 key types of information in The Source. Following up on this we developed and are distributing a set of 4 Career Tips cards. This plan includes continued training and continued distributions of the materials.

Feedback from the department's marketing representatives and from a Source Advisory Group member who heads a chamber of commerce led to the development of the 2 flyers useful with The Source. One functions as a site map and the other has step by step instructions for the types of information businesses need to access.

Another Source Advisory Group member, recognizing the need for easily digested information, was key to developing posters based on occupations in high demand industries and to developing the brochure "Top Jobs in Tennessee" for use in the one stop centers.

A customer advisory group for *The Source* has been assembled and meets four times a year. Members are selected to represent a wide range of constituents. Members are drawn from the business community, workforce development central office staff, staff of partner agencies, one-stop centers, middle and high schools, and postsecondary schools. Two advisory group members are members of the statewide workforce development board. Consultation with individual members regarding their constituencies' needs is continuous.

A User Survey on The Source provides users with a way to give us feedback on their experiences in using this product.

A monthly record of the number of visits to The Source gives us additional feedback on the widespread awareness of this product.

**Tennessee**  
**Section b: Core Products and Services to be Provided**  
**Grant Plan PY 2005 - 2006**

**1. Continue to populate the ALMIS database with State data.**

Description:

Tennessee maintains and updates the ALMIS database. We have populated the ALMIS version 2.2 database with Tennessee data, and we will convert it to 2.3. In PY 2004 -2005 we added the short term industry and occupation tables to the ALMIS database, for a total of 31 tables populated. (A few tables are not displayed in *The Source*.) Data are included for all geographic units for which data are available. Current Employment Statistics (CES) and local area unemployment statistics (LAUS) data for MSAs as redefined by Census 2000 were added to ALMIS.

We display the populated version 2.2 of the ALMIS database in an Internet product, *The Source*, [www.tennessee.gov/labor-wfd/source/](http://www.tennessee.gov/labor-wfd/source/). The Source has been developed and maintained by Geographic Solutions (GeoSol) of Florida. Tennessee has finished testing the Oracle version 6.0 of *The Source* and is installing it.

Updating for the ALMIS will focus on monthly CES, labor force, and applicant and claimant data; annual and quarterly QCEW employment data; updated education completer data; updated projections and supply-demand data; available economic indicators; newly available census data; and more frequently updated wage data. Licensing data has been converted to SOC and license history will be updated to 2004. Several additional licenses will be added. The 2000 Census MSA definitions will need to be incorporated into the ALMIS database. They will have a major impact on many data series, including the CES and LAUS data.

Customer support for the product: Customer support is reflected in continual requests for data and data analyses from individuals, economic development entities, educational institutions, and others. Some of these are periodically repeated requests.

How this supports the goals of Tennessee's WIA/Wagner-Peyser 2005 – 2007 plan: Section IX B 2 of the plan addresses the provision of “accurate and timely workforce information”. Updating the ALMIS database is the vital to keeping workforce information accurate and timely.

Principal Customers: Principal customers will be users of our *Source* Internet system and other labor market products and services plus those who request

specific data analyses. These include: state policy makers, WIA board and staff; staff in several divisions of the TDLWD; middle and high schools and technical and community colleges; vocational rehabilitation personnel and welfare-to-work career development personnel; staff and customers in Tennessee's career centers; economic development staff; employers; university faculty; non-profit agencies involved in workforce development; news media; and the general public.

Measurable Customer Outcomes and System Impact: The ALMIS database is the cornerstone of the key Department of Labor and Workforce Development electronic labor market information system, the Source. Maintaining current and comprehensive information in ALMIS is essential for customer satisfaction. Refer to deliverable # 6 for information on customer satisfaction measurement.

Planned Milestones:

Monthly 2005-2006	Continue to Populate the ALMIS Database	Update Applicants, Openings, UI Claimants, Labor Force, and CES Data (with 10 MSAs and reconstructed series)
Quarterly 2005 - 2006	Continue to Populate the ALMIS Database	QCEW Quarterly 2004-2005
October 2005 March 2006	Continue to Populate the ALMIS Database	Short term statewide industry projections to 2007, 2008 based on NAICS
February 28, 2006	Long Term Projections	Finalize occupational and industry projections by area and load in ALMIS database
June 30,2006	Continue to Populate the ALMIS Data Base	Update Licensing data to 2004
June 30,2006	Continue to Populate the ALMIS Data Base	Other data bases for which updated data are available, including Educ ('04-'05), Analysis, and OES wages

Total Estimated Costs: \$195,000

## **2. Produce and disseminate industry and occupational employment projections.**

### **A. Long Term Industry and Occupational Projections**

#### Description

The focus will be on disseminating state and WIA long term projections based on the most recent NAICS data, with base year 2004 and projected year 2014, in ALMIS database tables, the Source system, and the national database.

The department will publicize when the state and area projections are released to the public. We make highlights from these projections available through the Monthly Labor Market Report newsletter in print and on the Internet (See <http://www.state.tn.us/labor-wfd/publication.htm>, Industry and Occupational Outlook, and the Source). We will also include brief news items and the Internet address in the monthly departmental newsletter, "Workforce Developments", and in emails to stakeholders and other customers in our email group. Data will be developed identifying high demand/high wage occupations, especially in key sectors such as health care.

