

# California Workforce Information (One Stop LMI) Grant FY 2002-3

## Statement of Work

In response to Training and Employment Guidance Letter (TEGL) No. 18-02, California's Labor Market Information Division (LMID) submits the following proposal. The proposal is organized in three segments, as required by the TEGL. Section A describes the Employment Statistics System. Section B describes the products and services to be provided with these funds, consistent with the Core Products and Services prescribed by the Workforce Information Council. Section C presents the customer satisfaction assessment process.

### A. Provide a concise description of Statewide Employment Statistics System:

California's Labor Market Information (LMI) program includes a wide range of programs and services to address our customers' needs. These include

1. The Bureau of Labor Statistics (BLS) sponsored programs:
  - Covered Employment and Wages (ES-202)—collection of the universe of employment data;
  - Mass Layoff Statistics—collection of layoff events;
  - Current Employment Statistics—monthly survey of employment trends;
  - Local Area Unemployment Statistics—monthly estimates of employment and unemployment; and
  - Occupational Employment Statistics—annual survey of employment and wages by occupation and industry.
2. Non-BLS funded data collection (multiple fund sources including California Workforce Information Grant, Workforce Investment Act (WIA) funds, Employment Training Panel, and U.S. Department of Agriculture):
  - Agricultural Labor Survey, in cooperation with the U.S. Department of Agriculture; and
  - California Cooperative Occupational Information System (CCOIS)—a partnership between the LMID and local workforce investment

communities, surveying local employers in order to provide timely information about important occupations in each local area. Produces Occupational Outlook Reports, California Training and Education Providers database, and other products.

3. Customer surveys—an aspect of marketing described below. Non-BLS funded products and services (multiple fund sources including California Workforce Information Grant, Employment and Training Administration, WIA funds, Employment Training Panel, Wagner Peyser, and U.S. Department of Agriculture):
  - Wage determinations for the Foreign Labor Certification Program;
  - Economic trends analysis, including monthly Executive briefings on the status of the labor force;
  - Geographic Information System (GIS)—mapping and analysis;
  - Public Information Services responding to requests by telephone, mail, e-mail and the internet;
  - Electronic delivery of LMI through [www.calmis.ca.gov](http://www.calmis.ca.gov), [www.cactis.ca.gov](http://www.cactis.ca.gov), [www.worksmart.ca.gov](http://www.worksmart.ca.gov) and [www.lmi4ed.ca.gov](http://www.lmi4ed.ca.gov). Participant in the *Workforce Informer* consortium;
  - Custom data runs and analyses;
  - Industry and Occupational Projections for California and 58 counties;
  - Occupational research including O\*NET skills, career ladders, special analyses and occupational products;
  - Twenty-five Labor Market Consultants and five Regional Managers strategically placed in 25 locations throughout the State provide local analytical expertise; grant writing support, consulting services and technical assistance, targeted research, education and training; and
  - Applied Research, conducts original research, collaborates on joint research projects and promotes data sharing with other research entities.
4. Marketing and Outreach (multiple fund sources, primarily California Workforce Information Grant):
  - Produce Strategic Marketing and Outreach Plan;

- Establish Product Development and Review Process, which starts with customers' expressed needs;
- Present LMI at conferences and workshops;
- Collect and analyze customer interactions in an Intranet Customer Database;
- Distribute and analyze customer surveys;
- Facilitate customer focus groups as needed;
- Facilitate an LMI Advisory Group, comprised of representatives of our key stakeholders—meeting quarterly since 1995;
- Produce the monthly Customer and Revenue Activity Report; and
- Develop customer profiles to better target customer needs.

**For the State's Employment Statistics program:**

- **Description of consultation process with State and Local workforce investment boards, business community, individuals and workforce development professionals to determine customers' workforce information needs, relevance of information to be provided through the System.**

As noted in the "Marketing and Outreach" portion of our description of our Employment Statistics System, California's Labor Market Information has taken a number of steps toward soliciting the input of our customers regarding how our programs meet their needs, and how we can continue to improve. During 2002-3, we are expanding our outreach activities to connect with and get input from additional customer groups, to develop customer profiles to better target customer needs, and to better prioritize our services.

- **How the Statewide Employment Statistics System supports the State's WIA/Wagner-Peyser Five Year Strategic Plan.**

The California Workforce Investment Board's Strategic Five Year Plan, for the period of July 1, 2000 through June 30, 2005, identifies as one of its strategic objectives: "Provide Labor Market Information that is accurate, timely, dynamic, and supports our knowledge base of industry clusters and regional economies." A draft summary of the State Board's planning seminar in February 2002 follows a similar path. They cite the need for "better information about changing workforce needs...changing regional

economies and labor markets...more comprehensive use of career ladder information, refocus products to better serve customer needs, and working with industry sectors (clusters) to identify industry needs.” The products and services we suggest developing as part of this proposal are responsive to these directions.

- **Broad strategic approach for workforce information delivery to the system’s three principal customer groups.**

Our strategy for serving our customers encompasses getting customer input on each of our products, developing products in a readable and usable format (in print or electronic or both), and looking for continuous opportunities to improve. In addition to the wide range of products we currently produce, we are working with the *Workforce Informer* Consortium to develop a user-friendly web-based interface to the ALMIS database, to serve our customers. Our Area Consultants are located throughout the State to provide direct services to local customers, particularly the Workforce Development community.

