

## **Massachusetts Program Year 2002 Workforce Information Grant**

### **Statement of Work**

The Massachusetts Division of Employment and Training (DET), the designated Employment Statistics agency, submits the following Program Year 2002 Workforce Information Grant request. The statement of work includes a description of the Commonwealth's Employment Statistics System, the Core Products and Services plan and the customer satisfaction assessment process. The statement of work is consistent with both the Massachusetts' Workforce Development and Wagner/Peyser Five Year Strategic plans.

#### **Massachusetts Employment Statistics System:**

The Massachusetts Department of Employment and training is responsible for the management of the statewide employment statistics system. The employment statistics system includes producing and disseminating core workforce and labor market information, products and services; providing customer assistance and training on the workforce and labor market information products; and conferring with key stakeholders to ensure continuous improvement in providing customers with the workforce and labor market information they need.

The core workforce and labor market information includes collecting, producing, analyzing and disseminating data on employment by industry, jobs, wages, labor force, resident employment and unemployment levels and rates, numbers of workers displaced by permanent layoffs and plant closings, occupational employment and wages and projections of future industrial and occupational employment for the State and sub-state areas. Technical assistance and customer service in accessing and using the workforce and labor market data and products is provided to customers statewide and to all Career Centers and Local Workforce Investment Board staff. Dissemination of the workforce and labor market data and information is through the Internet @detma.org and through print copy of current reports. The majority of the data collection, analysis and dissemination of the core workforce and labor market information is produced through Massachusetts' Labor Market Information Cooperative Agreement with the Bureau of Labor Statistics and this reimbursable grant from the Employment and Training Administration.

Oversight of the employment statistics system is guided by two statewide advisory groups established by DET, a statewide Labor Market Information Advisory Committee and a Local Workforce Advisory Subcommittee, to provide key state and local stakeholders' direct participation in identifying, consulting on, defining and improving the employment statistics system. The Labor Market Information Advisory Committee works with employers, employer associations, professionals in the economics field, policy makers and analysts, researchers and partner agencies to shape and continuously improve the statewide system. The Local Workforce Advisory Subcommittee works with the local workforce investment boards, service delivery areas, Career Center staff and partner agency staff to define and continuously improve the products and services for local partners and customers needs. Committee functions include identifying workforce and labor market information needs, developing recommendations for continuous improvements, identifying gaps in data collection activities, providing advice on the relevance of products, establishing statewide priorities for improving and developing programs and products, determining the most effective methods for disseminating workforce and labor

market data and information, developing plans for addressing workforce and serving as a peer-review boards on major agency products.

**Core Products and Services Plan:  
Populate and maintain the ALMIS Database.**

Massachusetts will continue to populate, update, and maintain the core ALMIS Database tables in version 2.2. The database tables will be populated monthly, quarterly or annually depending on the availability of the State and sub-state data and the web-based applications that provide the public real time access to Labor Market Information. Estimated costs are \$25,000, \$20,000 for staff and \$5,000 for a server to host the ALMIS development database.

**Produce and disseminate long-term industry and occupational employment projections.**

Massachusetts will complete the 2000-2010 statewide industry and occupational employment projections using the methodology and software tools and guidelines established by the Projections Managing Partnership in cooperation with BLS and ETA. DET will produce these projections using MicroMatrix version 5.7--the release which contains the most comprehensive input files supplied by BLS – and all three rounds of OES data obtained from the 1999, 2000, and 2001 OES surveys. By the end of PY2002, Massachusetts' statewide projections will be available on the DET website. Once the ALMIS database export option has been added to the MicroMatrix system, DET will provide the matrix in the formats needed by ALMIS database and state and local workforce boards.

When sub state OES survey data become available, the feasibility of doing sub state projections will commence. Due to widespread changes in both the economy and the data sets used to track those changes as well as less than desirable state and area specific OES data in key industries, it may only be possible to produce sub state projections on a limited basis. Another factor that may limit DET from producing sub-state projections is the lack of up-to-date readily available sub state population projections. Massachusetts has had very slow labor force growth and large numbers of net-out migration in areas where many high-tech industries have been laying off. To reconcile these long-term demographic factors to long-term business demand will be very difficult given the lack of current sub state population projections and the fact that the BLS' US projections do not reflect the nature and the severity of this recession. Rather than produce sub state long-term projections at this point in time, DET will use this time to build and analyze NAICS-based historical time series at the state and local level and determine which long-term projections models should be used for each NAICS industry.

Massachusetts' long-term employment projections are widely used in both the private and public sectors. Principal customers include career guidance counselors, job seekers, economic developers and educators, state and local workforce boards, chambers of commerce and local and national industry and trade associations. Estimated costs are \$92,500, \$84,500 for staff and \$8,000 for graphic design.

**Produce and disseminate short-term industry and occupational employment forecasts.**

DET will develop statewide two-year employment forecasts using the methodology, software tools and guidelines developed by the Projections Managing Partnership, in cooperation with ETA. Given the severity of the US recession on Massachusetts' economy and the time series

breaks in the SIC and the SOC, DET will carefully analyze its 2001-2003 industry and occupational forecasts before populating the ALMIS database with these two-year forecasts.

DET will begin to analyze and construct NAICS-based historical industry employment time series to test the accuracy of the short-term projection models. Key customers of two-year forecasts include job seekers, employment counselors, career centers and training providers. Estimated costs are \$28,700 for staff.

