

# Ohio Workforce Information Core Products and Services

Work Plan for Program Year 2002 (Rev. 1/2003)  
(Grant = \$1,184,810)

Ohio Department of Job and Family Services  
Office of Research, Assessment and Accountability - LMI Bureau

## A. Ohio Employment Statistics System

The Employment Statistics System is summarized in the State of Ohio's Five Year Strategic Plan

([http://www.ohioworkforce.org/final\\_state\\_plan\\_toc.html](http://www.ohioworkforce.org/final_state_plan_toc.html)),

particularly in the "Market Analysis" section. The plan describes the key trends and outlook for industry and occupational demand. In addition, the Bureau of Labor Market Information (BLMI) convened a focus group to support state and local implementation and development of Ohio's Employment Statistics System that set the following goals:

- Focus on provision of local data and recast data into WIA geography, to the extent possible.
- Plan and implement a series of training seminars for WIA partners on the application of LMI for local areas.
- Upgrade our LMI web site.
- Develop information tools targeted toward various customers, particularly employers.
- Develop a cross-agency team to assure proper direction and to judge relevancy and consistency in providing information.
- Convert current LMI System to an internet platform.
- Distribute Information for Ohio Regional Markets (INFORM), software that accesses Ohio's ALMIS Database.
- Provide information to support the job matching system.
- Design and implement a marketing plan for LMI products and services.
- Maintain a supportive role for other systems and with other state partners.
- Develop industry skill clusters.
- Strengthen statistics on labor supply.

BLMI has successfully achieved most of these commitments, but is still working on a few of these goals. It is time now to gauge our customers' satisfaction and to determine unmet workforce information needs.

Service delivery to all of our customers has been primarily internet-based since it provides universal access at any time. We continue to focus on making the types of data and ease of access transparent to each customer. At the same time, a staff of eight local labor market analysts is available for consultation when needed and standard provision of data in publications continues as an option for those who choose such delivery. Training for One-Stop partners on the *LMI Pro Suite*

(<http://lmi.state.oh.us/Jobs/ProSuite.htm>) is an ongoing cornerstone activity. BLMI remains flexible in responding to regional data needs as requested.

The Ohio Department of Job and Family Services is undergoing major transitions in 2002-2003 as delivery of unemployment insurance services is converted to telephone service. Traditional local offices are being closed and support staff transferred to the network of County offices and One-Stop partners. A new job-matching system, Sharing Career Opportunities and Training Information (SCOTI), will be implemented in the spring of 2003. It will have an "LMI Link" that refers support staff and other customers to pertinent labor market information on our web site.

The broad strategic approach to service is to make as much relevant information as possible available to our customers on demand, but to have support staff to assist in data query and analysis. Customers have also wanted data presented in a way that makes it easy for them to understand their local economy and make informed policy decisions. We plan to continue to provide analysis reports ([http://lmi.state.oh.us/EDR/EDR\\_Trends.htm](http://lmi.state.oh.us/EDR/EDR_Trends.htm)) that package the information to meet their needs.

## **B. Priority Products and Services**

**1. Populate and Maintain the ALMIS Database:** BLMI will continue to populate and maintain the ALMIS Database (ADB). The database structure was converted to version 2.2 in 2002 and this version will be used to power the Workforce Informer internet application that is scheduled for implementation during 2003. A staff person attended the Advanced Database training sponsored by the LMI Training Institute in the fall of 2002. Occupational licensing data for Ohio, which had initially been populated and transmitted to NCSC in the fall of 2001, will be updated and provided in the ADB 2.2 structure by spring 2003.

The customers of the product are internal staff who input the data into the systems listed below. The focus is to keep all the economic and labor market data as current and as geographically encompassing as possible. Consultation with the workforce board resulted in the strategic approach to analyze demand for regions and metropolitan areas, but to also supply as much local data as qualitatively possible.

**Estimated cost: \$130,000.**

**2. Produce and Disseminate Long-Term Industry and Occupational Employment Projections:** BLMI has projected occupational demand statewide for 2000-2010 using the redesigned MicroMatrix software. Dissemination on the web site (<http://lmi.state.oh.us>) in December 2002 included the Job Outlook publication, Executive

Summary, Occupational Trends pamphlet, and PowerPoint presentation. The data will be submitted for posting to the ALMIS web site and input into the ADB.

**Estimated cost: \$40,000.**

BLMI will project and analyze industry and occupational demand for 2000-2010 for 24 sub-state areas, including 12 metropolitan areas and 12 economic development regions. Data are expected to be made available during the first half of 2003.

**Estimated cost: \$70,000.**

The customers of the product include individuals needing to make a career decision, jobseekers interested in annual openings, the education community deciding courses and programs to be offered, the workforce development community making investment decisions, and economic developers focusing on providing a skilled workforce. This information is a critical element in the State Board's Strategic Plan and supports the need to provide companies with skilled, well-trained workers. Reliable career guidance information helps to ensure that training is acquired in skills that are in demand and reduces frictional unemployment. Similar information is provided for sub-state areas to guide decisions by the local Workforce Investment Boards. BLMI will continue to track demand for outlook information on our website and through printed reports and occupational trend pamphlets.