- **How workforce information and services are delivered to the business community and job seekers through the State’s One-Stop service delivery system.**

In addition to the products and services the Labor Market Information Division provides directly to our customers, we provide print-based products, electronic tools, training and consultation services to the local One-Stop Career Centers (including local Job Service and Unemployment Insurance offices), to assist them in serving the business community and job seekers.

- **Requested (not required) to provide information on funding sources other than these grant funds.**

The various fund sources for our employment statistics system are noted in the description provided beginning on page one.

## **B. Description of products and services to be provided with these funds.**

Plan (in consultation with State and Local Workforce Boards) for core products and services. For each item provide the following:

- Detailed description of the activity, product or service, including principal customers;
- Focus of each activity;

- Description of process for and result of the consultation process with the State Board concerning the activity, product or service;
- How the activity supports the State's WIA Wagner-Peyser Five Year Strategic Plan;
- Measurable customer outcome(s) projected for each activity, product or service;
- Planned milestones for completion of the activity; and
- Total estimated cost of each activity.

### **Core Products and Services:**

#### **1. Continue to populate the ALMIS Database with State data. Submit licensing data to the National Crosswalk Service Center every two years.**

- **Detailed description of the activity, product or service, including principal customers.**

The Employment and Training Administration commissioned the design of the ALMIS database to incorporate local, regional, State and national industry, occupational, employment, wage, census and demographic data within a single comprehensive relational database, and instructed each State to incorporate State and local data to build the State version of the database. The product is only useful with an interface that allows customers and State LMI staff to access the data. We first attempted a client server interface along with the LMI Access consortium. Unfortunately, the size of our database prohibited effective delivery to customers using this interface. Since that time, we have been working with the *Workforce Informer* consortium to develop an Internet interface to the database. We expect to have the Internet interface complete and deployed by Spring 2003. More detail on the *Workforce Informer* interface plans, costs and customers is provided in #7 below.

Occupational licensing data are being collected in concert with the California Technology, Trade and Commerce Agency, which is responsible for many State licenses. The update of occupational licensing data for California should be complete and transmitted to the National Crosswalk Center by the end of September 2002.

- **Focus of each activity.**

To provide timely, useful and accurate labor market information to our wide range of customers in the most usable and accessible manner.

- **Description of process for and result of the consultation process with the State Board concerning the activity, product or service.**

With agreement of the State Board, we have prepared our proposal consistent with the Core Product requirements, reviewed the State five year plan to insure that each activity supports the Board's strategic goals and objectives, and then provided the draft proposal to the State Board staff, as well as distributed a copy to each of the Local Boards. Any comments or concerns offered by the State and/or Local Boards have been addressed to their satisfaction.

- **How the activity supports the State's WIA Wagner-Peyser Five Year Strategic Plan.**

This activity is consistent with the State Board's objective to "Provide Labor Market Information that is accurate, timely, dynamic, and supports our knowledge base of industry clusters and regional economies."

- **Measurable customer outcome(s) projected for each activity, product or service.**

Measurable customer outcomes will be associated with satisfaction with the Internet interface, which will be covered in #7 below. A basic expectation is that data in the database are updated in a timely fashion, and will be accurate. These will be addressed internally.

- **Planned milestones for completion of the activity.**

Update to version 2.2 was accomplished during program year 2001-2. During 2002-3, we will:

- Maintain the ALMIS database, version 2.2.
  - Establish service agreements with each program area to keep data current on a monthly basis, or as data are updated. Include validation that the data are validated as correct with each update. Service agreements will provide the timelines for each data element.
  - Continue to populate the core tables and others required for the *Workforce Informer* application.
- **Total estimated cost of each activity.**

Estimated costs for the update of database are \$12,000. We anticipate continuing to seek the assistance of Geographic Solutions and use their data loader to maintain the database.

**2. Produce and disseminate long-term, industry and occupational employment projections (State and sub-state).**

- **Detailed description of the activity, product or service, including principal customers.**

The LMID staff completed the Long-term California 2000-2010 Industry Projections during program year 2001-2. During July and August 2002, we are in the process of completing the SOC-based occupational projections for California. We will provide them to the State Projections Internet site for posting when complete. During 2002-3, we will produce projections for at least half of our 58 counties using a hybrid of our current method and the ALMIS software. Specifically, with these grant funds, we will continue to explore the sub State component of the ALMIS Long-Term Projection software to gain more experience working with the econometric models, local economic indicators and the local area review process. The ALMIS software will be used as a tool to produce industry projections with SAS software used as the supporting structure for reports and in the local review process. Staff will also test the use of the MicroMatrix system in the development of local occupational projections and compare the results to our current system, which uses mainframe software. In addition, Projections staff will work internally with CES and ES-202 program staff and externally with other States to seek solutions in developing the North American Industry Classification System (NAICS) time series used in employment forecasts. This poses a significant challenge for all States to forecast accurate growth trends with limited historical data.

Principal customers for projections are planners, economic developers, job seekers and training providers, each of whom is interested in making informed decisions about career, training and business choices.

- **Focus of each activity.**

During 2002-3, we will:

- Produce long-term sub State industry and occupational projections for the 2001-2008 period;
- Submit State-level projections for placement on the ALMIS State Projections Internet site; and
- Attend ALMIS training to enhance staff capacity to accomplish these objectives.

- **Description of process for and result of the consultation process with the State Board concerning the activity, product or service.**

With agreement of the State Board, we have prepared our proposal consistent with the Core Product requirements, reviewed the State five year plan to insure that each activity supports the Board's strategic goals and objectives, and then provided the draft proposal to the State Board staff, as well as distributed a copy to each of the Local Boards. Any comments or concerns offered by the State and/or Local Boards have been addressed to their satisfaction.

