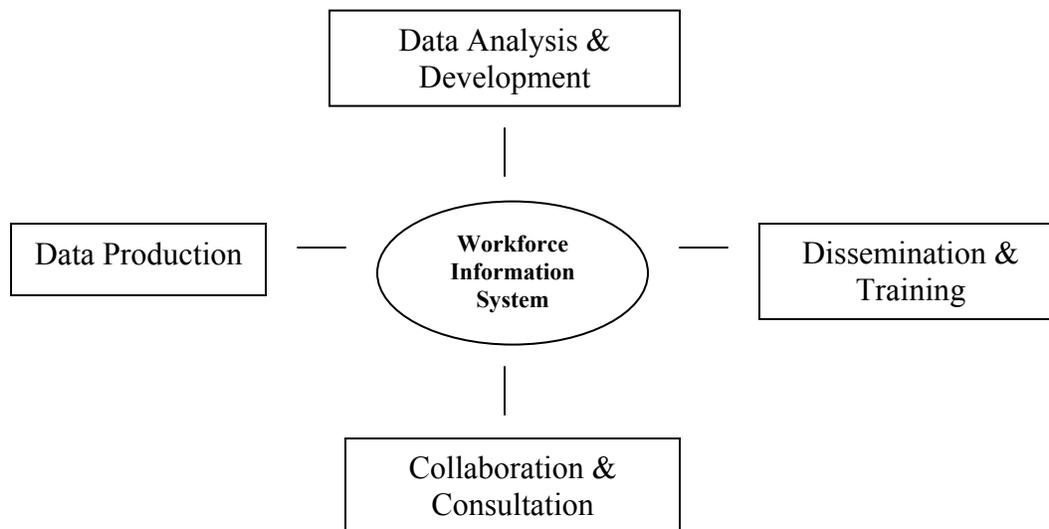


LMI ONE-STOP ANNUAL PLAN FOR PROGRAM YEAR (PY) 2002

STATEWIDE EMPLOYMENT STATISTICS SYSTEM

Description

In Michigan the “Employment Statistics System,” is known as the “Workforce Information System” (WIS). The Employment Service Agency’s Office of Labor Market Information (OLMI) has been designated by the Governor to develop and maintain Michigan’s Workforce Information System. The following diagram reflects the 4 major system components. This system represents the official labor market statistics for the state.



The data production component includes all of the BLS/ETA data collection and production activities to generate estimates for current industry employment, occupational employment and wages, civilian labor force, employment, unemployment, employer-based industry data, mass layoffs and long/short-term industry/occupational projections. The data analysis and development component consists of all activities involved in the development of labor market analysis and preparation of reports/publications. The dissemination and training component includes all activities that involve building system capacity for electronic and hard copy publication dissemination as well as activities which provide customer training and technical assistance. The collaboration/consulting component involves all activities that provide for customer input and insure that Michigan’s Workforce Information System products and services are customer focused and meet or exceed customer expectations.

Consulting & Strategic Planning

In establishing the Michigan Department of Career Development MDCCD, Michigan combined all employment, training, and education/career-related activities under a single department. The Office of

Labor Market Information is under the Employment Service Agency that is part of the Michigan Department of Career Development.

By joining all related employment /training and career development programs under a single umbrella, MDCCD can channel the state-level resources toward the goals and objectives of local partners. Much of the work of the department is carried out through Michigan's system of 25 Workforce Development Boards (WDBs). Each WDB has a local service area, and its primary role is to administer the career development system programs in that region. WDBs run Michigan's system of one-stop centers and play a major role in the department's strategic planning process, the "Building Strategic Partnerships for Career Development" initiative.

Collaborating with the WDBs are Education Advisory Groups (EAGs), whose members are appointed by the local WDBs. The EAGs approve plans for Perkins, technical preparation, and career preparation programs, and also recommend strategies for all education programs in the WDB service region, including career and technical preparation, adult education, and postsecondary education. The MDCCD, the WDBs and EAGs oversee Michigan's Career Development System, an integrated system of worker training, learning and placement.