### **3. Produce and Disseminate Short-Term Industry and Occupational**

**Employment Forecasts:** In 2002 BLMI produced and posted the Ohio short-term forecast for the fourth quarter 2003. These data will be populated in the ADB and submitted for public dissemination according to consortium procedures. Work is underway to compile and analyze the longitudinal employment time series (LDB) for the state and sub-state areas under NAICS for 1990-2000. BLMI will test the series with the short-term projection models.

The customers of this product are about the same as for long-term projections. They include individuals needing to make a career decision, jobseekers interested in annual openings, the education community deciding courses and programs to be offered, the workforce development community making investment decisions, and economic developers focusing on providing a skilled workforce. Information on short-term trends is an important element in the State Board's Strategic Plan and supports the need to provide companies with skilled, well-trained workers in the near-term. Reliable career guidance information helps to ensure that training is acquired in skills that are in demand and reduces frictional unemployment, especially for short-term training investments.

**Estimated cost: \$70,000.**

#### **4. Develop Occupational Analysis Products:**

BLMI introduced a new analytical tool with the release of the 2008 projections called "High Occupational Employment Prospects."

This report was updated using the 2000-2010 State occupational projections and included in the December 2002 release. BLMI will create similar tables for each of the 12 Economic Development Regions for inclusion in a set of workforce investment reports that will analyze the educational infrastructure and supply/demand conditions in each local area. These reports will follow up the "Demographic, Labor Force, and Industry Trends" reports that were released in 2002.

**Estimated cost: \$50,000.**

Occupational wages are a critical information need for our customers. We will use the North Carolina EDS system to estimate and age occupational wage data for the State, metropolitan areas, economic development regions, and counties for 2002. After statistically screening for reliability, this information will be updated (<http://lmi.state.oh.us/ASP/OesWage/SOCWage.htm>) on the LMI web site.

**Estimated cost: \$50,000.**

BLMI, as part of the LMI System subscription for the Ohio Rehabilitative Services Commission (ORSC), has for a number of years analyzed wage records of program participants. We plan on expanding and further developing our capacity for wage record follow-up. There also needs to be wider dissemination and marketing of the results of such studies. Such studies have become much more important and critical since the inception of welfare reform legislation. BLMI envisions increased demand to follow-up on clients who have exhausted their TANF eligibility.

**Estimated cost: \$150,000.**

In conjunction with the Ohio Department of Education, BLMI helped support preparation of the "Ohio Career Resource" ([http://www.ode.state.oh.us/ctae/principal/Career\\_Resource/](http://www.ode.state.oh.us/ctae/principal/Career_Resource/)) a set of reports presenting LMI job outlook and wage data to education planners in "career fields." BLMI will continue to assist in the design and marketing of these career fields. In 2002 we provided the Ohio Department of Education with the 2010 state occupational outlook. BLMI is also developing a new product, "Top Jobs," patterned after New Jersey's award-winning "Hot 50" newsprint publication. Besides wages and job outlook information, it will contain O\*NET information on knowledge, skills, and abilities.

**Estimated cost: \$30,000.**

Most of these occupational analysis products hinge on job outlook and wage data. The customers are employers, jobseekers, career guidance, workforce development professionals, and policy planners. The focus of these efforts is to provide local area wage data and/or analysis and to package the occupational information for specific customers. The State Board has placed emphasis on the "High Employment Prospects" by education/training level in guiding investments. Local wage information remains a high demand item. The education community finds high value-added in the "Career Field" reports. BLMI will track web site access to these products.

**5. Provide an employer name and address list that can be accessed by the public:** BLMI will continue to provide annual subscriptions to the ALMIS Employer Database. ODJFS is in the process of transferring services and staff from One-Stop Employment and Training Centers (56 in state) to County JFS offices. So far In PY02, BLMI has purchased 200 copies to meet demand from this more disbursed customer base, and is ordering 100 more to meet additional subscription demands. The Employer Database will also be available through two portals on the internet, the Ohio Career Tabloid and a new internet-based access system, Workforce Informer.

**Estimated cost: \$65,000.**

The principal customers of the employer database are job seekers, workforce intermediaries, and workforce development professionals. The directory opens the "hidden" job market of potential job openings when listings are not publicly available.

By knowing the firms in a particular area that are likely to hire in a particular occupation, a job seeker can target job search activities and increase his/her probability of securing employment. BLMI has also found this to be a particularly useful tool in serving as a "marriage broker" between firms that may be downsizing and similar firms in the geographic area that may be expanding and need those skilled workers. There have been several successful applications of this strategy. A measure of the importance of this product is that other state agencies and one-stop partners involved in job placement (e.g., Rehabilitation Services Commission and Veterans Services) are willing to pay to subscribe. Outcome measures will include distribution and subscription information.