Skills, knowledge, and abilities will be identified for prominent and fast growing industries in Tennessee by use of the Skills Based Projections Application created by the Utah Workforce Department.

#### Customer support for the product:

We are requested to provide information to groups and institutions. During the past year we provided staffing patterns for the business and information research center at a state university for their economic impact study. Additionally, a researcher in allied health at a state university requested an update to data we had provided in the past for their recent study of supply, demand, and licensing in the allied health occupations, and the Center for Nursing requested health care occupations forecasts. Projections information is incorporated in the Job Outlook in Brief publications in use at the Career Centers. Data on high skill, high wage jobs by education level are in our "Top Jobs in Tennessee" pamphlet. More than 17,000 of these pamphlets have been distributed on request. Of the 1500 or so logged requests, a good proportion requested occupational information.

How this supports the goals of Tennessee's WIA/Wagner-Peyser 2005 – 2007 plan: Section V C of the plan is concerned with "industries projected to add a substantial number of new jobs to the economy." As the plan narrative explains, "Industry (and occupational) projections produced by Labor Market Information are available for all LWIAs."

Principal Customers: Principal customers will be users of our *Source* Internet system and other labor market products and services. These include: WIA boards and staff; staff in several divisions of the TDLWD; middle and high schools and technical and community colleges; vocational rehabilitation personnel; staff and job seekers in career centers; economic development and business research staff; employers, media, and the general public.

Measurable Customer Outcomes and System Impact:

- 1 or more articles in the Monthly Labor Market Report. Mailed to approximately 750 customers(workforce development offices, legislators, and individuals) and email alerts to about 60 more, who access it from the Internet.
- A news item in the staff newsletter serving the more than 1600 employees of TDLWD.
- Emails through department administration to WIA board members and staff, expected to be about 50 individuals.
- Emails to our general email group, about 500 individuals in a wide variety of customer groups.
- More access to occupational data as “page views” in Internet reporting software.
- Improvements in accuracy of economic impact studies in Tennessee based on the use of updated Tennessee staffing patterns and projections.
- More training completers in higher demand occupational areas and fewer in declining areas as the dissemination of labor market information improves.

Planned Milestones:

- Finalize area industry and occupational projections: February 2006
- Load in the ALMIS database by end of February, 2006
- Publicity to follow.
- State projections to be submitted to the national web site by June 30, 2006.

Total Estimated Costs: \$80,000

B. Short Term Industry and Occupational Forecasts

Description:

A set of statewide short term economic forecasts were completed for 2004 -2006 (2) and 2004-2006 (4) (<http://state.tn.us/labor-wfd/lmi/jobforecast.pdf>). Forecasts will be made for 2005–2007(2) and 2005-2007 (4) . We will make highlights from these projections available through the Monthly Labor Market Report newsletter in print and on the Internet. We will also include brief news items and the Internet address in the monthly departmental newsletter, “Workforce Developments”, and in emails to customers and stakeholders.

The particular focus of the analysis will be the occupations that are expected to have openings, by education and training level. Research and Statistics staff will explore options for convenient downloading of Excel files and/or .pdf format of projections reports, which will utilize our web site content management system.

The data can be used to update the local high wage/high growth industries and can be publicized.

Principal Customers: Workforce development boards, career centers, economic development professionals, business research centers, employers, and job seekers.

How this supports the goals of Tennessee's WIA/Wagner-Peyser 2005 – 2007 plan: Section V C of the plan is concerned with “industries projected to add a substantial number of new jobs to the economy.” These will be identified in the short term forecasts. Identification of key skills, knowledge and abilities of key jobs in these industries can inform workforce partners of potential skill shortages.

Measurable Customer Outcomes and System Impact:  
See section A.

Planned Milestones:

Finish short term statewide industry and occupational forecast: October 2005 and March 2006. Article in Research and Statistics newsletter and on Source Home Page in following month, followed by a more in-depth analysis available on the Source Reports tab.

Total Estimated Costs: \$65,000

### **3. Provide occupational and career information products for public use.**

#### Description:

The focus is to provide updated, comprehensive, labor market information products with universal access through the Internet which will allow accurate state and local occupational analyses. Several printed products will advertise and enhance the use of *The Source* while others present specialized analyses.

***The Source*** In addition to projected growth rates and openings available for all occupations, occupational grades and training program placement information will continue to be provided in *The Source*. Occupations requiring training are graded (Excellent through Very Competitive) based on projected growth, annual openings, and supply/demand comparisons. Grades Excellent, Good, and Favorable are considered indications of a “demand occupation”. Grades are provided for the state as a whole and, for occupations with local training, for local workforce investment areas (LWIAs). Placement rates are provided for programs at public postsecondary institutions that train for these occupations. These data help users analyze the likelihood that being trained in these occupations will lead to obtaining jobs in the LWIAs.

As long-term projections and program completion and placement data are updated, the occupational analyses data (including outlook grades) will be updated in *The Source*.

The Source makes comprehensive use of O\*Net and related information and provides lists of skills, abilities, tasks, and knowledge required for occupations. The module also includes skill matching, allowing a customer to indicate his/her own skills, to identify occupations using these skills, and then to search for available jobs. The Job Market Explorer function allows the user to choose a desired educational level, wage level, and occupational group and obtain a list of jobs meeting their criteria. Information from the Occupational Outlook Handbook is incorporated in various ways. In all, more than 20 types of occupational information are available in *The Source*.