- **How the activity supports the State's WIA Wagner-Peyser Five Year Strategic Plan.**

This activity supports two objectives in the State Board's plan:

- "Provide Labor Market Information that is accurate, timely, dynamic, and supports our knowledge base of industry clusters and regional economies" and
  - "Project trends and develop strategies to meet the demands of economic growth and a changing global economy."
- **Measurable customer outcome(s) projected for each activity, product or service.**

We will continue to use our customer satisfaction surveys which ask five core questions about satisfaction and helpfulness of our products, and ask customers to rate any products containing projections on a scale of one (low) to five (high). We expect to achieve a customer rating of at least 4.0 out of five possible points. For more information on our customer survey process, please see Section C, which addresses customer satisfaction.

- **Planned milestones for completion of the activity.**
  - Submit statewide projections data for placement on the ALMIS State Projections Internet site by August 30, 2002, or when the Projections Consortium decides where to submit them.
  - Update ALMIS Industry module with statewide data by December 2, 2002 to begin sub State projections process.
  - Research and load sub State economic indicators by December 31, 2002.
  - Develop sub State industry projections by February 28, 2003.



- Develop sub State occupational projections by May 9, 2003.
- Publish long-term projections on our CALMIS and *Workforce Informer* web sites and in *Projections and Planning Information* reports by June 30, 2003.
- Compare to SAS based projections by June 30, 2003.
- **Total estimated cost of each activity.**

\$96,585

**3. Produce and disseminate short-term, industry and occupational employment forecasts. (State, and test the production for sub-state areas)**

- **Detailed description of the activity, product or service, including principal customers.**
  - Apply the ALMIS short-term projections software to produce short term industry and occupational forecasts using 2nd quarter of the calendar year 2002 baseline data to project 2nd quarter calendar year 2004 forecasts for the State. Develop and disseminate a report on the short-term forecast. (LMID completed ALMIS industry short term projections for 2001-2003.)
  - Apply the ALMIS short-term projections software to produce short-term industry using 2nd quarter of the calendar year 2002 baseline data to project 2nd quarter calendar year 2004 forecasts in three counties or other geographic regions.
  - Short-term occupational projections.
  - Attend ALMIS training to enhance staff capacity to accomplish these objectives.
  - Principal customers for projections are planners, economic developers, job seekers and training providers, each of whom is interested in making informed decisions about career, training and business choices.
- **Focus of each activity.**

During 2002-3, we will:

  - Produce short-term sub State industry and occupational projections for the 2002-2004 period;

- Test the process for developing sub State-level projections in three counties or other regions; and
- Attend ALMIS training to enhance staff capacity to accomplish these objectives.
- **Description of process for and result of the consultation process with the State Board concerning the activity, product or service.**

With agreement of the State Board, we have prepared our proposal consistent with the Core Product requirements, reviewed the State five year plan to insure that each activity supports the Board's strategic goals and objectives, and then provided the draft proposal to the State Board staff, as well as distributed a copy to each of the Local Boards. Any comments or concerns offered by the State and/or Local Boards have been addressed to their satisfaction.

- **How the activity supports the State's WIA Wagner-Peyser Five Year Strategic Plan.**

This activity supports two objectives in the State Board's plan:

- "Provide Labor Market Information that is accurate, timely, dynamic, and supports our knowledge base of industry clusters and regional economies" and
- "Project trends and develop strategies to meet the demands of economic growth and a changing global economy."
- **Measurable customer outcome(s) projected for each activity, product or service.**

Once we have completed the State level short-term projections process and graphical display (approximately August 2003), we will survey our local area consultants, representing our key internal users, to assess the utility and validity of the product. We will incorporate any suggestions regarding the display into the short-term sub State projections we propose to complete by the end of the program year.

- **Planned milestones for completion of the activity.** (Dates are based upon the assumption that the ALMIS software can accept NAICS-based data and a NAICS time-series will be available. If not, industry projections will be developed using SIC data.)
- Update time series by April 30, 2003.

- Load historical data by April 30, 2003.
- Load State economic indicators by May 30, 2003.
- Develop State level industry projections by August 29, 2003.
- Produce graphs and data in clearly understood formats for internal users by September 30, 2003.
- Develop short-term projections for three counties or other geographic regions by November 14, 2003.
- **Total estimated cost of each activity.**

\$96,585, including \$95,111 carry forward

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

- **Detailed description of the activity, product or service, including principal customers.**

Complete and disseminate our allied health career ladders project, with O\*NET as a basic source. Provide O\*Net-based occupational and career information products and consultative services. Reduce the backlog of updated California Occupational Guides and provide greater access to the Guides and other California Occupational products. Provide ad-hoc occupational research support for industries and allied agencies.

Principal customers for occupational analysis products are job seekers, education and training providers, One-Stop Career Center staff, intermediaries, and employers.

- **Focus of each activity.**

Our occupational products are our customers' number one interest, judging from hits on our Internet sites and customer comments on surveys, and during focus groups, conferences and workshops we facilitate. Our focus this year will be to continue to provide value added products that respond to our customer needs, including continuing the development of models for industry based career ladders.

- **Description of process for and result of the consultation process with the State Board concerning the activity, product or service.**

With agreement of the State Board, we have prepared our proposal consistent with the Core Product requirements, reviewed the State five

year plan to insure that each activity supports the Board's strategic goals and objectives, and then provided the draft proposal to the State Board staff, as well as distributed a copy to each of the Local Boards. Any comments or concerns offered by the State and/or Local Boards have been addressed to their satisfaction.