**6. Provide information and support to Workforce Investment Boards and produce other State information products and services:** Based on unmet needs for workforce information, BLMI will support the

Office of Workforce Development in meeting the needs of local Workforce Investment Boards, County Departments of Job and Family Services, and other One-Stop partners. There will be a two-pronged approach: 1) analyze and package existing data to better meet their needs, and 2) collect data on the missing elements that are desired. These projects will be based on common needs that are identified by consensus. A planned milestone is to complete workforce investment reports for the 12 Economic Development Regions based on demand/supply analysis. The job outlook to 2010 for the regions that is near completion and the educational infrastructure will be key components.

An ongoing service that continues at a high level during the current economic climate is technical assistance in providing rapid response to major layoffs. BLMI will continue to provide analysis and strategies for workers unemployed whether in job search or retraining opportunities. An additional service will be to track claims for unemployment insurance and industry layoffs by geographic region.

**Estimated cost: \$150,000.**

**7. Support the development of State-based workforce information delivery systems:**

Several electronic avenues of delivery are currently being utilized to make labor market information more accessible in Ohio with the most prominent being the LMI web site, The LMI System, and INFORM. BLMI will continue to maintain up-to-date labor market information to the extent possible through these media as we transition to internet provision of ADB information through Workforce Informer.

**Estimated cost: \$80,000.**

BLMI is a member of the Workforce Informer Consortium and has requested a contract from the State of Washington to purchase the product and hosting and maintenance services for a year. Implementation of this new LMI internet delivery system that has been developed by National Systems and Research (NSR) will begin in 2003.

**Estimated cost: \$160,000.**

These electronic products, especially the LMI web site with the planned addition of Workforce Informer, are designed to serve all of our customers. The focus is on system development and data delivery. The job outlook information is a key component of the state's strategic plan, but access to the ALMIS Database's wealth of trend data serves many needs. A planned milestone is to have Workforce Informer on-line and linked to the LMI web site during 2003. The outcome to measure the success of the web site is an

increase in web site usage from program year 2001 to program year 2002.

#### **8. Support State workforce information training activities:**

Local office reorganization is continuing with the State reducing the number of overall offices and making a distinction between telephone claims-processing centers and One-Stop Centers. We expect to conduct an average of two training seminars per month for LMI liaisons, County staff, and other One-Stop workforce professionals through June 2003 as these transitions continue. An LMI Training Institute link

(<http://lmi.state.oh.us/Jobs/LMITrainingInstitute.htm>) was created on our web site to advertise the training opportunities and provide registration information. This effort will primarily involve several of the local labor market analysts stationed around the state conducting beginning, intermediate and advanced training led by Mark Schaff, Chief-Labor Market Analysts. BLMI will solicit and report participant evaluations of training sessions. This information will be used to maintain high quality and content in training activities.

**Estimated cost: \$100,000.**

#### **C. Strategy for Assessing Customer Satisfaction**

Multiple approaches will be employed to assess customer satisfaction with our workforce information services, including the internet, mail, and e-mail surveys and focus groups. BLMI will use a 3-tiered approach to obtain feedback from the public, intermediate customers, and intermittent needs for information.

It is important to know whether the public is aware of our services, so BLMI will conduct a market penetration survey to guide us in a marketing strategy. The second tier to be surveyed will be intermediate users - workforce boards, County Job and Family Service offices, One-Stop partners, training providers and other workforce professionals using or subscribing to our products. In order to reach those customers who have intermittent needs such as jobseekers or employers wanting to fill a job opening, BLMI will collaborate with local boards, county offices, One-Stop partners, and others who are providing front-line services.

There is a continuum of feedback measures from customer satisfaction surveys to LMI web site hits to subscription contracts for LMI Pro Suite products. The focus will be to continuously improve products and services. The measurable outcome will be customer satisfaction. Planned milestones are to conduct two quarterly focus groups of LMI liaisons from the pilot offices; to complete LMI Pro Suite surveys of two customer groups; and to measure satisfaction with individual products.

**Estimated cost: \$39,810.**

The following spells out a more detailed approach to gauge customer satisfaction:

◆ Since most of our customers will be obtaining workforce information from the LMI web site, the web will include a survey of the data desired and whether the information was easily available and accessible to meet their needs. Although it will be designed to always be available, it will be made more prominent to solicit reply during targeted periods.

◆ Product-specific surveys will be targeted to subscribers at least once a year.

◆ Surveys of the LMI Pro Suite will be sent to all customers who have received training on these electronic products.

◆ An LMI Liaison Users Group is being established as staff move to One-Stop offices when other state offices are closed or transitioned to claims-processing centers. At quarterly meetings, a time will be scheduled to discuss their satisfaction with LMI products and services and unmet information needs. Feedback from these focus groups will be documented to help guide further improvements.

◆ Private employers account for nearly one-third of the requests that come to our local labor market analysts. These employers will be sampled and data on their satisfaction tabulated.

◆ Statistics on web site hits and subscriptions will be presented to document penetration and worth of products.

◆ BLMI will collaborate with front-line service providers to gauge the satisfaction of customers with intermittent needs who come into local offices for services.