**Job Outlook publications.** Job Outlook In Brief publications – statewide and 13 local workforce investment areas – are available as PDF documents for downloading and printing from the department’s labor market publications Internet site, <http://www.tennessee.gov/labor-wfd/outlooks/select.htm>. The publication format was developed with input from customers including a career center manager, counselors, and analysts. Analyses for each geographic area include overall employment growth trends, industry expansion or decline, and area highlights. Occupations are graded (as in *The Source*) and presented in three lists based on the amount of education required.

Data on employment, openings, outlook, wages, and interests are presented in tabular format, making the information clear and meaningful to intended customers. The publications will be revised by June 2006 to reflect updated projections. Consultation with customers will advise us as to format changes needed.

**Marketing and navigational materials:** Two colorful 8½ X 11 pieces were developed for widespread distribution to illustrate the contents and uses of The Source. One serves as a site map to The Source and the other has step-by-step instructions for locating data. These flyers will be displayed in one stop centers and distributed by marketing and employer service representatives and our local labor market analysts. We will also make them available at job fairs. We expect them to increase the number of new users on The Source.

**Source navigational cards:** A set of four different “Career Tips” cards with step-by-step instructions for four key functions of The Source for career exploration are now being distributed. One Stop centers have requested supplies for their resource rooms. Additionally, the cards will be distributed at training sessions for employment and career specialists and for secondary school vocational teachers.

**Wage Data on the Internet:** Complete wage data by SOC occupational category and geographic area can be accessed and printed out by category from the Reports module of the Source Internet site, as well as being found in the ALMIS database and accessed by individual occupation in the Source.

**Short Term Occupational Data and Analyses:** In addition to short-term data being displayed in The Source, data tables and analyses are made available for printing from the departmental website at <http://state.tn.us/labor-wfd/lmi/jobforecast.pdf> immediately upon their completion.

**Career Ladder Posters and “Top Jobs in Tennessee” Pamphlets:** In a collaborative effort, we have worked with representatives of the LWIAs to develop a series of Career Ladder posters and related pamphlets. Intended to be an eye catching display in one-stop locations and other public spaces, the posters will display occupations at three levels of vocational and educational preparation: minimal, a medium amount of postsecondary education, and a higher level. High demand and high wage occupations will be featured on both the posters and the Top Jobs pamphlets.

Customer support for the products:

At the request of the Tennessee Department of Human Services, we provide training on *The Source* for new counselors in agencies contracting to provide

services to welfare-to-work participants. Due to restrictions in staff time, we have trained a DHS trainer to present the class training in some areas of the state while continuing to provide the materials and evaluations. Training focus is on functions of *The Source* used in exploring and evaluating occupations and in locating and evaluating training opportunities. Evaluations from participants in 6 sessions from July 2004 through June 2005 show high levels of customer satisfaction with *The Source*. Most training participants ranked the usefulness of the *Source* data for work with welfare-to-work customers between 4 and 5 on a 1 – 5 scale, with 5 being very useful. Feedback has also led to improvements in functioning of *The Source*. Between July 2004 and April 2005, the *Source* had 248,457 visitors, averaging between 150,000 and 175,000 hits per week.

Some members of the *Source* Advisory Group worked on the posters, and one of the LWIAs has the capability to produce them on request from the other LWIAs.

To date, approximately 17,500 Top Jobs in Tennessee pamphlets have been distributed. In the last month (June) since they have become available, more than 3,000 sets of navigational cards have been distributed, as well as nearly 3,000 *Source* flyers.

How this supports the goals of Tennessee's WIA/Wagner-Peyser 2005 – 2007 plan: Plan Section IX B 2 requires the state to “disseminate accurate and timely workforce information to businesses, job seekers, and employment counselors, in easy to use formats that are readily accessible within one-stop career centers and at remote locations such as libraries, schools, worksites, and at home.” All these products are designed for exactly this purpose. Additionally, these products support the goal in plan Section V E that “system resources be spent to support training individuals in high growth/high demand industries” by identifying the high demand occupations in these industries.

Principal Customers: persons exploring career and training possibilities and counselors who work with them in a range of settings, including career centers, schools and vocational rehabilitation offices. Agencies contracting to provide services to Tennessee's welfare-to-work customers are required to use *The Source* and its grading of occupations in counseling customers and will be evaluated on this function. State and federal training moneys are available only to occupations in demand based on these data. Additionally, because the information is on the Internet, any individual with access to the Internet can obtain it. The state Vocational Education home page category “Career Resources” links to these sites.

The focus is to provide continuously updated, comprehensive, interactive labor market information products with universal access through the Internet which will

allow accurate state and local occupational analyses and assist jobseekers, especially new entrants, the laid off, and dislocated workers.

Measurable Customer Outcomes and System Impact:

- Emails to WIA staff, expected to be about 50 individuals, when products are available and updated.
- Emails to our general email group, about 700 individuals in a wide variety of customer groups including TDLWD marketing staff, when products are updated.
- Individuals in the workforce system increase training in occupations considered in demand.
- Career center customers have more local labor market information on demand occupations related to their interests and abilities, and job openings information, accessible in resource areas.
- More awareness by counselors of products identifying demand occupations.