- **How the activity supports the State's WIA Wagner-Peyser Five Year Strategic Plan.**

These activities support the State Board's Plan

- Strategic goal, "Provide occupational information and data to intermediary, employer, and job seekers," and
- Strategic Objective, "Provide up-to-date occupational data and information to set a standard among California's workforce development system."

- **Measurable customer outcome(s) projected for each activity, product or service.**

We will continue to use our customer satisfaction surveys which ask five core questions about satisfaction and helpfulness of our products, and ask customers to rate any occupational products on a scale of one (low) to five (high). We expect to achieve a customer rating of at least 4.0 out of five possible points. For more information on our customer survey process, please see Section C, which addresses customer satisfaction. In addition, we anticipate collecting additional customer comments for continuous improvement through the planned outreach and focus groups described in Section C.

- **Planned milestones for completion of the activity.**

- Update and publish approximately 60 *California Occupational Guides* by June 30, 2003.
- Update and publish the *California Career Notes* for entry-level or re-entrants to the workforce by November 30, 2003.
- Incorporate additional entry-level occupations into the automated *WorkSmart* Web-based product, designed to be usable for new entrants to the workforce, including Welfare to Work clients, by November 30, 2003.
- Complete and publish the Health Care Career Ladder project, and provide a model for development of industry-based career ladders by January 31, 2003.

- Conduct occupational research for allied agencies, local partners, educational clients, and industries on an ad-hoc basis by June 30, 2003.
- Provide print and Web-based Spanish translations of the *California Occupational Guides* and *WorkSmart* products by June 30, 2003.
- **Total estimated cost of each activity.**  
\$334,994, including \$162,400 carry forward

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

The ALMIS Commercial Employer Database will be available on-line via the *Workforce Informer* application, effective Spring 2003. For more information about this application, see our description under #7 below. In the interim, major employers in each county are displayed for public access on our [www.calmis.ca.gov](http://www.calmis.ca.gov) web site.

**6. Provide information and support to Workforce Investment Boards and produce other State information products and services.**

6a. State and Local Planning and Technical Assistance

- **Detailed description of the activity, product or service, including principal customers.**
  - Respond to written, telephone, e-mail and in-person requests for labor market information, including production of customized employment and payroll data by industry and geographic location;
  - Provide central distribution of labor market information, technical assistance and publications to the One-Stop customers throughout the State;
  - Provide and expand State/Local annual planning information services for local jurisdictions and respond to enhanced planning requirements of the Workforce Investment Act. A recent example is the addition of more detailed demographic data from the 2000 census and projected occupational growth information. Many of the additions resulted from a focus group of Local Workforce Board representatives;
  - Develop Projections and Planning Information reports for each county to provide current industry, labor force, occupational and demographics information, as well as industry and occupational

projections information for customers. Contents of these reports will be available in print, as well as on our Internet web site; and

- Design and produce new products featuring local labor market information in response to One-Stop customers' needs. Continually improve existing products. A recent example is the second edition of the "*County Snapshot*", a summary of local labor market trends. LMID staff added more economic analysis and the most recent demographic information available.

Principal customers for these products and services are job seekers, education and training providers, One-Stop Career Center staff, Local Workforce Investment Boards and employers.

- **Focus of each activity.**

The focus of each of these activities is to provide labor market information products in a usable format, and with the content that our customers request.

- **Description of process for and result of the consultation process with the State Board concerning the activity, product or service.**

With agreement of the State Board, we have prepared our proposal consistent with the Core Product requirements, reviewed the State five year plan to insure that each activity supports the Board's strategic goals and objectives, and then provided the draft proposal to the State Board staff, as well as distributed a copy to each of the Local Boards. Any comments or concerns offered by the State and/or Local Boards have been addressed to their satisfaction.

- **How the activity supports the State's WIA Wagner-Peyser Five Year Strategic Plan.**

These activities support several strategic goals and objectives in the State's Five Year Strategic Plan. Specifically,

- The State Board's Strategic Goal to "promote private and public sector partnerships that drive change and meet the needs of the changing economy,"
- Strategic Objectives to "Provide Labor Market Information that is accurate, timely, dynamic, and supports our knowledge base of industry clusters and regional economies,"

- “Encourage and test new methods for research to understand the needs of industry clusters, improve program design and streamline service delivery,” and
- “Project trends and develop strategies to meet the demands of economic growth and a changing global economy.”
- **Measurable customer outcome(s) projected for each activity, product or service.**

We will continue to use our customer satisfaction surveys which ask five core questions about satisfaction and helpfulness of our products, and ask customers to rate products on a scale of one (low) to five (high). We expect to achieve a customer rating of at least 4.0 out of five possible points. For more information on our customer survey process, please see Section C, which addresses customer satisfaction. In addition, we anticipate collecting additional customer comments for continuous improvement through the planned outreach and focus groups described in Section C.

- **Planned milestones for completion of the activity.**

These are ongoing activities.

- **Total estimated cost of each activity.**

\$945,460

#### 6b. Collect and deliver Agriculture Industry Employment

- **Detailed description of the activity, product or service, including principal customers.**

California produces agricultural employment estimates for the State as a whole, six agricultural regions, and each of California’s 58 counties. Agriculture hours and earnings are produced for the State as a whole and six agricultural regions. This information is disseminated through all the resources available to the LMID, including the Internet and a monthly California Agricultural Bulletin. These data are critical to the Workforce Development system throughout the State, particularly in California’s rural areas. This program parallels the nonfarm Current Employment Statistics (CES) program and is funded in part by the National Agricultural Statistics Service, U.S. Department of Agriculture, (for \$80,000 in Fiscal Year 2001-2002) to leverage a working relationship that was established in 1996.

