

**Tennessee**  
**Section a: Statewide Employment Statistics Program**  
**LMI/One-Stop Grant Plan 2002 - 2003**

Description of data products and services of the Tennessee Department of Labor and Workforce Development (TDLWD)

The statewide employment statistics program involves populating the ALMIS database version 2.2 with 32 tables of statewide and substate data. A list is attached.

A major vehicle for distribution of these data is a user-friendly, interactive product, *The Source*, accessible on the Internet at <http://www.state.tn.us/labor-wfd/source/>. This is Tennessee's version of the LMI Access product created for a consortium of states by Geographic Solutions (GeoSol), a Florida software company. Tennessee continues to fund a maintenance agreement with GeoSol, and will benefit by having both modules of the system not only updated to the 2.2 ALMIS database, but also enhanced by a number of additions and improvements. Additional modules are expected to become available in the near future.

Other labor market products are provided, including:

- Labor Market Report (electronic/Internet newsletter)
- Publications in .pdf, .html, and printed format
- Labor Market Information Directory

To the extent that Tennessee State Government allows travel and that staff time permits, demonstrations and training on the uses of these products are provided on request. Marketing of the products continues, and a navigational aid for *The Source* is distributed widely, with more than 20,000 copies requested since February 2002. It is currently being reprinted to fulfill additional requests and will be updated to include the additions to the system.

Consultation methods the Tennessee DLWD has established in order to determine customers' workforce information needs.

1. A customer advisory group for *The Source* has been assembled and meets 3 to 4 times a year. Members are selected to represent a wide range of constituents. Members are drawn from the business community, workforce development central office staff, staff of partner agencies, one-stop centers, middle and high schools, and postsecondary schools. Two members of the statewide workforce development board and one member of the Nashville

area WIA board are members. Consultation with individual members regarding their constituencies' needs is continuous.

2. WIA boards have been mailed information about *The Source*. To date, most other communications with boards and staff have been through our 10 field analysts located across the state. These analysts create individualized responses to information requests. Some analysts also provide regular updates to a mail list of customers in need of the most recently updated information.

To more effectively determine the information needs of WIA boards and staff, the following 4-pronged approach will be implemented.

- The Director of the Research and Statistics section, in consultation with Employment and Training section of the department, will inform the board chairpersons and the WIA directors by letter of our interest in providing the labor market information they need. The letter will briefly describe our products and services.
- Following up on this, we will utilize an email system to regularly inform these board members, directors, and other staff they designate regarding data updates, services, and other items of interest to them. In each email we will request feedback on their data needs.
- We will offer to consult with them in face to face meetings in the individual WIAs. As they become more knowledgeable of our products and services through email communications, we anticipate that they will be better able to formulate their information needs than they may be at the current time.
- After finalizing the SIC to NAICS data conversion next March, the field analysts and their supervisor will begin making PowerPoint presentations to help clear up the confusion we expect to ensue from the new data format. We will attempt to reach as many WIA board and staff, as well as other customers of this data, as possible.

Ways in which the employment statistics system supports the five-year strategic plan.

**Strategic Goal # 5 of Tennessee's "Unified Strategic Five-Year State Workforce Investment Plan" for 7/1/1999 – 6/30/2004, p.13: "Enhance link between labor supply and employer demand: ensure that employers, educators, and individuals will have relevant, timely, and local labor market information and services that support business growth, and a labor exchange system that connects employers to the workforce." State WIA/Wagner Peyser plan (Plan Modification #1, revised, dated 7/1/2001)**

**Operational Goal #1: Maximize employment and re-employment opportunities for Tennesseans in first, new and better jobs.**

The Source contains occupational projections and information on the numbers of persons completing training programs. Additionally, we provide outlook grades which inform persons interested in entering an occupation of the projected outlook for that occupation in the future. This is described in detail in section b item 4. Providing the ALMIS employer database aids users in identifying employers who may hire persons in specific occupations and gives contact information.