Planned Milestones:

- Occupational grades and placement data will be updated by March 31, 2006 and be available as supply and demand data in *The Source* at that time.
- In June 2006, emails will be sent to customers announcing the availability of the "In Briefs" online, with print copies to follow.

Total Estimated Costs: \$131,195

#### **4. Provide workforce information and support required by state and local workforce investment boards.**

##### Description:

Direct contact with state and local boards: We will institute a series of steps to inform the planning and analysis functions of the statewide workforce development board and the WIA boards and staff. We will inform them of our labor market data and services and determine their information needs.

- A PowerPoint presentation analyzing the Tennessee and area economies, including information on current and projected industry and occupational trends, information on the new NAICS system, and an introduction to *The Source* Internet system, will be produced. The Tennessee Department of Labor and Workforce Development WIA board liaison will contact all boards to request making presentations to them by June 2006.
- Names and contact information for the Research and Statistics' local labor market analysts will be distributed.
- We will utilize email channels to regularly inform these board members, directors, and other staff they designate regarding data updates, services, and other items of interest to them. In each email we will request feedback on their data needs.

Consultation and implementation will continue on several local projects, which may include: health care supply and demand information, enhanced marketing of LMI, data for special grants.

**The Source:** To assist in implementation of training policies, the supply/demand analysis in *The Source* provides a basis for Local Workforce Investment Boards to certify—or not certify—training programs as eligible for students' state/federal funding. The Source Advisory Group, with two members who have represented the State Workforce Investment Board will continue to be consulted on matters dealing with *The Source* Internet product, including publicizing it broadly to ensure the widest possible access. Consultation with members of our Advisory Group is accomplished through meetings four times annually and via mail, telephone, and email contacts.

**The Local Employment Dynamics program.** The Tennessee Department of Labor and Workforce Development has joined the group of state partners participating in the Census Bureau's Local Employment Dynamics (LED) program. The LED uses state unemployment insurance (UI) wage record and the state's quarterly census of employment and wage (QCEW) data files to provide economic data:

- That is local at the county and sub county level - so that decisions can be made in the right context,
- That has information on employment for workers in different industries and different age and sex groups - so that you know where the jobs are - together with earnings - so you know what people are getting paid,
- And that provides dynamic information on the rapidly changing economy - with information on where jobs are being created and destroyed, and how much turnover there is in each industry together with long-term trends.

The initial product to be provided by the Census Bureau to participating state partners will be Quarterly Workforce Indicators (QWI). States receive 27 indicators for each county, for each industry, for each quarter for which they provide data. These indicators include:

- Measures of job gain and loss for different types of workers – so that economic development agencies know where jobs are created and for whom.
- Measures of hires and layoffs for different types of workers – so that Workforce Investment Boards know what skills to provide.
- Measures of employment by where people work and where they live – so that transportation planners know where roads and public transportation should be located to reduce congestion and pollution, while improving emergency evacuation routes, and businesses know where to locate their establishments and attract workers.
- Measures of earnings by type of worker – so that job search professionals can provide information on job location decisions and career counselors can tell students where to get jobs.

Customer support for the product: The LED program will be a new product so demonstrated customer support is not available. However, customers do request this type of localized information.

How this supports the goals of Tennessee’s WIA/Wagner-Peyser 2005 – 2007 plan: These activities support the goal in Section V E of that plan that “system resources be spent to support training individuals in high growth/high demand industries” Economic and demographic data we make available will give boards an updated description of their region and help them fulfill their responsibilities for economic development.

Principal Customers: Members of the Tennessee Workforce Development Board and local WIA boards and administrative staff.

Measurable Customer Outcomes and System Impact: During PY 2005 - 2006, the project will include analysis of variables and development of systems and methodology.

LED MILESTONES

09/30/05	<p>Submit preliminary wage record file and EQUI file to Census Bureau for first quarter 2005 and updated wage record file and EQUI file for fourth quarter 2004.</p> <p>Quarterly Workforce Indicator (QWI) files provided by Census Bureau. Begin analysis of variables and development of systems and methodology to make data available to Workforce Investment Boards (WIBs).</p>
12/31/05	<p>Submit preliminary wage record file and EQUI file to Census Bureau for second quarter 2005 and updated wage record file and EQUI file for first quarter 2005.</p> <p>Quarterly Workforce Indicator (QWI) files provided by Census Bureau. Continue analysis of variables and development of systems and methodology.</p>
03/31/06	<p>Submit preliminary wage record file and EQUI file to Census Bureau for third quarter 2005 and updated wage record file and EQUI file for second quarter 2005.</p> <p>Quarterly Workforce Indicator (QWI) files provided by Census Bureau. Continue analysis of variables and development of systems and methodology.</p>
06/30/06	<p>Submit preliminary wage record file and EQUI file to Census Bureau for fourth quarter 2005 and updated wage record file and EQUI file for third quarter 2005.</p> <p>Quarterly Workforce Indicator (QWI) files provided by Census Bureau. Continue analysis of variables and development of systems and methodology.</p>

Total Estimated Costs: \$20,000

## **5. Maintain and enhance electronic state workforce information delivery systems**

### Description:

The electronic state workforce information delivery system for Tennessee is called “The Source” ([www.tennessee.gov/labor-wfd/source](http://www.tennessee.gov/labor-wfd/source)). The focus is on providing a continuously updated, comprehensive, interactive labor market information product with universal access through the Internet and career centers; providing maintenance and enhancement to the system; and publicizing it to the greatest extent possible given staff time and travel constraints. The system includes four modules:

- Services for Individuals;
- Services for Employers;
- Labor Market Analysis; and
- Reports.