**Provide occupational and career information for public use.**

During the year, Massachusetts will improve and disseminate customer-focused occupational and career information. Developed in cooperation with customers and other stakeholders, the career information will be O\*NET based and include occupational skill requirements, user-friendly descriptions, wages, and current and forecast employment by occupation. The Massachusetts Career Information System (MassCIS) will include this occupational information, plus links to America's Job Bank and to education and training venues. These venues include colleges and universities nationwide, as well as proprietary training schools throughout Massachusetts. We will develop the database of information on proprietary schools. MassCIS will be available in a desktop version, and on an Internet site free to all state residents. DET will provide training and technical assistance for MassCIS. In conjunction with the MA Department of Education, DET will publish a Massachusetts Career Resource Network (MCRN) newsletter. Brochures for parents, students, and Career Center personnel will also be prepared. DET will monitor usage of the MassCIS web site, and obtain feedback on MassCIS from focus groups and a survey. Principal customers for these products include Career Center planners, counselors, and administrators, elementary and secondary school career counselors, job seekers, employers, libraries, and parents. MassCIS has a contract with intoCareers (University of Oregon) to use the national CIS program, and to host the MassCIS web site. Estimated costs are \$195,400, \$50,400 for the intoCareers contract, and \$145,000 for staff.

**Provide an employer name and address list accessible by the public.**

Massachusetts provides public access to the ALMIS Employer Database through MASS STATS, a web-based information delivery system, and through each of the Career Centers and Local Workforce Investment Area resource rooms. Sixty additional annual subscriptions of the ALMIS employer directory are purchased and distributed to each of the Local Workforce Investment Boards, the thirty-four Career Centers and their support offices and program coordinators for employment services for veterans. Training, technical assistance and customer support on using and accessing the ALMIS Employer Database is also provided. Key customers are the local workforce development staff, job seekers, employment counselors, job developers and planners. Estimated costs are \$14,940 for the additional annual subscriptions.

**Provide information and support to Workforce Investment Boards (WIBs) and produce other state information products and services.**

DET will develop quarterly labor market information profiles for both the state and the 16 Workforce Investment Board (WIB) regions. By participating in an interagency work group that includes strong WIB participation, DET will be better equipped to formulate the design and data components for regional workforce development profiles that meet customer needs. DET will also consult with key members of the State Workforce Investment Board (SWIB) to ascertain which key indicators of labor market demand and supply are needed to develop the capacity of regions to use current labor market and labor force data for planning, analysis, and policy

development purposes. By providing access to relevant and easy to understand labor market information, workforce development officials will be able to build the capacity of their regions to analyze, interpret, and use labor market data on an ongoing basis. DET will also respond to the need for localized, concise, and easy to use Census 2002 data by customizing relevant Census 2000 data in electronic format. In addition to the WIBs, these profiles will serve the needs of key customers including workforce development agencies and partners, jobseekers, employers and policy makers. Estimated costs are \$136,800 for staff.

### **Improve and deploy electronic State workforce information delivery systems.**

During PY2002 Massachusetts will continue the delivery of workforce and labor market information via the Internet through MASSSTATS, the Massachusetts version of WEBSARAS. Internet access will be expanded to provide improved electronic access to core information on employment, wages, jobs and the labor force. DET will develop and deploy new query based applications that will provide the public real time access to data on the web. The web-based data applications, a high priority of our LMI Advisory Committee, will allow customers to select and customize their choices for data, time frames and geographic areas and to view, print or download the selected data. The new NAICS Current Employment Statistics and the NAICS Employment and Wages by Industry and Area data series will be publicly accessible through these new application by mid-March 2003. The labor force (Local Area Unemployment Statistics) data will be available in April 2003 and the Occupational Employment and Wage Statistics information will be available by June 2003. Customers include the public, policy makers, economists, researchers, economic developers, employers, job seekers and state and local workforce development agencies. Estimated costs are \$184,000, \$44,000 for staff, \$125,000 for consultants (includes \$123,000 carry over funds) and \$15,000 for servers and software.

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

LMI 101, a training course designed for counselors with input from the WIBS, will be enhanced and expanded to meet more individualized and specific customer needs. Two training sessions will be conducted for Counselors and two new training sessions will be designed and conducted for job developers. These courses will be offered both in the main Boston office and in a centralized location so that all regions and service delivery providers can receive easy access to training. In addition, a new LMI 101 course will be designed to meet the specific needs of planners, while an introductory LMI 101 course will address the needs of those individuals with no more than limited exposure to LMI. Upon request, presentations and workshops focusing on the use of LMI data for specific regions and data specific users will be provided throughout the year. Principal customers include WIBs, Career Centers and workforce development service providers. Estimated costs are \$83,200.

### **Customer Satisfaction Assessment:**

To date, customer satisfaction has been gathered through workgroups, focus groups, evaluation reviews, and individual feedback generally targeted to specific products or services. A new series of customer satisfaction measures and tools will be developed during the year that cover each method of service delivery. For customers accessing data and information on the Internet, a workforce and labor market information customer satisfaction assessment survey will be developed and added to the economic data portion of the agency's web site. Unique hits to the four new customer data selection tools will provide information on the use of the web sites. With the addition of a customer satisfaction survey, customers will have the opportunity to assess our

electronic delivery systems and offer suggestions for future enhancements. For the print and publication products special surveys will be developed to determine the best measures for assessing the relevance of the information and the delivery. Everyone attending a labor market information training course this year will receive a customer satisfaction survey along with their current evaluation form. The surveys will provide insights into our products along with an evaluation of the training. DET will host a special discussion session with the administrators and operators of Career Centers on customer satisfaction with labor market information. A major portion of a Workforce and Career Center Operators meetings in the spring 2003 will be devoted to gathering customers' feedback. Discussions will focus on current workforce and labor market information products, information needs for the annual planning process and input on developing customer satisfaction measures and tools for information and services provided in their centers. By the end of the year a new series of measures and tools will be developed for use in PY2003.