Information for business customers includes the training program completer information, indicating labor availability; average wages paid by other employers; economic indicators; demographic information; and area profiles for units as small as counties.

**The broad strategic approach to serving the 3 principal customer groups.**

The major approach is delivering information via the Internet system, *The Source*, and providing services to support that delivery. We expect to serve members of all 3 customer groups through this system. To optimize use of the system, we conduct the broadest possible marketing campaign to make customers aware of *The Source* and its applications to their needs.

- We have obtained links from other appropriate web sites to *The Source* and will work on getting links from more sites.
- We have widely distributed more than 19,000 sets of Fast Finder cards using mailing lists provided by our own workforce development staff and other state agencies. These 5½ X 8½ inch cards provide a quick display of the data types and of ways of accessing the most used data. They work both as navigational aids in the use of *The Source* and also in publicizing the system's many uses.
- We also increase awareness and use by presentations and demonstrations.

We respond to specific data requests. For example, we have provided a specialized list of favorable occupations as requested for a conference of school personnel and are preparing a data set, to be presented in newsletter format, requested by the Middle Tennessee Career Center.

- a. The business community is reached through distributions of Fast Finders by the department's 5 employer representatives across the state. In delivering the Fast Finders as they visit business executives, the representatives discuss the uses of *The Source*.
- b. Individuals

- Those reached via mailings, presentations, and counseling staff include welfare to work customers; vocational rehabilitation program customers; and students, teachers and staff in middle and high schools, and any individual using resources of the career centers. The Web site is at [www.state.tn.us/labor-wfd/source/](http://www.state.tn.us/labor-wfd/source/)
  - Fast Finders are distributed to unemployed persons at job fairs.
  - Dislocated worker staff distribute Fast Finders at mass layoff sites.
- c. Tennessee workforce development system outreach efforts:
- State agency workforce development staff and career center staff consult with us and receive updates and demonstrations as members of the advisory group
  - Fast Finders are distributed in the comprehensive career centers and affiliate centers,
  - We consult with staff in the comprehensive centers
  - the 4-pronged strategy described above to increase communications with WIA staff and board members
  - outreach to tech prep, vocational education, and middle and high school counselors

**Tennessee**  
**Section b: Core Products and Services to be Provided**  
**LMI/One-Stop Grant Plan 2002 - 2003**

**1. Continue to populate the ALMIS database with State data.**

Description:

Tennessee maintains and updates the ALMIS database. We are now populating the ALMIS version 2.2 database with Tennessee data. A list of the 33 populated data tables is attached. (A few tables are not displayed in The Source.) Data are included for all geographic units for which data are available.

We currently display the populated version 1.1 of the ALMIS database in an Internet product, The Source, [www.state.tn.us/labor-wfd/source/](http://www.state.tn.us/labor-wfd/source/). SOC wage data has been added. The Source has been developed and maintained by Geographic Solutions (GeoSol) of Florida. GeoSol is in the process of enhancing the software for The Source. We expect to receive the Inquiry module based on the 2.2 ALMIS by the end of September 2002. The JobSeeker module is expected by the end of December 2002. We will make them available on the Internet as soon as they have been adequately tested.

Updating the 1.1 version displayed in The Source will continue until the enhanced modules based on the 2.2 ALMIS are put on line. Updating for both versions will continue to focus on monthly CES and labor force data, annual 202 employment data, updated education completer data, available economic indicators, updated wage data, and updated long term employment and occupational projections.

If staffing permits, licensing data will be reviewed.

Principal Customers: Principal customers will be users of our *Source* Internet system and other labor market products and services. These include: WIA board and staff; staff in several divisions of the TDLWD; middle and high schools and technical and community colleges; vocational rehabilitation personnel; personnel in career centers; economic development staff; employers, and the general public.

Focus: Continuously updating ALMIS data tables with the most recent data available and displaying much of it in The Source.

Consultation: Not applicable, as this product is standardized through the ALMIS consortium.