The home page, with its frequently changing news features and Resource Links to other valuable labor market information, has a dynamic quality. We now have content management ability, allowing us to customize *The Source* more than in the past.

The current maintenance contract with Geographic Solutions has resulted in the conversion of the system to the 2.2 version of the ALMIS database and the 6.0 version of GeoSol’s LMI Access software. GeoSol continues to develop more sophisticated software which increases the speed of data access in the updated modules. The system has been tested on the Oracle platform and will be hosted from the Tennessee site. We plan to continue the maintenance contract for the Source with Geographic Solutions.

GeoSol is providing a number of enhancements with its updated version. One of the key enhancements is access to O\*Net skills information on occupations. This is especially valuable to vocational rehabilitation counselors. About 200 occupational videos are available. Key features:

### **Services for Individuals:**

- individual registration that allows the user to save skills information and parameters for search
- Comprehensive job search by SOC categories by county or metropolitan area, with job openings updated daily
- Supply and demand information
- Updated employer lists
- Comprehensive training information matched to occupational categories

### **Services for Employers:**

- Access to comprehensive industry, occupation, and area profiles
- Access to information on the labor force, some updated monthly

**Labor Market Analysis:**

- Employment, unemployment, wages, income, census data, information on available applicants and claimants by occupation updated monthly, and more
- QCEW by county updated quarterly

**Reports:**

- Links to the monthly “Labor Market Report” and data releases and LMI reports available in .pdf and .html format.
- Comprehensive wage data by areas
- Comprehensive information on short term projections

GeoSol has programmed direct access to 2 job banks—America’s Job Bank, and the private job board (PJB). Job listings from some job banks are updated daily.

The Job Market Explorer allows the user to set criteria for wages, training times, and occupational group and create occupation lists for further exploration.

In *The Source*, we also link to the official listing of training programs certified by the WIAs. Many of these programs cannot be assigned full 6-digit CIP codes and therefore are not appropriate for inclusion in *The Source*. Many others are already listed in *The Source* because they are offered by state-supported institutions. Therefore, in order to provide access but avoid confusion, we will link to them rather than trying to include all of them in *The Source*.

In order to ensure universal access, we will continue to publicize the Internet version of *The Source* as widely as possible. We will add the Spanish language version of *The Source* with version 7.0.

7.0 enhancements for Services for Individuals, Labor Market Analysis, and Services for Employers may include:

- Ability to customize the home page for Tennessee data
- Enhanced ability to compare occupational and labor force data by areas
- Ability to list the fastest growing industries in an area
- Increased ability to customize industry areas
- Ability to allow downloading of files to users
- Enhanced ability to display services available for individuals and employers
- Zip code radius address search for job seekers

Tennessee participates in a User Group for Virtual LMI with 14 other states through GeoSol. The maintenance agreement pays for continued updating and for adapting the system to conform to the ALMIS database upgrades. Tennessee's data will be converted to ALMIS 2.3 in order to install Source version 7.0.

The ALMIS employer database will continue to be accessible in *The Source*. We will continue to purchase the annual subscription for this database from InfoUSA. Under our maintenance agreement, GeoSol will update the ALMIS tables twice a year as the files become available. The Source is also linked to CMATS, the Department's Case Management and Tracking System, in use by our agency and workforce partners.

#### Customer support for the product:

Customer usage of The Source can be monitored weekly. Usage has been increasing, from approximately 107,000 hits historically and 162,249 hits during the week July 25 – 31, 2004, to 166,514 hits and 7,530 visits during the week June 12 –18, 2005. We are developing contacts in Career Centers who provide feedback on counselors' use of the new Source functions. The Source email contact person continually receives positive responses from grateful customers for his help with locating data on The Source.

The following percentages of users of The Source who filled out the on-line User Survey either agreed or strongly agreed that The Source:

- Is accurate enough for their purposes 85%
- Is relevant to their purposes 88%
- Can be compared with other information they have 86%
- Is timely enough for their purposes 79%
- Was sufficient for solving their information needs 75%
- Was important to their decision making 84%

Participants in all 3 teacher training sessions and the 5 trainings of employment and career counselors filled out evaluation forms. In all classes, the usefulness of The Source for their purposes received an average rating between 4 and 5 on a 5-point scale. The training was also rated between 4 and 5 overall.

Recently we received some email on customer satisfaction. For example, a professor of economics wrote: "I have found the labor market information [in The Source] very useful. There is hardly a week that goes by that I do not use it." A teacher wrote that she found data in The Source useful to print out for her Advisory Committee members. She also wrote, "Students like to use it. They have to research careers and job info for my classes and for others, so this is a valuable resource." Another teacher also reported having students look up career information as well as having them use The Source to prepare for job interviews and applications.

