

Nevada
Annual Plan Narrative
07/01/02 – 06/30/05

Statewide Employment Statistics System

Nevada continues to be the fastest growing state in the nation and consequently faces significant labor market challenges due to the establishment of new businesses and an influx of workers. Specific groups such as older workers, youth and minorities are growing more rapidly than the general population and generally lack “demand skills”. The greatest relative increases in jobs will be in Clark and Lyon Counties and Carson City. There will also be an increased need for services to persons with disabilities because of increased survival rates, self-identification and new treatment options. Population shifts require re-allocation of resources to ensure timely and convenient service. Much of this will be accomplished through the use of technology such as the Internet and voice response systems; but service strategies like case management, remote and Workforce Investment System (*JobConnect*) services will also be used. National initiatives, such as the Workforce Investment Act, Welfare to Work, the Government Performance and Results Act (GPRA), and the reauthorization of the Rehabilitation Act will influence the manner in which services are delivered. The transition of youth from school to full time employment will be another priority of the Department; an emphasis on local control will ensure that local needs are addressed. This will include delivery of quality career information through the Nevada Career Information System. Many of our processes and service techniques will also be re-engineered to meet increasing service demands in the face of static or declining resources.

The Nevada Workforce Information Network (NEVADAWIN) is a comprehensive employment statistics delivery system available to all Nevadans and other interested parties to make informed decisions about workplace dynamics and conditions. The Department of Employment, Training and Rehabilitation’s Research and Analysis Bureau (R&A) has been designated as the State’s entity to oversee and manage the system.

In the spirit of the Workforce Investment Act of 1998 (WIA) the Department has cultivated and maintained a relationship for collaborated operation of the WIN. The WIA State Board is consulted and engaged in program performance on a regular basis. Local workforce boards are consulted and a meaningful dialog to identify needed workforce information is ongoing. Two R&A labor market economists are assigned to the local boards; one in northern Nevada and one in southern Nevada. These workforce information specialists provide a point of contact for the WIA local boards to R&A and the needs for workforce information. In working with the state and local boards the needs of business, economic development, and other workforce professional are addressed in the WIA partnership through meaningful dialog between entities.

The WIN directly supports the WIA State Strategic Plan by providing a component of a social service system that enables, motivates and rewards self-sufficiency by providing current Labor Market Information to customers. This effort also meets the goal of encouraging and supporting economic development. In addition, the ALMIS Database and Internet delivery of Workforce Information also addresses the State goal to maximize the use of the Internet and other technology to make government more accessible and more economical. This effort will provide more responsive and efficient services through the use of technology.

Primary delivery of information for the NevadaWIN is through the Workforce Informer Internet product. This Internet delivery system is a cutting edge product developed by a consortium of states to provide the most efficient delivery of information. Other users access career and workforce information through the Nevada Career Information System (NCIS), a career guidance and information tool. In addition, labor market analysts provide localized information as needed to all Nevadans on a one to one basis via personal contact, telephone, or written correspondence. All Nevada customers may access Workforce Information through numerous Nevada JobConnect One-Stop Offices throughout the State. Resource centers in these offices provide Internet access to Informer and NCIS and interviewers and counselors also provide workforce information for customers.

Products and Services

- **Continue to populate the ALMIS Database with State data.**

The ALMIS database will be populated and maintained. Nevada continues the process of converting from version 1.1 to the most recent version 2.2. The ALMIS Database serves as a standardized database repository and provides the foundation for several applications. Many of the data sets are currently being revised and rebuilt to meet new requirements brought on by changes such as SOC and NAICS. Research will be conducted to evaluate the quality of the State and area NAICS historical industrial employment series. The ALMIS Database will be moved into a Microsoft SQL Server environment. Nevada is currently expanding the database to operate the Workforce Informer (WI) product that will provide a significant improvement for access to Workforce Information data sources.

Nevada staff have participated and will continue to participate in the ALMIS LMI Training Institute offering for ALMIS database training as new analysts are rotated into the database arena. Supervisory staff have been and will continue to participate in the ALMIS Database Consortium to the extent possible. Staff will provide guidance and training to database users as necessary.

Nevada has and will continue to provide licensed occupational information to the ACINet project as required by ETA. Nevada will conduct a survey of businesses and trainers who deal with licensed occupations. This information is used in the

Nevada Career Information System, a career exploration and Workforce Information System tool.