Each year MDCCD engages in a strategic planning process that sets or adjusts the direction of the department for the coming year. This process involves managers and employees alike and requires input from the department's multiple partners and customers. Ultimately the process seeks to align the plans of the department's operating units with the strategic direction of Michigan's Career Development System, while allowing adjustments each year to address emerging issues or areas of particular emphasis. This strategic planning process insures a major role for the Office of Labor Market Information regarding the development of information needed for informed planning decisions as well as the opportunity for collaborative planning with the system's major stakeholders.

In an effort to facilitate state monitoring and oversight of the Workforce Information System, several presentations are made each year to the State Workforce Board (STB) and the Michigan Works! Association (MWA).

Consulting and Strategic Approach

In addition to participation in system-wide strategic planning, OLMI periodically conducts its own activities to collect data on customer information needs. To determine the workforce information needs of its four principal customer groups, the OLMI conducted a series of focus groups during FY 2001 with representatives from business, workforce development, economic development, and education. These representatives were asked to describe their workforce information needs and provide feedback on the types of information currently used to address those needs, as well as suggestions on how workforce information could be improved to better meet their needs. In subsequent years, OLMI has continued to consult with these principal customer groups through meetings, focus groups and surveys to assess the effectiveness of its workforce information in meeting customer needs.

OLMI supports many of the goals and objectives outlined in Michigan's WIA/Wagner-Peyser Five Year Strategic Plan through activities including:

- Preparing Annual Planning Information Reports for each of Michigan's 25 workforce development boards to assist their local planning efforts
- Conducting regional LMI conferences and providing training in use of workforce information
- Providing information that assists economic developers and workforce development boards in identifying small businesses and critical industries
- Providing labor market information, including skill and training requirements, on critical occupations
- Developing skills-based labor supply/demand data to support development of training curricula consistent with labor market demand
- Providing an LMI Website with 24-hour public access to workforce information and services. The website is accessible and displayed prominently on all One-Stop Career Center computers.

CORE PRODUCTS AND SERVICES

1) Continue to populate the ALMIS Database with State data

- Product/Service Description: Population and maintenance of 59 core and 103 supplemental tables in the ALMIS Database. State and local data will be used to update and populate the "162 tables (59 core, 103 supplemental)" within the ALMIS Database. Core and supplemental tables will be represented in the updates as an ongoing initiative to keep the data current. Where applicable, multiple time periods as well as seasonally adjusted and unadjusted series will be included. Occupational licensing data will be updated and used to populate related ALMIS tables. This licensing data will be submitted to the National Crosswalk Service Center for inclusion on the America's Career Information Network (ACINet) site. The ALMIS tables used by Michigan will be based on the standardized version 2.2 database structures with all the associated LOOK UP and updated CROSSWALK tables. Technical personnel will attend relevant training at the LMI Institute. The ALMIS Database fulfills information needs of a diverse customer base which includes: the general public, students, researchers, economic developers and planners, public and private policy planners, curriculum planners, one-stop customers including new and re-entrants to the labor force, career counselors, and the unemployed.
- Focus: The primary focus is data development and integration. The integration of the ALMIS Database with our Office of Labor Market Information (OLMI) website will allow our customers to customize information in a dynamic and interactive environment. Continued ALMIS based product and system development will allow customer access to more data types and help alleviate data gaps. The ALMIS Database is the primary source of Labor Market Information that our customers will access for data, information and economic analysis.
- Consultation Process: Several presentations will be made during the year to the State Workforce Board (STB) and the Michigan Works! Association (MWA) detailing our labor market information program and soliciting input. In addition during the year we will conduct formal surveys, focus groups, and conference discussions to measure customer satisfaction and identify data presentation successes/ failures and needed data development and customization efforts.
- Strategic Plan Support: The ALMIS database facilitates access to a wide range of labor market and related information. The LMI website extracts information from the ALMIS database and provides 24 hour access for all of our customers. The information provides assistance to Workforce Development Boards and educational organizations to conduct and improve unified strategic planning within their regions, help with career decision-making and job matching, and provides relevant information to employers, workers and those in training to enter the labor force. Labor market information is an integral part of the department's strategic planning process. Population and dissemination of the ALMIS database supports four of the five strategic goals reflected in the department's WIA/Wagner-Peyser Five Year Strategic Plan.