How this supports the operational goals of Tennessee's WIA/Wagner-Peyser 5-year plan: The Source Internet system is the cornerstone of our system of labor market information delivery as required in the state's strategic plan. Inclusion of the ALMIS employer list helps users of The Source seek employment. This, as well as many other functions of The Source, support the plan's Operational Goal #1, to "maximize employment and re-employment opportunities for Tennesseans in first, new and better jobs." Tennessee is doing well at this goal in WIA.

According to an e-mail on July 2, 2004, entitled "Commissioner Neeley's Report":

[The] Latest statistics show programs created by the Workforce Investment Act (WIA) of 1998 are succeeding in helping Tennessee's adult population get back to work and at a higher rate of pay. Tennessee ranks ninth nationally in adults registered for WIA training programs and is in the top 12 percent nationally in employment rate and retention of their jobs. The figures show that after exiting these WIA training programs, participants who remain employed after six months can expect to increase their earnings by an average of \$3,000.

Principal Customers: Principal customers will be users of our *Source* Internet system and other labor market products and services. These include: state policy makers, WIA board and staff; staff in several divisions of the TDLWD; middle and high schools and technical and community colleges; vocational rehabilitation personnel and welfare-to-work career development personnel; staff and customers in Tennessee's career centers; economic development staff; employers; non-profit agencies involved in workforce development; and the general public.

The Source Advisory Group will continue to be consulted on matters dealing with *The Source* Internet product, including its functionality, publicizing it broadly to ensure the widest possible access, and producing any needed user aids.

Measurable Customer Outcomes and System Impact:

- Version 6.0 of The Source with numerous enhancements is available on the Internet. Customer usage, including visits and hits, will continue to be monitored by reviewing reports weekly with Internet usage monitoring software. The goal is increased visits.
- A customer feedback survey has been developed, based on the national customer feedback study, and is in place on *The Source*. Goal: positive satisfaction from customers on the Source.
- Continuing customer enhanced access to the Source by continuing links with two television Web sites.
- Few customers reporting problems with system access

- Active participation of the Source User Advisory Group in rolling out enhancements.

Planned Milestones:

- Implementation of the Source Oracle Version 7.0 hosted in Tennessee by June 2006.
- Employer data updated semiannually as the files become available from InfoUSA. We expect this to be in the fall and in the spring as it has been in the past.
- Four Source Advisory Committee meetings with Source update and feedback sessions.

Total Estimated Costs: \$190,000

## **6. Support state workforce information training activities**

### Description:

The focus of our training is similar for internal customers and for external customers: To increase training participants' understanding of labor market information available from TN and our national partners, how to access it and to provide guidelines for using the data accurately for their purposes. For Research and Statistics' local labor market analysts, there is also the need for them to continue to most efficiently provide accurate information and training to customers. Training will be hands-on in computer labs with Internet access whenever possible.

### **Internal customers.**

- Staff database training is planned as well as attendance at ALMIS database training.
- We will provide training to R & S central office statistical analysts and local labor market analysts and department marketing and technical assistance staff as needed.
- We will continue to train those members of other sections of our department who are Source Advisory Group members through demonstrations at the meetings
- ECSs in our own department are included in the training we provide through the Department of Human Services. See external customers, below.

## External customers.

- At the initiation of WIA boards, training for a national certification in Global Career Development is underway in Tennessee. A Research and Statistics staff member has been requested to make labor market presentations at the 6 training sessions to be held across the state. Both WIA board members and staff and central office staff are participating in the training.
- We will train members of the recently reconstituted Source Advisory Group through demonstrations at their meetings. Included are members of the business community, public schools, and other departments of state government.
- In-person presentations and training on the use of The Source for specific purposes will continue to be provided as requested to the extent staff time and state travel restrictions allow. Where feasible we will conduct hands-on training on The Source in computer labs with Internet access. Information will include graphs and analyses of the current labor market, both industries and occupations, in TN and MSAs. Additionally, we have leveraged funds available from the Tennessee Department of Education's vocational education division enabling us to train teachers, counselors, vocational directors and others in 9 sites across the state. Three trainings have been completed and 6 more will be completed in July and August 2005.
- At the request of the Tennessee Department of Human Services (DHS), we provide training for new counselors in agencies contracting to provide services to welfare-to-work participants. Training on *The Source* consists of an exercise requiring approximately 2 hours of hands-on computer work followed by a 2 hour class session. The focus is on functions of *The Source* used in exploring and evaluating occupations and in locating and evaluating training.
- Training aides to use with *The Source* have been developed and continuously improved based on training participant feedback. Training is also provided on the current Tennessee and local area labor market. We will conduct 4 or 5 of these training sessions in PY 2005 -2006.
- We will seek opportunities to present LMI information at workforce board and WEOC meetings.

### Customer support for the product:

Customer satisfaction with training can be measured in 2 ways. 1. For each training session on *The Source*, quantitative and qualitative evaluation data are collected from each participant. We strive for and achieve overall training

satisfaction ratings between 4 and 5 on a 5 point scale. 2. Requests for new and continued training also indicate satisfaction. We continue to get training requests from the Department of Human Services.