These activities directly support the Wagner Peyser/WIA State Strategic Plan by providing a component of a social service system that enables, motivates and rewards self-sufficiency by providing current Labor Market Information to customers. This effort also meets the goal of encouraging and supporting economic development. In addition, the ALMIS Database also addresses the State goal to maximize the use of the Internet and other technology to make government more accessible and more economical. This effort will provide more responsive and efficient services through the use of technology.

Customers include business, jobseekers, Workforce Boards, educators, researchers and other government entities.

Timeline:

07/01/02 – 02/28/03 Basic conversion to Version 2.2

07/01/02 – 06/30/04 On-going updates of weekly, monthly, quarterly, semi-annual, and annual data.

Cost for the operation, maintenance and training of the ALMIS Database and the conduct and publishing of the licensed occupational survey \$50,000.

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

Staff have continued to refine and re-estimate state and area 2000 – 2010 occupational projections as system modifications and customer requests have required. Information will be completed and submitted as directed by the projections consortium. The State analysts are utilizing the projections tools provided by the Projections Consortium. The BLS OES/Wage program output will be used to produce the base staffing patterns. The generation of industry/occupational staffing patterns will be made using the new re-engineered MicroMatrix system provided by the Projections Consortium. Research will be conducted utilizing the North Carolina-ETA sponsored EDS system for producing new and specific localized occupational information. At the minimum estimates will be produced for Statewide, Reno MSA, Las Vegas MSA, and the Balance of State area. Other localized areas will be evaluated to meet customer need.

Work will begin to evaluate and refine the historical NAICS ES202 data series for use in the industry projection process. Runs will be made for State and the various area industrial employment projections for the 2002 – 2012 cycle in preparation for the next round of industry/occupational projections.

Analysts and researchers in various arenas will use data from the results of the projections process in its report form. Other users such as Workforce Boards will review analysis of the information provided by staff to evaluate demand occupations, skill requirements, wages, and other data needs. Staff will consult with workforce professionals at the local Workforce Boards to direct and target needed analysis and information to meet customer needs. Customers at the Nevada JobConnect One-Stop Service Centers will have access to the projections information via the Workforce Informer Internet site and the Nevada Career Information System while using these workforce information and career guidance tools. Projections information will be updated in the ALMIS database.

This activity directly supports the Wagner Peyser/WIA State Strategic Plan by providing a component of a social service system that enables, motivates and rewards self-sufficiency by providing current Labor Market Information to customers. This effort also meets the goal of encouraging and supporting economic development. In addition, use of the Projections Systems also addresses the State goal to maximize the use of the Internet and other technology to make government more accessible and more economical. This effort will provide more responsive and efficient services through the use of technology.

Staff will evaluate the effectiveness of projection information and the utilization of different types of information by measuring Internet hits at various locations on the Workforce Information Internet site as a measurable outcome.

Timeline:

07/01/02 – 04/30/03 Complete and distribute projections for 2000 – 2010.

07/01/02 – 06/30/04 Evaluate and determine Demand occupations and skills in demand for customers.

01/01/03 – 09/30/03 Evaluate historical NAICS data and evaluate for projection purposes in preparation for 2002 – 2012 cycle.

07/01/02 – 06/30/04 Track and evaluate utilization of information via Internet hits.

Costs: Cost to provide Long-Term projections and provide various analysis and review \$54,000.

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

Staff will produce Quarterly NAICS Based industrial projections for the 2001 through 2003 period. The historical NAICS-based industrial employment data series will be evaluated and reconstructed to meet the needs of short-term projections. Industry projections will be produced for at least State, Reno MSA, Las Vegas MSA, and Balance of State areas. Analysts will evaluate various forecasting models available in the ETA sponsored Short-Term Industry Forecasting system developed by the Projections Consortium. This analysis will

also evaluate the feasibility of providing other more specific local geography to meet customer needs.

Analysts and researchers in various arenas will use data from the results of the projections process in its report form. Other users such as Workforce Boards will review analysis of the information provided by staff to identify demand occupations, skill requirements, wages, and other data needs. Staff will consult with workforce professionals at the local Workforce Boards to direct and target needed analysis and information to meet other customer needs. Various workforce professionals to ascertain short-termed demand and immediate need for jobs use this information. Researchers also use the information as input to other research models that explain the economic activity and development of areas within the State. This information will be incorporated into the ALMIS database.

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The effectiveness of and demand for this information will be measured by the change in the Internet hits in the Workforce Informer Internet system.