Principal customers for agricultural information are job seekers, growers, financial analysts, education and training providers, One-Stop Career Center staff, the U.S. Department of Agriculture and Local Workforce Investment Boards.

- **Focus of each activity.**

This proposal enables the LMID to continue to respond to increasing numbers of customer requests for agriculture industry data in California and in the local areas. The LMID collects these data through surveys of agriculture employers in the State and rural areas.

- **Description of process for and result of the consultation process with the State Board concerning the activity, product or service.**

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  - Strategic Objectives to "Provide Labor Market Information that is accurate, timely, dynamic, and supports our knowledge base of industry clusters and regional economies,"
  - "Encourage and test new methods for research to understand the needs of industry clusters, improve program design and streamline service delivery," and
  - "Project trends and develop strategies to meet the demands of economic growth and a changing global economy."
- **Measurable customer outcome(s) projected for each activity, product or service.**

We will continue to use our customer satisfaction surveys which ask five core questions about satisfaction and helpfulness of our products, and ask customers to rate any occupational products on a scale of one (low) to five



(high). We expect to achieve a customer rating of at least 4.0 out of five possible points. For more information on our customer survey process, please see Section C, which addresses customer satisfaction. In addition, we anticipate collecting additional customer comments for continuous improvement through the planned outreach and focus groups described in Section C.

- **Planned milestones for completion of the activity.**
  - Produce monthly agricultural employment estimates for California and six geographic regions—ongoing monthly activity.
  - Disseminate data in the California Agricultural Bulletins via the Internet and in print—ongoing.
  - Benchmark the employment data to the ES-202 file of universe employment—annually, by March 2003.

- **Total estimated cost of each activity**

\$106,913, including \$54,951 carry forward

6c. Produce maps for One-Stop decision makers:

- **Detailed description of the activity, product or service, including principal customers.**

This proposal will allow the LMID to meet the Department expectations for using GIS technology in meeting customer demand for EDD products and continue to build its GIS capacity by providing geographic information systems products to One-Stop customers. With the implementation of the Workforce Investment Act there has been an increased demand for labor market information. In response to this demand, the LMID has developed GIS applications to analyze and display data spatially.

The LMID has established a GIS Advisory Panel with participation from local and State GIS users. These Panel members will assist the LMID in focusing GIS efforts in meeting the local demand for LMI with spatial analysis and representation. The LMID has also developed a GIS Strategic Plan (2001-2005) to guide in the development and production of GIS services for customers.

Principal customers for maps and geographic information services are planners and policy makers, and the State and Local Workforce Investment Boards.

- **Focus of each activity.**

The graphic display of data reveals patterns in the LMI that are not readily visible in tabular data. The LMID uses GIS to simplify complex jurisdictional boundaries, increase communication and enhance decision-making.

- **Description of process for and result of the consultation process with the State Board concerning the activity, product or service.**

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  - "Project trends and develop strategies to meet the demands of economic growth and a changing global economy."
- **Measurable customer outcome(s) projected for each activity, product or service.**

We will continue to use our customer satisfaction surveys which ask five core questions about satisfaction and helpfulness of our products, and ask customers to rate any occupational products on a scale of one (low) to five (high). We expect to achieve a customer rating of at least 4.0 out of five possible points. For more information on our customer survey process, please see Section C, which addresses customer satisfaction. In addition,

we anticipate collecting additional customer comments for continuous improvement through the planned outreach and focus groups described in Section C.

- **Planned milestones for completion of the activity.**
  - Geo-code One-Stop Career Center locations and Local Workforce Investment Areas (LWIA) by August 31, 2002 and January 31, 2003.
  - Update LWIA maps by September 1, 2002.
  - Develop an interactive mapping system for the LMI Intranet.
  - Test and evaluate Intranet mapping concept from July 1, 2002 through September 30, 2002, based on Mapping software that was installed to the Intranet on May 9, 2002 to develop a “Proof of Concept” for Intranet mapping.
  - Respond to ad hoc requests for maps—ongoing, as requested. Examples include a major project for Tax Branch, Congressional District Maps for the Director’s Office, PPI Maps (one each for most counties), CCOIS maps, ES-202 locator maps, etc. A current project includes plotting One-Stop locations and other information for the Employer Advisory Council (requested by the Job Services Branch).
  - Hold GIS Advisory Panel quarterly meetings by August 1, 2002; October 31, 2002; January 30, 2003; and May 29, 2003.
- **Total estimated cost of each activity.**

\$272,600

6d. Produce and disseminate small county industry data:

- **Detailed description of the activity, product or service, including principal customers.**

This proposal will allow the LMID to continue producing small area (non-CES) industry payroll employment estimates for the 34 smallest counties in the State at the detail previously provided. In addition, this proposal will allow LMID to operate and maintain the automated system used to respond to inquiries for local industry employment estimates at the county level. Currently, LMID generates nonfarm payroll employment data for California and each of its 58 counties. This requires an ongoing process to maintain and operate the automated programs for small county industry data distribution.

Principal customers for small area employment data are job seekers, education and training providers, One-Stop Career Center staff, Local Workforce Investment Boards and employers.