How this supports the strategic goals of Tennessee's WIA/Wagner-Peyser 5-year plan: Training internal and external customers in the use of labor market data ensures that "employers, educators, and individuals will have relevant, timely, and local labor market information. . ." as required in Tennessee's strategic plan. Training One-stop center and Department of Human Services counselors helps meet goals in the plan requiring that "customers that are in need of training will be provided with current labor market information that will enable them to make intelligent decisions concerning their choices of careers and training providers" and that, with few exceptions, training provided under this act be in "demand occupations".

#### Principal Customers

**Internal customers:** Research and Statistics Section staff including local labor market analysts across the state; and the staff members from the relevant sections of the Labor and Workforce Development Department.

**External customers:** WIA board and staff, central office and field staff in several agencies of state government; education personnel, including middle and high schools and technical and community colleges; vocational rehabilitation personnel in offices across the state; personnel in career centers; Human Services employment career specialists; and representatives of chambers of commerce, economic development, and the business community who are members of our Source Advisory Group.

The Source Advisory Group will continue to be consulted. Additionally, we will respond to training suggestions and requests from the state Workforce Development Board and WIA boards.

## Planned Training Activities

<b>Type</b>	<b>Purpose</b>	<b>Recipients</b>	<b>Internal or External Customer</b>	<b>Number of classes or other method</b>
ALMIS Database Training	Train LMI staff in use of ALMIS Database	Database supervisor and staff	Internal (Aug. 2005)	1
LMI Forum	Explore cutting edge LMI products and services	Unit supervisor	Internal	1
Database software	Improve staff skills	Statistical analysts	Internal	2
Using the Source for Counseling and Job Placement	Train Employment Career Specialists and other staff on Demand Occupations	Counseling staff in DHS offices or career centers and in contracting agencies	External	4
Presentation to the State Workforce Investment Board	Increase awareness of LMI data, products, and services	State Board members	External	1
Present LMI data and products, and describe services we can provide	On request, train and consult with LWIA workforce boards on LMI products and services	LWIA Workforce Boards and staff	External	12 (one has been completed)
Present LMI data and products, and describe services we can provide	As requested, present LMI data and introduce products as a module of Global Career Development training	Workforce Boards and staff and departmental staff across the state	External	6 sessions
Long Term Projections Training	Staff skills update	Statistical analyst	Internal (Sept. 2005)	1
Short Term Projections Training	Staff skills development	Statistical analyst	Internal (Fall 2005)	1

Measurable Customer Outcomes and System Impact :

One of the expected outcomes of contacts with the state and local workforce boards is an increased number of requests for presentations, customized data and data analysis, LMI products, and the services of our local labor market analysts.

Numbers of training sessions and numbers of training participants for external customers; more intensive use of the Source by internal and external customers as observed in use reports from Internet logs; faster and more efficient updating of Source databases; feedback from workforce boards and other customers on needed additions to local labor market information.

Planned Milestones: To be completed by June 2006.

Total Estimated Costs: \$30,000

**Tennessee**  
**Section c: Customer Satisfaction Assessment**

Assessment of Customer Satisfaction with The Source and Related Products and Services.

The Source on the Internet, "Job Outlook in Brief", Monthly LMI Reports

**All customers:** An interactive customer feedback form is accessible from the new Source Internet system.

**Business customers:** We will monitor Source usage, obtain feedback from marketing personnel and field analysts, and conduct ad hoc customer surveys using our email lists.

**Individual job seekers and those seeking career information:** We will enlist the aid of career center staff in encouraging individuals visiting the centers to complete the Internet customer feedback survey, and to provide feedback on the "Job Outlook in Brief" publications.

Demonstrations and training sessions on the uses of The Source. Customer satisfaction will continue to be assessed from training evaluation forms. Feedback/suggestion forms will be distributed at workforce board training and Source Advisory Committee meetings.

Cresa Bailey, now the director of the Families First program in Tennessee, had this to say about training on the Source, "I would be remiss in not thanking you and expressing my appreciation for your well planned, highly interactive presentation for the Career Development Facilitating training in Knoxville. As expected, your presentation was quite effective in helping the new ECSs transfer their learning experiences to practical day-to-day applications. The Source was rated high on the evaluation as one of the most beneficial tools for them to use in their new duties. They attributed this primarily to your presentation, and secondly to the exercises you developed for the Independent Study."

Persons and organizations/departments to whom we provide customized data on a one-time basis. A follow-up evaluation form will ask them to indicate their satisfaction with the data product and the service.

Individuals, Businesses, and Entities to whom we provide products, including flyers, Career Tips cards, Top Jobs brochures, Job Outlook in Brief publications, etc. Additional orders from the same individuals and entities provide feedback of the usefulness of the products; increased numbers of business and individual customers added to our email lists will show the same.