Timeline:

07/01/02 – 01/31/03 Evaluate and develop historical NAICS-based industrial data series.

01/31/03 – 06/30/04 Calculate quarterly NAICS-based industrial projections.

Costs: Short-Term Industrial projections \$24,000.

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

Nevada will continue to provide customer oriented occupational and career information products. Every attempt will be made to make the information timely, accurate, and geographically pertinent for our various customers.

One of the main areas for the provision of user-friendly information will be the expanded use of the Workforce Informer Internet product. This is a new and sophisticated workforce information tool that can be configured to meet diverse and varied customer needs. The Workforce Informer replaces the CD-Rom/client server based Nevada Economic and Occupational Navigator (NEON) System and the current LMI Internet site. The Informer will enable the customer to access a

wide array of occupational information. Occupational information will be accessed from the ALMIS Database using the output of the BLS OES/Wage Survey coupled with the data contained in the O*Net system to provide a wealth of information. This will be the primary tool for information delivery and analysis to the Nevada Workforce Information customer base. Information in the Workforce Informer will be updated on an on-going basis as information is available providing the most current resource available. The Workforce Informer System will be customized to meet the varied needs of the customer base. This would include academic researchers, business, job seekers, students, Workforce Boards, and local workforce investment staff.

The Utilization of Geographic Information Systems will also be an important tool for Nevada Workforce Information System customers. As the 2000 Census information becomes available, new and informative areas will be incorporated into an analysis of traditional and nontraditional workforce information with detail of socioeconomic data.

New and improved occupational information will utilize O*Net skills coupled with OES occupations and wage information. Demand occupations will be refined and coverage will be expanded utilizing the North Carolina developed EDS system to investigate more localized information where appropriate.

Nevada workforce information analysts will continue to evaluate the supply/demand research being conducted by the Georgia Supply/Demand Consortium. If feasible, Nevada will utilize the methods and products made available from the supply/demand research and continue to develop a supply/demand informational tool.

Customer access to the occupational areas of Workforce Informer will be monitored and counted. Analysis of these “hits” will allow workforce professionals in the research shop to identify areas of importance and usefulness to customers. Customer utilization of the Nevada Career Information System will be assessed by counting the number of individuals that sign on to and utilize the system. In addition, analysts will review the customer value of the Nevada Career Information System through annual customer surveys to identify areas of strengths and weaknesses. Periodic newsletters and informational flyers sent to customers will provide news and updates of system information.

Analysts, researchers and various workforce professionals in numerous arenas will use data from the Workforce Information System to develop programs and make decisions that are efficient and responsive to customer needs. Customers such as Workforce Boards will review analysis of the information provided by the Workforce Information tools to evaluate demand occupations, skill requirements, wages, and other data needs. Staff will consult with workforce professionals at the local Workforce Boards to direct and target needed analysis and information to

meet customer needs. Customers at the Nevada JobConnect One-Stop Service Centers will have access to the information via the Workforce Informer Internet site and the Nevada Career Information System, a career guidance and workforce information tool.

These activities directly support the Wagner Peyser/WIA State Strategic Plan by providing a component of a social service system that enables, motivates and rewards self-sufficiency by providing current Labor Market Information to customers. This effort also meets the goal of encouraging and supporting economic development. In addition, use of the Workforce Information Systems also addresses the State goal to maximize the use of the Internet and other technology to make government more accessible and more economical. This effort will provide more responsive and efficient services through the use of technology.

Timelines:

07/01/02 – 04/30/03 Complete installation of occupational components of Workforce Informer.

07/01/02 – 06/30/04 Maintain and update the occupational components of Workforce Informer.

07/01/02 – 06/30/04 Update occupational GIS data and provide expanded GIS analysis.

07/01/02 – 06/30/04 Maintain supply data and review system for occupational supply/demand analysis.

07/01/02 – 06/30/04 Conduct annual customer satisfaction survey of NCIS users.

07/01/02 – 06/30/04 Review monthly utilization statistics of Internet traffic for Workforce Informer and the Nevada Career Information System.

Cost:

To provide and maintain occupational information tools \$85,000.

- **Provide an employer name and address list that can be accessed by the public.**

The main dissemination tool for employer listings in Nevada will be through the Workforce Informer Internet system. The ALMIS Employer Database and publishable data from the Nevada ES202 database will be provided in an easy to use and readily accessible format. The information will be updated as data is available on a quarterly basis. When appropriate, informational flyers may be used to provide additional data to customers.