How this supports the strategic goals of Tennessee’s WIA/Wagner-Peyser 5-year plan: This database underpins the Internet delivery system that ensures\_ “that employers, educators, and individuals will have relevant, timely, and local labor market information. . .” as required in Tennessee’s strategic plan.

Measurable Customer Outcomes: Not applicable.

Planned Milestones:

Monthly 2002-2003	Continue to Populate the ALMIS Database	Update Job Service and UI, Labor Force, CES Data
Aug. 30, 2002 ('99-00) Dec. 15, 2002 ('00-01)	Continue to Populate the ALMIS Database	Education ('99-00; '00-01) and 202 Data
Sept. 2002	Continue to Populate the ALMIS Database	Final statewide and area long term industry and occupational projections
June 2003	Continue to Populate the ALMIS Data Base	Other data bases for which updated data are available

Total Estimated Costs: \$170,000

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

Description:

With new national projections completed, work can continue on Tennessee’s long term projections. We have updated the data files for the long-term projections system. We expect to finalize state and area industry and occupational projections by the end of September, 2002. They will be available on-line when the new Source Internet system is implemented. These updates will allow an additional update, the labor supply/demand analysis included in the ALMIS analysis table.

The department will post a press release when the projections are released to the public. We will make highlights from these projections available through the Monthly Labor Market Report newsletter in print and on the Internet. We will also include brief news items and the Internet address in the monthly departmental newsletter, “Workforce Developments”, and in emails to the State Workforce Development Board and WIA board members and staff as well as our general email group. (The general email group consists of individuals who have requested our ALMIS database-based products in the past.)

Additionally, our ongoing effort to increase awareness and usage of data in *The Source* by distributing the Fast Finders cards will continue.

Principal Customers: Principal customers will be users of our *Source* Internet system and other labor market products and services. These include: WIA board and staff; staff in several divisions of the TDLWD; middle and high schools and technical and community colleges; vocational rehabilitation personnel; personnel in career centers; economic development staff; employers, and the general public.

Focus: Producing and disseminating statewide and WIA projections based on the most recent data, with base year 2000 and projected year 2010, for use in ALMIS database tables.

Consultation: In the emails to the State and WIA boards we will offer to provide additional projections information to them and to disseminate the information to any individuals or entities they suggest.

How this supports the strategic goals of Tennessee's WIA/Wagner-Peyser 5-year plan: Long-term projections underpin the Internet delivery system as well as other labor market products and services that ensure "that employers, educators, and individuals will have relevant, timely, and local labor market information. . ." as required in Tennessee's strategic plan.

Measurable Customer Outcomes:

- Press release: unknown ultimate readership in publications
- 1 or more articles in the Monthly Labor Market Report. Mailed to approximately 750 customers(workforce development offices, legislators, and individuals) and email alerts to about 60 more, who access it from the Internet.
- A news item in the staff newsletter serving the more than 1600 employees of TDLWD.
- Emails to WIA board members and staff, expected to be about 50 individuals.
- Emails to our general email group, about 300 individuals in a wide variety of customer groups.
- We have purchased a software system that logs use of *The Source* on the Internet and produces reports. With this system, Livestats, we have been able to determine that the employer data is very popular with users. We will continue to measure usage. We cannot determine numbers of users, only numbers of sessions and of page views. But both of these are good indicators of use. For example, for the week of June 30 – July 6, there were 3049 sessions (each time the system was accessed is one session) with 22,335 page views. Two pages with occupational data were among the top 10 pages in terms of "page views". We will continue to monitor page views on these data, and will expect to increase the number through continued marketing.

Planned Milestones:

- Finalize state and area industry and occupational projections: September 2002.
- Load in the ALMIS database by October 2002.

Total Estimated Costs: \$70,000

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

Description:

Tennessee will update the industry employment database from 1998 to 2001 and complete a set of statewide projections. Data will be developed for substate areas. The department will post a press release when these are released to the public. We will make highlights from these projections available through the Monthly Labor Market Report newsletter in print and on the Internet. We will also include brief news items and the Internet address in the monthly departmental newsletter, "Workforce Developments", and in emails to the State Workforce Development Board and the WIA board members and staff as well as our general email group.