- Measurable Customer Outcomes: The number of customer visits to the LMI website populated via the ALMIS Database. Achievement of above average rating in customer satisfaction of website as reflected in customer product/service evaluations.
- Milestones: Populate 15 additional ALMIS tables, with 50% completion by December 2002 and remainder by June 2003. Maintain timely table updates per maintenance schedule. Update to latest ALMIS version within program year when instructions and materials are made available in reasonable timeframe.
- Estimated PY-2002 cost: \$103,500 (cost includes LMI staff time for table development and update; IT staff time for ALMIS system maintenance and attendance at ALMIS technical training sessions)

2) Produce and disseminate long-term, industry and occupational employment projections.

- Product/Service Description: State-level long-term industry and occupational projections will be produced with a calendar base year of 2000 and a target year of 2010. The long-term industry forecasting system will be used to produce statewide three-digit industry projections. Occupational employment forecasts will be developed using OES data in the MicroMatrix system. Sub-state employment forecasts will also be produced and disseminated. The methodology, software tools and guidelines developed by the Long-Term Employment Projections Consortium will be used in producing these forecasts. Once finalized, these forecasts will be transmitted to the Projections Consortia following procedures established by the Consortium. Customers include: the global general public, students, researchers, economic developers and planners, public and private policy planners and makers, curriculum planners, one-stop customers including new and re-entrants to the labor force, career counselors, and the unemployed.
- Focus: The primary focus will be to produce data to address information needs to insure informed decisions for education and training development. Of particular importance is the provision of sub-State level forecasts that address local planning information needs. These state/sub-state forecasts will be used to update related occupational publications and update tables within our ALMIS Database and made available to our customers via our LMI website.
- Consultation Process: In addition to consultation during the strategic planning process, focus groups, forum and conference discussions will be conducted to measure customer satisfaction and identify data presentation successes/failures and needed data development and customization efforts.
- Strategic Plan Support: Access to this LMI will provide assistance to Michigan Workforce Boards and educational organizations to conduct and improve training and educational planning within their regions, help with career decision making and job matching, and provide relevant information to employers, workers and those in training to enter the labor force.

- Measurable Customer Outcome: Number of visitors to the Office of Labor Market Information (OLMI) website populated via the ALMIS Database. The number of brochures on occupational forecasts distributed to Michigan One-Stop Centers and educational institutions. Customer satisfaction measurement results, comments and feedback. Achievement of above average rating in customer satisfaction as reflected in customer product/service evaluations.
- Milestones: Industry and occupational projections data will be transmitted to the Projections Consortia for public dissemination and used to populate relevant ALMIS tables by 1st Quarter 2003. Prepare and publish analysis of statewide projections by April 2003.
- Estimated PY-2002 cost: \$100,200

3) Produce and disseminate short-term, industry and occupational employment forecasts.

- Product/Service Description: State-level short-term industry and occupational projections will be produced with a base year/quarter of 2002:2 and a target year/quarter of 2004:2. The short-term industry forecasting system will be used to produce statewide two-digit industry projections. Occupational employment forecasts will be developed using OES data in the MicroMatrix system. Sub-state employment forecasts will also be produced and evaluated. The methodology, software tools and guidelines developed by the Short-Term Forecasts Consortium and the MicroMatrix User's Group will be used in producing these forecasts. Once finalized, these forecasts will be transmitted to the Forecasts Consortia for public dissemination following procedures established by the Consortium. Customers include: the global general public, students, researchers, economic developers and planners, public and private policy planners and makers, curriculum planners, one-stop customers including new and re-entrants to the labor force, career counselors, and the unemployed.
- Focus: The primary focus will be to produce State level forecasts and evaluate data integrity as well as its customer application and usefulness. These forecasts will also be used to update tables within our ALMIS database. Statewide level projections will be available to our customers via our Internet website for data, information and economic analysis.
- Consultation Process: Focus groups, forum and conference discussions to measure customer satisfaction and identify data presentation successes/ failures and needed data development and customization efforts.
- Strategic Plan Support: Access to this LMI will provide assistance to Workforce Development Boards and educational organizations to conduct and improve unified strategic planning within their regions, help with career decision making and job matching, and provide relevant information to employers, workers and those in training to enter the labor force.
- Measurable Customer Outcome: Number of visitors to the Office of Labor Market Information (OLMI) website populated via the ALMIS Database. Achievement of above average rating in customer satisfaction as reflected in customer product/service evaluations. Prepare and publish analysis of statewide projections by end of June 2003.