This process will provide data to users and allow for economic analysis. Users include business, job seekers, researchers, and various workforce professionals. This information will be easily accessible within Nevada JobConnect One-Stop offices and will be available for all workforce information customers. Customer demand and utilization of this information will be measured by Internet hits on the Department workforce information Internet site.

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Timeline:

07/01/02 – 06/30/04 Provide and maintain the ALMIS Employer Database and the Nevada ES 202 database. Update the ES202 on a quarterly basis.

Cost:

To maintain employer information for customers \$10,000.

• Provide information and support to Workforce Investment Boards (WIB's) and produce other state information products and services.

Nevada Research and Analysis staff will continue to build on its efforts to enhance and expand its relationship with the State Workforce Investment Board and the two local Boards. The Research and Analysis Bureau has assigned two economists to provide workforce information services to the two local Boards, one in Las Vegas and one in Reno. These staff will make efforts to attend all Board meetings, and become part of appropriate Board sub-committees. They will strive to become the eyes and ears of the Workforce Information System for the local WIA Boards. One key will be to solicit and listen to WIA customer feedback and allowing the WIB's the opportunity to express needs and address the usefulness of Nevada workforce information. These staff will also be available to local board and other Nevada Workforce System customers to provide informational presentations on the state of the economy and the direction of Nevada's workforce.

One of the key areas of local WIB's interest has been the identification of timely job demand information including skills analysis employing O*Net technology. Analysts will be evaluating demand occupation criteria and feedback from local WIA Board workforce staff to provide accurate and timely occupational/wage demand information.

The Workforce Informer Internet tool will also be configured to provide the WIA Boards expanded and new avenues to access and utilize information. The system will be based on the ALMIS database structure and will make various facets of labor market information available to a wide range and expertise of WIA customers. Usage statistics of Internet hits for the system will provide valuable information on customer demand.

GIS tools will also be utilized to focus on specific WIA Board areas to provide expanded socio-economic and labor market information to make informed decisions about programs.

Nevada will evaluate the feasibility of implementing the new Job Vacancy Survey being developed by the Job Vacancy consortium and Minnesota. Discussions will be started with various user groups and staff will attempt to identify possible needs that can be met using the Job vacancy approach. The Benefits Survey currently under development by another state consortium may also be an additional approach for providing local information. Nevada will evaluate the research and as more information becomes available we may also attempt to include that informational tool in our Workforce Information system.

These activities directly support the Wagner Peyser/WIA State Strategic Plan by providing a component of a social service system that enables, motivates and rewards self-sufficiency by providing current Labor Market Information to customers. This effort also meets the goal of encouraging and supporting economic development. In addition, use of the Workforce Information Systems also addresses the State goal to maximize the use of the Internet and other technology to make government more accessible and more economical. This effort will provide more responsive and efficient services through the use of technology.

Timelines:

07/01/02 – 06/30/04 Provide staff support to local boards.

02/01/03 – 06/30/04 Provide an expanded and focused Workforce Informer product for WIA Board utilization including timely occupational demand information.

03/01/03 – 06/30/04 Provide expanded GIS tools for program decisions.

01/01/03 – 06/30/04 Evaluate and conduct research on approaches for Job Vacancy and benefits surveys.

Costs:

Provide information and support to State and local WIB's and provide other informational products \$93,000

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

As indicated in the earlier reviews of other core products, Nevada is changing direction in the deployment of State workforce information by focusing on the utilization of electronic delivery. This is also in support of the Wagner Peyser/WIA State Strategic Plan that stipulates that the Department and Bureau are to maximize the use of the Internet and other technology to make government more accessible and more economical. This effort will provide more responsive and efficient services through the use of technology.

The utilization of the NEON product to deliver LMI was appropriate for many years. However, the CD-ROM/client server based product was cumbersome and difficult to manage. Updating and maintenance were inefficient and customer product quality suffered. Customer feedback indicated that keeping the system information current and maintaining the server version was a problem for the vast number of locations throughout the State.

Nevada Research and Analysis, after consultation with various Workforce Information customers has made the decision to migrate to the cutting edge Workforce Informer Internet based suite of products. This new Internet tool will take the delivery of Workforce Information to a new and higher level. It will close several data gaps and provide new tools for data and economic analysis. One-stop JobConnect Centers will provide all customers full access to the Internet version.