Principal Customers: Workforce development boards, career centers, economic development professionals, employers, and individuals.

Focus: Producing and disseminating updated statewide and WIA projections.

Consultation: In the emails to the State and WIA boards we will offer to provide additional projections information to them and to disseminate the information to any individuals or entities they suggest.

How this supports the strategic goals of Tennessee's WIA/Wagner-Peyser 5-year plan: Short-term projections are intended to help ensure "that employers, educators, and individuals will have relevant, timely, and local labor market information. . ." as required in Tennessee's strategic plan.

Measurable Customer Outcomes:

- Press release: unknown ultimate readership in publications
- 1 or more articles in the Monthly Labor Market Report. Mailed to approximately 750 customers(workforce development offices, legislators, and individuals) and email alerts to about 60 more, who access it from the Internet.
- A news item in the staff newsletter serving the more than 1600 employees of TDLWD.



- Emails to WIA board members and staff, expected to be about 50 individuals.
- Emails to our general email group, about 300 individuals in a wide variety of customer groups.

Planned Milestones:

Finish statewide industry and occupational forecast: December 15, 2002

Total Estimated Costs: \$60,000

**4. Continue to produce occupational analysis products.**

Description:

**The Source.** In addition to projected growth rates and openings available for all occupations, occupational grades and training program placement information will continue to be provided in *The Source*. Occupations requiring training are graded (Excellent through Very Competitive) based on projected growth, annual openings, and supply/demand comparisons. Grades Excellent, Good, and Favorable are considered indications of a “demand occupation”. Grades are provided for the state as a whole and, for occupations with local training, for local workforce investment areas (LWIAs). Placement rates are provided for programs at public postsecondary institutions that train for these occupations. These data help users analyze the likelihood that being trained in these occupations will lead to obtaining jobs in the LWIAs.

As long-term projections and program completer and placement data are updated, the occupational analyses data (including outlook grades) will be updated in *The Source*. Additionally, we are requesting GeoSol, in the JobSeeker module we expect to have by December, to provide a query function similar to that in Career InfoNet, where the customer can obtain a list of fast growing occupations, occupations with most openings, etc. We will request that these lists be available by education level.

**Access to skills-based information.** Currently, the Internet version of *The Source* provides a link to the O\*Net home page, explaining that O\*Net has occupational information. Later in this program year, the enhanced JobSeeker module for *The Source*, which we expect to have online by February, will include lists of skills, abilities, tasks, and knowledge items for occupations, based on O\*Net. An additional module expected to be available in the future will allow skill matching, allowing a customer to indicate his/her own skills and identify occupations using these skills.

**Job Outlook publications.** Fourteen “Job Outlook 1998 – 2008 In Brief” publications – statewide and 13 local workforce investment areas – are available as PDF documents for downloading and printing from the department’s labor

market publications Internet site, <http://www.state.tn.us/labor-wfd/outlooks/select.htm>. Analyses for each geographic area include overall employment growth trends, industry expansion or decline, and training levels required for projected jobs. Occupations are graded (as in *The Source*) and presented in lists based on the amount of education required. Data are presented in graphs and tables, making the information clear and meaningful to intended customers. The publications will be updated as soon as new projections have been processed and outlook grades have been updated.

Principal Customers: persons exploring career and training possibilities and counselors who work with them in a range of settings, including career centers, schools and vocational rehabilitation offices. Because the information is on the Internet, any individual with access to the Internet can obtain it. The state Vocational Education home page category “Career Resources” links to these sites.

Focus: providing a continuously updated, comprehensive, interactive labor market information product with universal access through the Internet to allow accurate state and local occupational analyses. Providing a publication with occupational analyses in list format.