**Data Tables Populated by Tennessee**

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analysis	This table contains one record for each cluster or unit of analysis. The purpose of the table is to allow the ALMIS Database Administrator to enter text that analyzes the Supply/Demand situation for a state or area, and to display relevant information about replacement rates for programs.
blding	Table of building permits awarded per area and time period.
cenlabor	One record for each Census occupation with the count of females or males in the labor force in the occupation.
ces	Employment estimates as reported by the Current Employment Survey. Will need to be updated with new area definitions and revised data/cell structures.
commute	Commuting patterns. Each record of this table contains a geographic area of a worker's residence ('stfips', 'areatype', 'area') and the geographic area of a worker's place of work ('wkstfips', 'wkareaty', 'wkarea') and the number of workers that fall into this commuting pattern.
develop	Table of industrial development.
empdb	This table contains the file structure presented by the ALMIS Employer Database Consortium. The use of the data in ALMIS Employer Database in this format is subject to the state's terms and agreements reached in the contract signed with the ALMIS Employer Database supplier. The file structure appears unaltered except for the column names, which were changed to fit naming conventions.
esapplic	Employment Service applicant characteristics.
esdata	Employment Service data
income	This table contains income data.
indprj	This table contains employment projections for each of the identified industries and areas.
industry	This table contains covered employment by industry collected for the ES-202 report. (We suggest that this table be maintained to include historical data so that reports reflecting change can be produced.)
iomatrix	This table contains industry-occupation employment matrix.
labforce	Employment and unemployment estimates reported from the Local Area Unemployment Statistics. Will need to be updated with new area definitions.
licauth	Table of licensing authorities for the state.
license	This table contains one record for each individual license authorized by a state.
lichist	Table containing the number of licenses awarded for a selected occupation.
occprj	This table contains occupational employment projections for each of the defined areas.
oeswage	This table contains one record for each OES occupation.
populatn	This table contains population estimates for a geographic area and time period.
progcomp	This table contains information about program completers.

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programs	This table contains information about programs that are offered by education and training providers.
propval	Property Values. This table contains property value data for an entire geographic area for a specified time period and taxtype.
sales	Revenue from retail sales.
schools	This table contains one record for every training provider in the state. Each training provider will be identified by a code. The training provider will be coded by type - field 'insttype'.
stindprj	This table contains short term employment projections for each of the identified industries and areas.
stoccpj	This table contains short term occupational employment projections for each of the defined areas.
supply	Completer data for all occupational training providers in the state.
tax	Revenues from taxes
uiclaims	This table contains the numbers of Unemployment Insurance Claims for the selected area.
wage	This table contains one record for each source of wage data by occupation.

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**Data Tables not Populated by Tennessee**

<b>cpi</b>	Consumer Price Index data.
<b>mlsclaim</b>	Mass Layoff Statistics claims.
<b>mlsevent</b>	Mass Layoff Statistics events.
<b>stfirms</b>	Employer listing obtained from a state source, such as the ES-202. Each record contains the business information about one employer along with the area location, SIC and/or NAICS, size classification, and employment of the establishment. This table holds only one address.
<b>url</b>	This table contains a unique listing of uniform resource locators.
<b>urllinks</b>	This table contains a listing of areas the uniform resource locators are associated with.
<b>workstop</b>	This table contains data on work stoppages (strikes or lock-outs).

Planned Milestones 2005-2006

Monthly 2005-2006	Continue to Populate the ALMIS Database	Update Applicants, Openings, UI Claimants, Labor Force, and CES Data (with 10 MSAs and reconstructed series)
Monthly 2005-2006	Customer Satisfaction	Assess customer satisfaction
Quarterly 2005-2006	Continue to Populate the ALMIS Database	QCEW Quarterly 2004-2005
July 2005- April 2006	Provide Workforce Information for Boards	LED Milestones (see page 15)
February 28, 2006	Long Term Projections	Finalize area and industry projections and load in ALMIS database; publicize
Aug. 18, Oct. 20, and twice in the first 2 quarters of 2006	Provide Occupational And Career Information Products	Source Advisory Committee meetings
March 31, 2006	Provide Occupational and Career Information Products	Update occupational grades and placement data in Source
October 2005 March 2006	Continue to Populate the ALMIS Database	Short term statewide industry projections to 2007, 2008 based on NAICS entered in ALMIS
June 30, 2006	Provide Occupational and Career Information Products	Revised In Briefs online, with print copies to follow
June 30, 2006	Continue to Populate the ALMIS Data Base	Update Licensing data to 2004
June 30, 2006	Continue to Populate the ALMIS Data Base	Add other data bases for which updated data are available, including Educ ('04-'05), Analysis, and OES wages
June 30, 2006	Provide Workforce Information for Boards	On request, make LMI presentations/consultations
June 30, 2006	Electronic Information Delivery	Implement Source Vers. 7.0, including Spanish version
July 2005 -June 30, 2006	Implement planned training sessions	1 staff member to ALMIS Database Training (Aug. 05)
July 2005 -June 30, 2006	Implement planned training sessions	1 staff member to LMI Forum
July 2005 -June 30, 2006	Implement planned training sessions	2 staff members to Database software training
July 2005 -June 30, 2006	Implement planned training sessions	Train Employment Career Specialists and other staff on Demand Occupations 4 sessions
July 2005 -June 30, 2006	Implement planned training sessions	Presentation to the State Workforce Investment Board 1 presentation
July 2005 -June 30, 2006	Implement planned training sessions	On request, train and consult with LWIA workforce boards on LMI products and services

		12 sessions (1 has been completed.)
July 2005 -June 30, 2006	Implement planned training sessions	As requested, present LMI data and introduce products as a module of Global Career Development training. 6 sessions
July 2005 -June 30, 2006	Implement planned training sessions	1 staff member to Long Term Projections Training (Sept 05)
July 2005 -June 30, 2006	Implement planned training sessions	1 staff member to Short Term Projections Training (Fall 05)