- Milestones: Industry and occupational projections data will be transmitted to the Forecasts Consortia for public dissemination and used to populate relevant ALMIS tables by 2nd Quarter 2003.
- Estimated PY-2002 cost: \$58,000

4) Develop occupational analysis products.

- Product/Service Description: Michigan will continue development of its skills-based labor supply/demand database, incorporating and linking data indicators of labor supply and demand, and cross-referencing these data with occupational skills requirements. Specific products include: Critical Occupations Report and the Michigan Pathways Report. In addition, a web-based interactive application targeted to the education customer group will be developed and disseminated. This product will enable end users to obtain customized information on demand occupations by area, including skill requirements and information on the supply of training providers, to help guide postsecondary training program development. These products will be O*NET based with appropriate crosswalks to other data sets as needed. While education professionals will be the principal customer, the global general public will have access to these products as well; students, researchers, economic developers and planners, public and private policy planners and makers, curriculum planners, one-stop customers including new and re-entrants to the labor force, career counselors, and the unemployed.
- Focus: In addition to system enhancement, the focus will be on addressing the increasing demand for skills-based information. Partnerships have been established with entities that collect education and skills data important to the development of this comprehensive relational database of workforce information. ALMIS data tables critical to its skills-based labor supply/demand information system will continue to be populated and maintained.
- Consultation Process: Michigan will continue to use focus groups, forums and conference discussions to measure customer satisfaction, to identify data presentation successes/failures, and to identify needed data development and customization efforts for continuous product improvement. Through these processes, Michigan will also continue to identify, define and prioritize additional unmet local data needs of principal customers.
- Strategic Plan Support: Through development of skills-based labor supply/demand information, our education and workforce development customers will be better able to provide training that addresses employer needs. Access to this system will provide assistance to Workforce Development Boards and educational organizations to conduct and improve unified strategic planning within their regions, help with career decision making and job matching, and provide relevant information to employers, workers and those in training to enter the labor force.
- Measurable Customer Outcome: The number of web-site visits and requests for occupational analysis products. Customer satisfaction measurement results and feedback.

- Milestones: Development, dissemination and maintenance of skills based supply/demand data products by October 2002. Web-based application completion 2nd Quarter 2003
- Estimated PY-2002 cost: \$184,400

5) Provide an employer name and address list that can be accessed by the public.

- Product/Service Description: The comprehensive ALMIS Employer Database will be accessible through the ACINet. Links to the appropriate section within ACINet will be displayed and embedded in various sections of Michigan's website. Related tables within the ALMIS Database will also be kept updated with the newest version of the Employer Database. This Employer Database will be used for career exploration, job searches and job development by agency staff and clients of One Stop Career Centers. Job seekers will be able to identify industries with high concentrations of the work being sought and list potential firms in the database for employment contact purposes. Customers include: the global general public, students, researchers, economic developers and planners, public and private policy planners and makers, curriculum planners, one-stop customers including new and re-entrants to the labor force, career councilors, and the unemployed.
- Focus: ALMIS Employer Database will allow job seekers to find and list potential firms for employment contact purposes alleviating a common data gap. Continued system development, data and economic analysis with the ALMIS Database, will help job seekers identify industries with high concentrations of the work being sought. This will help identify firms as possible candidates for employment contact. Access to this database will also help improve One-Stop service and data delivery.
- Consultation Process: Focus groups, forum and conference discussions to measure customer satisfaction and identify data presentation successes/ failures. Any user interface development and customization efforts will be within bounds of the database licensing agreement.
- Strategic Plan Support: Access to this database will provide assistance to Workforce Development Boards and educational organizations to conduct and improve unified strategic planning within their regions, help with career decision making and job matching, and provide relevant information to employers, workers and those in training to enter the labor force.
- Measurable Customer Outcome: Number of visitors and visits to the OLMIS website populated via the ALMIS Database. Customer satisfaction measurement results, comments and feedback.
- Milestones: Appropriate links to the ACINet site will be embedded within Michigan's LMI web site for public use by the end of the 3rd Quarter 2002.
- Estimated PY-2002 cost: \$6,000