Consultation:

The Source Advisory Group will continue to be consulted on matters dealing with the *The Source* Internet product. Two members represent the State Workforce Investment Board and another represents a local WIA board. Consultation with members of our Advisory Group is accomplished through meetings and mail, telephone, and email contacts.

Additionally, in the emails to the State and WIA boards we will provide additional information about these occupational analysis products.

How this supports the strategic goals of Tennessee’s WIA/Wagner-Peyser 5-year plan: Tennessee’s unified strategic plan states: ” customers that are in need of training will be provided with current labor market information that will enable them to make intelligent decisions concerning their choices of careers and training providers.” The plan requires that, with few exceptions, training provided under this act be in “demand occupations” (p.8). The two information products, *The Source* and the *Outlook in Brief* publications, help meet this need for “adequate information” and for providing analysis of “demand occupations” and to “ensure that employers, educators, and individuals will have relevant, timely, and local labor market information. . .”

Measurable Customer Outcomes:

- Emails to WIA board members and staff, expected to be about 50 individuals.
- Emails to our general email group, about 300 individuals in a wide variety of customer groups.

Planned Milestones:

- Occupational grades and placement data will be updated by October 30, 2002 and be available in *The Source* at that time.
- Job Outlook publications will be updated by January, 2003.

Total Estimated Costs: \$122,000

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

Description:

The ALMIS employer database will continue to be accessible in *The Source*. We will continue to purchase the annual subscription for this database from InfoUSA. Under our maintenance agreement, GeoSol will update the ALMIS tables twice a year as the files become available.

Principal Customers: Principal customers will be users of our *Source* Internet system. These include: WIA board and staff; staff in several divisions of the TDLWD; middle and high schools and technical and community colleges; vocational rehabilitation personnel; personnel in career centers; economic development staff; employers, and the general public.

Focus: Providing the most up-to-date and accurate listing of employers available to us.

Consultation: Not applicable, as this database has previously been approved and contracted for.

How this supports the operational goals of Tennessee's WIA/Wagner-Peyser 5-year plan: Operational Goal #1 is to "maximize employment and re-employment opportunities for Tennesseans in first, new and better jobs." Having this employer list which is periodically updated helps users of *The Source* seek employment.

Measurable Customer Outcomes:

- Emails to WIA board members and staff announcing the availability of updated information. This email group expected to be about 50 individuals.
- Emails to our general email group, about 300 individuals in a wide variety of customer groups.
- With the Internet monitoring software Livestats, we have been able to determine that the employer data on *The Source* is very popular with users. For example, for the week of June 30 – July 6, the data with the most "page views" was the ALMIS employer data, with 1237 page views. We will

continue to monitor page views on these data, and will expect to increase the number through continued marketing.

Planned Milestones: Employer data will be updated semiannually as the files become available from InfoUSA. We expect this to be in the fall and in the spring as it has been in the past.

Total Estimated Costs: \$50,000

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

### Description:

We will institute a series of steps to increase the awareness members of the statewide workforce development board and the WIA boards and staff have of our labor market data and products and to determine their information needs.

- The Director of the Research and Statistics section, in consultation with Employment and Training section of the department, will inform the members of the Tennessee Workforce Investment Board, WIA board chairpersons, and the WIA directors by letter of our interest in providing the labor market information they need. The letter will briefly describe our products and services.
- Following up on this, we will utilize an email system to regularly inform these board members, directors, and other staff they designate regarding data updates, services, and other items of interest to them. In each email we will request feedback on their data needs.
- We will offer to consult with them in face to face meetings in the individual WIAs. As they become more knowledgeable of our products and services through email communications, we anticipate that they will be better able to formulate their information needs than they may be at the current time.
- After finalizing the SIC to NAICS data conversion next March, our 10 field analysts across the state and their supervisor will begin making PowerPoint presentations to help clear up the confusion we expect to ensue from the new data format. We will attempt to reach as many WIA board members and staff, as well as other customers of this data, as possible.

Principal Customers: Members of the Tennessee Workforce Development Board and local WIA boards and administrative staff.