- **Focus of each activity.**

As the WIA is implemented, the need for more custom localized data is increasing. Introduction of North American Industry Classification System (NAICS) will necessitate revising the historical employment data series for these small areas, and modifying the software to reflect these changes. This funding will allow work to begin on recreating the employment series for each county from January 1990 forward.

- **Description of process for and result of the consultation process with the State Board concerning the activity, product or service.**

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- The State Board's Strategic Goal to "promote private and public sector partnerships that drive change and meet the needs of the changing economy,"
- Strategic Objectives to "Provide Labor Market Information that is accurate, timely, dynamic, and supports our knowledge base of industry clusters and regional economies,"
- "Encourage and test new methods for research to understand the needs of industry clusters, improve program design and streamline service delivery," and
- "Project trends and develop strategies to meet the demands of economic growth and a changing global economy."

- **Measurable customer outcome(s) projected for each activity, product or service.**

We will continue to use our customer satisfaction surveys which ask five core questions about satisfaction and helpfulness of our products, and ask customers to rate any occupational products on a scale of one (low) to five (high). We expect to achieve a customer rating of at least 4.0 out of five possible points. For more information on our customer survey process, please see Section C, which addresses customer satisfaction. In addition, we anticipate collecting additional customer comments for continuous improvement through the planned outreach and focus groups described in Section C.

- **Planned milestones for completion of the activity.**

- Produce monthly estimates of employment by the second Friday of each month (except February, in which the press release is the third Friday)—ongoing
- Disseminate data in reports via the Internet and in print—ongoing
- Revise software to incorporate the introduction of the NAICS by February 21, 2003.

- **Total estimated cost of each activity.**

\$281,562

6e. Conduct Labor Market Research:

- **Detailed description of the activity, product or service, including principal customers.**

Conduct developmental labor market research in partnership with other research entities to support requests for timely needed workforce information. Examples include: examine labor supply issues; extract, analyze and disseminate aggregate job matching statistics from the CalJOBS system to support the labor supply analysis; coordinate with the Census Bureau to produce and distribute labor turnover and job growth statistics by industry and area; provide and/or broker access to industry expertise by implementing a process to garner relevant information from knowledgeable staff, trade associations, journals, and industry centers; produce quarterly data on new business formation in California; and participate in a study designed to identify and resolve labor supply problems in the Health Care industry.

Principle customers of these efforts are State and Local Workforce Investment Boards and their customers: One-Stop Career Centers, employers, job seekers, planners, economic developers, and others. In addition, we have an ongoing relationship with academicians and other researchers.

- **Focus of each activity.**

Facilitate labor market research, independently or in partnership with public and private research entities, to advance the study of challenging issues such as labor supply and demand, to mine administrative data, and to conduct other research of interest to policy makers.

- **Description of process for and result of the consultation process with the State Board concerning the activity, product or service.**

With agreement of the State Board, we have prepared our proposal consistent with the Core Product requirements, reviewed the State five year plan to insure that each activity supports the Board's strategic goals and objectives, and then provided the draft proposal to the State Board staff, as well as distributed a copy to each of the Local Boards. Any comments or concerns offered by the State and/or Local Boards have been addressed to their satisfaction.

- **How the activity supports the State's WIA Wagner-Peyser Five Year Strategic Plan.**

These activities support several strategic goals and objectives in the State's Five Year Strategic Plan. Specifically,

- The State Board's Strategic Goal to "promote private and public sector partnerships that drive change and meet the needs of the changing economy,"
- Strategic Objectives to "Provide Labor Market Information that is accurate, timely, dynamic, and supports our knowledge base of industry clusters and regional economies,"
- "Encourage and test new methods for research to understand the needs of industry clusters, improve program design and streamline service delivery," and
- "Project trends and develop strategies to meet the demands of economic growth and a changing global economy."

- **Measurable customer outcome(s) projected for each activity, product or service.**

Research papers which are widely distributed to our customers in print or on-line are subject to the same customer survey process as other LMID products, with the five core questions and five point scale described in other portions of this proposal. In most instances, however, the audience for our research projects tends to be limited, and the customer satisfaction is assessed in a direct, one-to-one manner.

- **Planned milestones for completion of the activity.**

- Disseminate Job Creation, Turnover and related data as validated and received from the Census Bureau's Longitudinal Employer-Household Dynamics project – December 2002.
- Conduct Focus Group meeting(s) related to local labor supply issues – September 2002.
- Arrange for additional data flow from CalJOBS to support detailed occupational analysis of labor supply issues – September 2002.
- Complete the interface to the online CalJOBS MIS – December 2002.
- Provide consultation services for data development and information generation for select industries and industry clusters – on demand.
- Produce and disseminate a comprehensive report on California Agriculture – September 2002.
- Monitor the Caregiver Training Initiative (CTI) project related to Health Care in California – ongoing.
- Provide data to UCLA for the CTI project – September 2002 and June 2003.
- Produce quarterly statistics on New Business Formation in California – September 2002, December 2002, March 2003, and June 2003.

- **Total estimated cost of each activity.**

\$203,797, including \$53,909 carry forward

6f. Coordinate customer outreach and marketing

- **Detailed description of the activity, product or service, including principal customers.**

Coordinate labor market information marketing activities including development of marketing materials; product review for usability and outreach activities; coordinate surveys and focus group sessions to assess customer satisfaction and develop interactive customer profiles; analyze customer survey and focus group input for improved products and services. Provide graphic oversight to the division's product development and marketing activities, focusing on attractive and usable products.