The Bureau will deploy and maintain the Workforce Informer Internet system for universal access for all users of workforce information. Staff will evaluate/measure product utilization and effectiveness through Internet hits and redesign product delivery as appropriate. New products and approaches for electronic delivery will be implemented based on customer feedback and best practices identified from other states. Nevada will continue to participate in the Workforce Informer Consortium and work towards innovative and new tools for future workforce information product delivery for all customers. These customers include business, job seekers, researchers, other government entities including WIA Boards, and students.

Nevada has also decided to migrate the Nevada Career Information System (NCIS) to a fully integrated Internet delivery system. Currently the NCIS is provided on CD-ROM for both Windows and Mac, and is also available in a limited form to all Nevadans as an Internet version. With the major advancements in Internet technology it has become practical to convert more and more of the NCIS to the Internet. The Department will migrate to a totally Internet version. The CD-ROM version will be discontinued. This will allow instantaneous updates and ongoing maintenance that will be invisible to customers.

Nevada will also be expanding the NCIS assessment tools where customers can evaluate career choices based on interest and aptitudes. Online assessment tools have the bonus of being easier for clients to use without direct assistance. These tools will include the O*Net Work Importance Locator, the O*Net Interest Profiler and the SKILLS package. Customers in Nevada's JobConnect One-Stop offices will have direct access to these tools as will other users of NCIS throughout the State. This would include many thousands of students throughout the 17 school districts.

Timelines:

07/01/02 – 06/30/03 Complete installation of all components of Workforce Informer for all customers.

07/01/02 – 06/30/04 Migrate NCIS to a fully functional Internet product.

07/01/02 – 03/30/03 Complete installation of assessment tools for NCIS on the Internet.

Costs: Total costs for upgrades and additions of electronic tools \$79,000.

- **Support State workforce information training activities.**

Nevada Workforce Information System staff within the Department have, and will continue to take every advantage of training offered by the ALMIS Labor Market Information Training Institute. During the past few months staff have attended eight LMI sessions offered by the Institute. Participation in courses offered by the Institute will continue as new staff are hired or appropriate courses are offered for existing staff. The Nevada Department of Employment, Training and Rehabilitation states in its Strategic Plan that the department will strive to provide each employee with at least 40 hours of related training annually.

Nevada Workforce Information System customers including local WIA board staff, the State WIA Board, Department One-Stop staff, school district staff, employers and job seekers will be provided training on an on-going basis. Customer outcome and satisfaction will be measured. The success of the training will be measured by the increase in new requests and attendance in programs. Training evaluations of the content and trainers will be conducted for all sessions.

Formal training for users of NCIS will be conducted throughout the year. NCIS staff conduct an average of 26 session for over 250 customers annually. The training consists of common terms of LMI, how the information is collected, how to use the data, how to interpret career information, and how to best use the system software. Trainers provide lectures and hands-on computer training for participants.

Additional staff also provide up to 25 presentations annually to provide training and informational sessions to Workforce Information customers. These are not generally scheduled in advance but are information/training request from users throughout the state on an as needed basis. These customers include the general public, local WIA board staff, employer groups, chambers of commerce, service groups, and others.

In addition, formal training will be provided specifically to Nevada JobConnect One-Stop staff in the effective utilization of workforce information and the understanding of Nevada's Workforce Information System. Department management will decide the number of sessions that will be needed.

The Wagner Peyser/WIA State Strategic Plan has a vision that Nevada will have a diversified business environment with skilled employees who participate in life-long learning. These training programs will help to fulfill that vision. In addition, the plan has a goal that we provide a service system that enables, motivates and rewards self-sufficiency and independence. A top-notch workforce information training program will go towards meeting these objectives.

07/01/02 – 06/30/03 Provide training to various customer bases throughout Nevada

Cost: Cost to provide workforce information training to all customers \$50,000.

Customer Satisfaction Assessment

One of the main tools for assessment will be through personal interaction of area economist with customers. The WIA local economists will maintain close contact with local boards to ascertain needs and value of product. This will be conducted through one-on-one interviews with key board members and staff. These customers would include business representatives, economic development, education, other government and community leaders. Assessment with the State board will be maintained through dialog with board members through direct discussion with R&A staff. Reports of Workforce Investment System news will be provided through a WIN standing committee of the State WIA board.

Other reviews of customer satisfaction will be to measure the utilization of information provided through the Workforce Informer Internet product. Site utilization will be monitored and evaluated by Internet hits for various components. Direct customer surveys will be investigated for one-stop participants and the feasibility of focus groups will be evaluated.