Consultation: The Source Advisory Group , with 2 members representing the State Workforce Investment Board and another representing a local WIA board, will continue to be consulted on matters dealing with the *The Source* Internet product, including publicizing it broadly to ensure the widest possible access. Consultation with members of our Advisory Group is accomplished through meetings and mail, telephone, and email contacts.

How this supports the goals of Tennessee's WIA/Wagner-Peyser 5-year plan:  
The narrative of the 5-year plan states:

“The state plans to make the consideration of programs being deemed a 'demand occupation' a part of the certification process for Eligible Training Providers. If a program that has been certified is determined to lose its rating as a “demand occupation”; the state will consider not re-certifying the program.” Because the local WIA boards have responsibility for certifying occupational training programs, the occupational analysis information we make available is vital to their informed decision-making.

Overall, providing data and services and increasing awareness should help boards meet the operational goal of maximizing “employment and re-employment opportunities.” Economic and demographic data we make available will give boards an updated description of their region and help them fulfill their responsibilities for economic development.

Measurable Customer Outcomes:

- Introductory letters to board chairpersons and executive directors of the 13 WIAs
- Regular Emails to WIA board members and staff, expected to number about 50 individuals.
- Personal contacts with those WIA board and staff requesting them
- Board and staff requests for training/presentations on data availability and interpretation.
- Requests for specialized data reports, which our staff will fulfill

Planned Milestones

Letters of introduction to WIAs in October, 2002 with follow-up thereafter.

Total Estimated Costs: \$55,896

## **7. Support development and deployment of workforce information delivery systems**

Description:

We will continue our maintenance contract with GeoSol which will allow us to continue upgrading The Source Internet labor market information system.

Through this contract we are obtaining conversion of system to the 2.2 version of the ALMIS database. Additionally, GeoSol continues to develop more sophisticated software which will increase the speed of data access in the updated modules we expect in September and December.

GeoSol is providing a number of enhancements with its updated version. One of the key enhancements is access to O\*Net skills information on occupations. This will be especially valuable to vocational rehabilitation counselors. About 200 occupational videos will be available. We also expect GeoSol to program direct access to 3 job banks—America's Job Bank, Monster.Com and Hotjobs.com. Through discussions with GeoSol, we are led to believe we can add to the 2.2 versions several features that have been requested by our Advisory Group, including listings of "top jobs" similar to the listing in Career InfoNet.

In both modules of the 2.2 version of *The Source*, we will link to the official listing of training programs certified by the WIAs. Many of these programs cannot be assigned full 6-digit CIP codes and therefore are not appropriate for inclusion in *The Source*. Many others are already listed in *The Source* because they are offered by state-supported institutions. Therefore, in order to provide access but avoid confusion, we will link to them rather than trying to include them in *The Source*.

In order to ensure universal access, we will continue to publicize the Internet version of *The Source* as widely as possible. This past program year we designed and printed 5 ½ X 8 ½ inch navigational aids for *The Source* which we call Fast Finders. These are modeled after Quick Click Tip cards developed by New Hampshire. We have distributed them widely, but demand has outpaced supply, so we are reprinting the current version. In addition to distributing this reprinting, we will update these cards and distribute a new version when the 2.2 *Source* is completed.

Tennessee continues to pay dues to and participate in two multi-state consortia. Because we continue to need the CD version of *The Source* on a limited basis in order to ensure universal access to labor market data, we will explore purchasing a maintenance agreement for that version through GeoSol. The maintenance agreement would pay for continued updating and for adapting the system to conform to the ALMIS database upgrades.

Tennessee also joined the Workforce *informer* Consortium, which has a contract to develop an Internet product also operating from the ALMIS database. Although our current product, *The Source*, is quite functional, the product under contract to the Workforce *informer* consortium has seemed to promise increased usability, as the consortium developed the specifications for it. The product is now under development.