Principal customers for the LMID marketing activities are job seekers, education and training providers, One-Stop Career Center staff, Local Workforce Investment Boards and employers.

- **Focus of each activity.**

The focus of this activity is to direct staff efforts to the necessary assessment of customer needs and comments, and to provide oversight to facilitate the continuing improvement of our products and services.

- **Description of process for and result of the consultation process with the State Board concerning the activity, product or service.**

With agreement of the State Board, we have prepared our proposal consistent with the Core Product requirements, reviewed the State five year plan to insure that each activity supports the Board's strategic goals and objectives, and then provided the draft proposal to the State Board staff, as well as distributed a copy to each of the Local Boards. Any comments or concerns offered by the State and/or Local Boards have been addressed to their satisfaction.

- **How the activity supports the State's WIA Wagner-Peyser Five Year Strategic Plan.**

While the State Board's Five Year Plan does not specifically address marketing, outreach and customer satisfaction, their draft strategic plan update does suggest that we "refocus labor market information products to better serve customer needs." This is the essence of our outreach and customer satisfaction assessment proposal.

- **Measurable customer outcome(s) projected for each activity, product or service.**

See Section C for our description of activities we anticipate accomplishing to upgrade our marketing and outreach process. This objective will allow us to establish improved measures for the remainder of our products and services.



- **Planned milestones for completion of the activity.**
  - Update the division’s Marketing Plan to incorporate e-government strategic plan initiatives and customer outreach plan – by July 2002.
  - Conduct two one-on-one pilot customer outreach sessions for use in developing interactive customer profiles – by July 2002.
  - Develop process, guidelines and templates for customer outreach activities and include in Marketing Plan – by September 2002.
  - Develop “look and readability” formats, guidelines and process for writing and adding content to the website – by December 2002.
  - Continue attendance at statewide conferences to exhibit and demonstrate products and services – ongoing.
- **Total estimated cost of each activity.**

\$323,551, including \$120,994 carry forward

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

- **Detailed description of the activity, product or service, including principal customers.**
  - Deploy the generic application of *Workforce Informer* in California during Spring 2003, with customization and enhancement efforts to immediately follow. This application includes the employer name and address list referenced in #5 above.
  - Train staff to use and maintain the new system.
  - Develop and implement a customer satisfaction survey to assess the success of the new application in meeting customer needs.
  - Attend Consortium meetings as necessary to accomplish *Workforce Informer* objectives.
  - Merge the CALMIS Internet website ([www.calmis.ca.gov](http://www.calmis.ca.gov)) and the California version of the *Workforce Informer* online application into a seamless presentation of LMI. Enhance the CALMIS site to provide functionality not initially available through the *Workforce Informer*

application and to improve usability based upon analysis of the on-line customer survey and customer comments.

- Maintain the California Career and Training Information System (CaCTIS – [www.cactis.ca.gov](http://www.cactis.ca.gov)) to provide occupational, training and career data in an integrated on-line delivery system. The functionality of CaCTIS will be available in the ALMIS *Workforce Informer* application. When Workforce Informer has been successfully launched, CaCTIS will be discontinued.
- Continue to maintain the web-enabled WorkSmart ([www.worksmart.ca.gov](http://www.worksmart.ca.gov)), and integrate with the *Workforce Informer*. Develop and add information as requested by users.
- Maintain and enhance the LMID's Intranet web site to track customer requests, provide contacts for product marketing, and track product inventory.

Principal customers of LMID's electronic delivery systems are job seekers, employers, economic developers, and the local workforce board staff who serve them, as well as our own staff.

- **Focus of each activity.**

Develop and maintain LMID's web-based products to provide the user friendly, readily available labor market information that our customers need. Integrate the products to provide a seamless delivery to customers.

- **Description of process for and result of the consultation process with the State Board concerning the activity, product or service.**

With agreement of the State Board, we have prepared our proposal consistent with the Core Product requirements, reviewed the State five year plan to insure that each activity supports the Board's strategic goals and objectives, and then provided the draft proposal to the State Board staff, as well as distributed a copy to each of the Local Boards. Any comments or concerns offered by the State and/or Local Boards have been addressed to their satisfaction.

- **How the activity supports the State's WIA Wagner-Peyser Five Year Strategic Plan.**

Development and delivery of our electronic systems addresses a strategic goal and strategic objective in the State Board's Five Year Plan:

- Strategic Goal: “Develop systems to bridge employer needs and job seeker skills required by the changing economy.”
- Strategic Objective: “Use technology to facilitate communication within the workforce development and labor exchange system.”
- **Measurable customer outcome(s) projected for each activity, product or service.**

We currently track the number of hits to the overall web site, to specific pages, the number of customers who access the site, and change in these factors from month to month. In addition, we currently have an on-line customer survey, and review and track customer ratings and comments related to our websites. In addition to the activities currently in place, we will be developing a customer survey specific to the new *Workforce Informer* application, along with other States in the Consortium, and developing metrics to evaluate customer satisfaction with this new application.

- **Planned milestones for completion of the activity.**

Activities related to CALMIS, CaCTIS and WorkSmart are ongoing maintenance and update of these established electronic systems and applications we have developed in prior years using California Workforce Information Grant moneys.