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

- **Product/Service Description:** LMI publications including customized Annual Planning Information documents for all 25 Workforce Boards will be produced and disseminated. Occupational outlook brochures reflecting sub-state area information will be developed and disseminated to all one-stop career centers. LMI Conferences will be held for all 25 Workforce Development Boards to present a customized analysis of key local labor market issues, supply and demand analysis, occupational and industry trends and forecasts, and issues with relevance for regional economic competitiveness. Two data products will be developed and targeted specifically to our employer customer-base: 1) Affirmative Action Information Report and 2) local industry employment and occupational wage data. OLM will investigate wage data for counties or regions below the Balance of Michigan for possible development and dissemination. We will work cooperatively with a local chamber of commerce to develop a wage product and other related information and economic development initiatives for their employer members. All products will be promoted with marketing material developed in cooperation with our Department's Marketing Division. Customers include: Workforce Board members and staff, local political leaders, employers, educational and economic development professionals and other public and private policy planners.
- **Focus:** The primary focus in development of these products is to address the increasing need for local planning information and analysis to facilitate strategic planning and program development. Customer feedback reflects significant data gaps for local information and technical assistance in understanding data. Local wage information is another critical data gap that we will focus on addressing. Utilization of the EDS system for generating and evaluating local wage data will be researched and implemented for production of occupational wage data for counties or regions below the Balance of Michigan region.
- **Consultation Process:** Several presentations will be made during the year to the State Workforce Board (STB) and the Michigan Works! Association (MWA) detailing our labor market information program and soliciting input. In addition, a formal customer contact database will be established to organize and track data needs over time and report results. We will conduct customer surveys, focus groups, and conference discussions to measure customer satisfaction and identify data presentation successes/ failures and needed data development and customization efforts.
- **Strategic Plan Support:** This information and support will provide assistance to Workforce Development Boards and educational organizations to conduct and improve unified strategic planning within their regions, help with career decision making and job matching, and provide relevant information to employers, workers and those in training to enter the labor force. Labor market information is an integral part of the department's strategic planning process. These products support two strategic Michigan Department of Career Development goals reflected in the WIA/Wagner-Peyser Five Year Strategic Plan.
- **Measurable Customer Outcome:** Number of customers served by LMI conferences and Annual Planning Information Reports including the download of conferences publication information

from the LMI website. Achievement of above average rating in customer satisfaction as reflected in customer product/service evaluations.

- Milestones: Timely completion and dissemination of Annual Planning Reports by March 2003. Completion of Regional LMI conferences to all Workforce Investment Board Areas by June 2003. Complete development and evaluation of local wage product by June 2003.
- Estimated PY-2002 cost: \$200,269

7) Support development and deployment of State-based workforce information delivery systems.

- Product/Service Description: Michigan's primary LMI data and information delivery system is through the Internet's World Wide Web via the Office of Labor Market Information (OLMI) website. The ALMIS database will be the major source of labor market information populating the display pages and reports on this website. A customer specific and user-friendly interface will continue to be developed and improved upon for accessing the information within this database in an easy to understand format. Web interfaces will be reviewed and updated annually to integrate customer feedback and new needs. Multimedia and other help features will be developed for efficient searches of data and topics within the website. Funds will be also used to upgrade and maintain hardware, software and pay for continued infrastructure and interface development. Customers include: the global general public, students, researchers, economic developers and planners, public and private policy planners and makers, curriculum planners, one-stop customers including new and re-entrants to the labor force, career counselors, and the unemployed.
- Focus: Continue the design and development of populating LMI on the website directly from the ALMIS Database via a user-friendly and customer oriented interface will enhance data, information and economic analysis. Obtain needed information and feedback from our customers for continuous product improvement. Continue to identify, define and prioritize additional unmet local data needs and delivery methods of its principal customers to alleviate any data and information gaps. Work will also be done to help Michigan's Information Delivery System cohere with other States' workforce information systems for interstate functionality and integration. These improvements will also help to enhance One-Stop service and data delivery.
- Consultation Process: An online customer survey, focus groups, forum and conference discussions to measure customer satisfaction and identify data presentation successes/ failures and needed development and customization efforts.
- Strategic Plan Support: Access to this LMI will provide assistance to Workforce Development Boards and educational organizations to conduct and improve unified strategic planning within their regions, help with career decision making and job matching, and provide relevant information to employers, workers and those in training to enter the labor force.