Principal Customers: Principal customers will be users of our *Source* Internet system and other labor market products and services. These include: WIA board and staff; staff in several divisions of the TDLWD; middle and high schools and technical and community colleges; vocational rehabilitation personnel; personnel in career centers; economic development staff; employers, and the general public.

Focus: providing a continuously updated, comprehensive, interactive labor market information product with universal access through the Internet and on CD Rom as needed; providing maintenance and enhancement to the system; and publicizing it to the greatest extent possible given staff time and travel constraints.

Consultation: The Source Advisory Group will continue to be consulted on matters dealing with the *The Source* Internet product, including its functionality, publicizing it broadly to ensure the widest possible access, and producing any needed user aids. This 21-member group was formed to represent as many user constituencies as possible, with 2 members representing the State Workforce Investment Board and another representing a local WIA board. Consultation with members of our Advisory Group is accomplished through meetings and mail, telephone, and email contacts. We will explore putting a job seeker on the Group.

How this supports the strategic goals of Tennessee's WIA/Wagner-Peyser 5-year plan: The Source Internet system is the cornerstone of our system of labor market information delivery as required in the state's strategic plan.

Measurable Customer Outcomes:

- The 2.2 Version of The Source with numerous enhancements will be made available on the Internet. Customer usage, including page views of the new features, will be monitored using the Livestats system.
- CD Rom versions of The Source will be provided on request. Estimated requests: 20 or fewer.
- The current version of the Fast Finders will be delivered to at least 2,000 additional customers
- The revised version of the Fast Finders, based on the 2.2 version of The Source will be delivered to 22,000 customers

Planned Milestones:

- Implementation of the Source will be October 2002 for the Inquiry version and February 2003 for the Job Seeker.
- Advisory Group meetings are planned for October 2002, and January and April 2003.

- The 2.2 version of *The Source Analyzer* module is expected to be online in October 2002 and the JobSeeker module is expected to be online in February 2003.
- The current version of the Fast Finders will be delivered to at least 2,000 additional customers by September 2002.
- The revised version of the Fast Finders, based on the 2.2 version of The Source will be delivered to 22,000 customers beginning in February 2003.
- A new Source brochure is planned for March 2003.

Total Estimated Costs: \$120,000

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

### Description:

We will support training for both internal and external customers on the availability and uses of our labor market products. To do so we will purchase a new projector to be used for presentations. It will replace the projector we had been using, which no longer functions.

### **Internal customers.**

- We will send 2 Research and Statistics (R & S) Section analysts to LMI Institute training.
- We will provide 2 ½ days of training in a central location in the state to R & S central office statistical analysts and our field analysts. Regional BLS and ETA staff will be invited. Training topics will include the SIC to NAICS conversion.
- A PowerPoint presentation plus related written materials on the SIC to NAICS conversion will be prepared. Field analysts will be trained on the use of the PowerPoint presentation and related materials to inform their customers across the state.
- We will offer to train WIA board and staff members in accessing and using our data on “demand” occupations and other labor market data relevant to their missions as well as on the NAICS conversion.
- We will continue to train those members of other sections of our department who are Source Advisory Group members through demonstrations at their meetings.

### **External customers.**

- We will continue to train our Source Advisory Group members external to our department through demonstrations at their meetings.



- Because staff time is limited and we expect travel to be somewhat restricted, we will experiment with offering stand-alone PowerPoint presentations which organizations and agencies can use for their training situations and meetings. We will create packets of materials designed to support the concepts in the PowerPoints. We have prepared highly successful presentations targeted to numerous types of groups. Therefore we have components of presentations and the materials we have provided as handouts which can easily be adapted to many audiences.
- In-person presentations and training on the use of The Source for specific purposes will continue to be provided as requested to the extent staff time and state travel restrictions allow. Where feasible we will conduct hands-on training on The Source in computer labs with Internet access. Information will include graphs and analyses of the current labor market, both industries and occupations, in TN and MSAs.
- After finalizing the SIC to NAICS data conversion next March, our 10 field analysts across the state and their supervisor will begin making PowerPoint presentations to help clear up the confusion we expect to ensue from the new data format. We will attempt to reach as many WIA board members and staff, as well as other customers of this data, as possible.
- We will offer to work with the Departments of Human Services and Education to train or develop training materials for their staff and customers.