Milestones for *Workforce Informer* implementation include:

- Participate in consortium acceptance testing during July and August 2002.
- Approve/accept delivery of final system documentation by September 1, 2002.
- State implementation of generic system by Spring 2003, or when control agency approvals have been granted.
- Work with vendor to customize, enhance and deploy the application by Spring 2003, or when control agency approvals have been granted.
- Customer satisfaction survey for the *Workforce Informer* application in place by July 1, 2003.
- **Total estimated cost of each activity.**

\$854,168, including \$212,168 carry forward

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

- **Detailed description of the activity, product or service, including principal customers.**

The LMID will develop an intuitive, user-friendly, web-based Labor Market Information (LMI) User's Guide for workforce preparation professionals who may want help in understanding how to use LMI in a One-Stop setting.

In 1998, the division began an aggressive classroom training effort for workforce preparation professionals. The primary goal was to increase their understanding and use of local LMI. Follow-up surveys and discussions with training participants affirmed that the instruction helped improve the quality of their work and the service they provided to their clients. In 2001-2002, the LMID successfully launched an internal Intranet-based User's Guide to the LMID web page. This on-line aide is helping Unemployment Insurance (UI) and Job Service (JS) line staff improve the quality of their work through the increased use of LMI. The division proposes to extend its existing LMI training efforts to its external partners in the Workforce Preparation community by creating Internet-based tools that will add versatility and flexibility to existing curriculum.

Internet-based LMI tools will maximize efforts to educate the Workforce Preparation community in those situations where in person training is not practical or accessible.

Principal customers for LMID's on-line training are local workforce preparation professionals, as well as One-Stop Career Center clients.

- **Focus of each activity.**

Develop and implement Internet-based instructional tools to increase the application of Labor Market Information to the Workforce Preparation Community.

- **Description of process for and result of the consultation process with the State Board concerning the activity, product or service.**

With agreement of the State Board, we have prepared our proposal consistent with the Core Product requirements, reviewed the State five year plan to insure that each activity supports the Board's strategic goals and objectives, and then provided the draft proposal to the State Board staff, as well as distributed a copy to each of the Local Boards. Any comments or concerns offered by the State and/or Local Boards have been addressed to their satisfaction.

- **How the activity supports the State's WIA Wagner-Peyser Five Year Strategic Plan.**

On-line Labor Market Information training supports a strategic goal and strategic objective in the State Board's Five Year Plan.

- Strategic Goal: Develop Statewide and local systems that encourage self-sufficiency by ...3) recognizing the contribution to California of all persons who work or seek to improve their skills through training and education.
- Strategic Objective: Encourage training and education to allow for career growth and upward mobility for incumbent workers especially the working poor, by focusing on career ladders, job mobility and life long learning.

- **Measurable customer outcome(s) projected for each activity, product or service.**

Focus groups will be conducted during the development of the on-line training to get customer assurances that the training addresses their needs in an understandable way. Following deployment of the training, on-line surveys will be posted to assess customer satisfaction with the training.

- **Planned milestones for completion of the activity.**

- This project is being initiated in program year 2001-2, with initial planning, identification of customer groups to be included in the focus groups and product testing, and identifying customer needs.
- Develop print prototypes to get feedback from customer groups by August 20, 2002.
- Develop HTML prototypes for field tests by October 30, 2002.
- Submit product for clearance by April 30, 2003.
- Implement on-line training by June 30, 2003.

- **Total estimated cost of each activity.**

\$186,498, including \$66,587 carry forward

**C. Description of the strategy to be employed by the State for assessing customer satisfaction with State produced workforce information**

**Consult with customers about the labor market relevance of the information disseminated, in order to continuously improve the system.**

**Describe the customer satisfaction assessment strategy to be employed for each of the system's three principal customers—business community, job seekers and the workforce system.**

To increase customer satisfaction and promote the effective use of employment statistics within the State's business community, job seekers and the workforce development community's One-Stop system, the California Labor Market Information Division is expanding its customer outreach and customer satisfaction efforts beginning in 2002.

Tasks associated with the Division's planned enhancement of customer outreach and customer satisfaction efforts for these key targeted customer sectors include:

- As mentioned above, our current customer satisfaction assessment process includes customer surveys, focus groups, and an LMI Advisory Group.
- Our current customer satisfaction survey includes at a minimum five "core questions" which ask about the customers' satisfaction with the Division's products and services overall, satisfaction with the specific product they have recently ordered, and the helpfulness of the product in making an informed career or business decision. Each response is rated on a scale of one (low) to five (high). In addition, for each customer, we ask them to identify with a customer type, to identify how they will use the product and to provide any written comments they wish. Monthly reports are generated and reviewed by Division managers.

Our plans to improve our customer assessment process include:

- Institute regular one-on-one meetings with key representatives of each targeted customer sector to better assess employment statistic information needs;
- Implement strategic alliances with the State's business, job seeker and One-Stop community for the delivery of high quality employment statistics publications and services;
- Increased use of focus groups to better assess the current business characteristics, employment statistics usage and gaps in information needs of these primary customer sectors;

- Consolidate, refine and improve the existing customer satisfaction survey process to better assess the dynamic employment statistic information needs of these key targeted customer sectors;
- Focus additional staff effort to follow up on customer satisfaction surveys and insure a greater number of responses;
- Devise additional outcome measurements to more fully track the progress in customer satisfaction within key targeted customer sectors;
- Develop an Customer Outreach Guide describing appropriate customer outreach efforts for these specific target customer sectors;
- Develop and refine Customer Profiles for each targeted customer sector;
- Inclusion of interactive Customer Profiles on the Workforce Informer/ALMIS website, to get customer input on the profiles; and
- Conduct ongoing research/analysis in response to feedback received from customer surveys, focus groups and web trend findings to better assess customer employment statistics needs and levels of satisfaction, and to continue to improve products and services.