- Measurable Customer Outcome: Number of visitors and visits to the OLM I website populated via the ALMIS Database. Achievement of above average rating in customer satisfaction as reflected in customer product/service evaluations.
- Milestones: Maintenance of existing LMI website will be ongoing through PY 2002. Complete development of following web-based products: Interactive Occupational Wage Report, Web-based LMI Conferences, Employer Locator, Mass Layoff Report, Interactive Industry Employment/Wage Report by December 2002. Complete planning and procurement of new LMI website by June 2003 for PY2003 implementation.
- Estimated PY-2002 cost: \$320,000

8) Support State workforce information training activities.

- Product/Service Description: Michigan will conduct/sponsor formal and informal training sessions to all Michigan Workforce Boards and partner organizations. Distance training or E-training technologies will be utilized where appropriate. All customer training will be aggressively marketed to insure optimal attendance. Electronic products containing training or presentation content will be produced and placed on Michigan's Office of Labor Market Information (OLMI) website. In addition, state staff will participate in at least 3 training courses (Beginning Analyst, ALMIS and EDS) offered through the LMI Training Institute. Customers include: employer groups, Workforce Development Boards, education and economic development organizations researchers, economic developers and planners, public and private policy planners and makers, curriculum planners, one-stop customers including new and re-entrants to the labor force, career counselors, and the unemployed.
- Focus: The primary focus is to develop customer understanding and use of labor market information. Staff training is also necessary to develop expertise and professionalism to maintain high levels of customer service.
- Consultation Process: Focus groups, forum and conference discussions to measure customer satisfaction and identify data presentation successes/ failures and needed data development and customization efforts.
- Strategic Plan Support: Access to these training efforts and products will provide assistance to Workforce Development Boards and educational organizations to conduct and improve unified strategic planning within their regions, help with career decision making and job matching, and provide relevant information to employers, workers and those in training to enter the labor force.
- Measurable Customer Outcome: Number of visitors to the LMI website utilizing training related material. At least one training/presentation per month, averaging 25 customer/staff trained. Achievement of above average rating in customer satisfaction as reflected in customer product/service evaluations.

- Milestones: Timely completion of training sessions per training schedule. Several staff will successfully complete LMI Institute classes on Beginning Analyst Training, ALMIS Database, EDS.
- Estimated PY-2002 cost: \$80,000

CUSTOMER SATISFACTION ASSESSMENT

The Office of Labor Market Information will develop an improved Customer Satisfaction Measurement System utilizing a combination of on-line, mail and focus group surveys to collect customer information that will: 1) assess the effectiveness of each LMI product/service in meeting the needs of the appropriate customer group (employers, students/job seekers and workforce system) for which the product is targeted; and 2) identify unmet needs. A customer satisfaction system plan will be developed and implemented by the end of February 2003. A product evaluation database will be used to document customer comment and feedback. The information gained in this process will be used to guide product development that addresses data gaps and to evaluate LMI system performance.

Product and customer groups to be evaluated include the following:

PRODUCT/SERVICE	CUSTOMER GROUP(S)	SURVEY METHOD
Annual Planning Information Reports	Workforce System	Mail On-Line Focus Group
Affirmative Action	Employers	Mail
Monthly Labor Market Newsletter	Employers, Workforce System	Mail
LMI Website	Employers, Jobseekers, Workforce System	On-Line Survey form and On-Line Focus Group
LMI Conferences	Employers, Workforce System	Conference Evaluation
LMI Training/ Presentations	Workforce System	Training Evaluation
Occupational Outlook/Occupational Brochures	Workforce System, Students/Jobseekers	One-Stop Survey On-Line Focus Group
Occupational Wage Information	Employers, Workforce System	Mail On-Line Focus Group