#### Principal Customers

**Internal customers:** WIA board and staff; Research and Statistics Section staff including field analysts across the state; and the staff members from the relevant sections of our department.

**External customers:** central office and field staff in several agencies of state government; education personnel, including middle and high schools and technical and community colleges; vocational rehabilitation personnel in offices across the state; personnel in career centers; and representatives of the business community who are members of our Source Advisory Group.

**Focus:** In part, the focus is similar for internal customers and for external customers: To increase training participants' understanding of what data we can supply and how to access it and to provide guidelines for using the data accurately for their purposes. For R & S analysts there is the additional focus of preparing them to continue to provide accurate information and training to customers.

**Consultation:** The Source Advisory Group, including 2 state board members and one WIA board member, will continue to be consulted. Additionally, we will respond to training suggestions and requests from the state Workforce Development Board and WIA boards.

How this supports the strategic goals of Tennessee's WIA/Wagner-Peyser 5-year plan: Training helps meet the goal that "employers, educators, and individuals will have relevant, timely, and local labor market information."

Measurable Customer Outcomes:

- 2 Statistical Analysts will attend LMI training
- All Statistical Analysts, including field staff, will attend 2 ½ days of training
- In-person demonstrations, training, and presentations by staff on The Source on a limited basis: 4 to 6 sessions
- PowerPoint presentations on The Source used by customers to train their constituents: 5 sessions
- PowerPoint presentations by field analysts and their supervisors on the NAICS conversion: 5
- Demonstrations of system updates to Source Advisory Group members

Planned Milestones:

- 2 Statistical Analysts will attend LMI training when the next institute is offered.
- All Statistical Analysts, including field staff, will attend 2 ½ days of training after the NAICS conversion is completed and a PowerPoint training has been prepared. October 2002. Central Office will receive update training on the Source new version in March, 2003.
- In-person demonstrations, training, and presentations by staff on The Source on a limited basis: 4 to 6 sessions
  - First session July 24, 2002 to Jobs for Tennessee Graduates teachers
  - Other sessions on request: Nov. 2002 for Rehab services and/or Department of Education; March 2003 for internal Labor and Workforce Department customers, including Adult Education staff.
- PowerPoint presentations on The Source used by customers to train their constituents: 5 sessions by June 2003
- PowerPoint presentations by field analysts and their supervisors on the NAICS conversion: 5 during May and June 2003
- Demonstrations of system updates to Source Advisory Group members at October 2002, and January and April 2003 meetings.

Total Estimated Costs: \$75,000

**Tennessee**  
**Section c: Customer Satisfaction Assessment**

Assessment of Customer Satisfaction with The Source and related products and services.

The Source on the Internet and the Fast Finders cards (navigational tools for the Inquiry and JobSeeker modules)

All customers: We will work with the developer to add a feedback form to the Internet Source system itself.

Business customers: We will work with staff in our department and in other public and private agencies to identify members of the local business community who can evaluate the data available on The Source and its presentation. The best formats for this may be individual consultations or a focus group. Also, we expect the new executive director of the Tennessee Business Roundtable to be an active member of our advisory group, as was the previous director, and to provide ongoing consultation.

Agency staff—those in our own department and staff of other state agencies and public schools. We have a database with the names of staff members of many agencies and schools who have requested the fast finders cards. We could mail them a form to obtain feedback both on The Source itself and on the usefulness of the Fast Finder cards. Consultation with members of our advisory group, representing a broad spectrum of agencies, will be ongoing.

Job seekers and others seeking career information: We could enlist the aid of career center staff in obtaining written evaluations from individuals receiving their job seeking services on the usefulness and usability of The Source and of the Fast Finders cards.

Demonstrations and training sessions on the uses of The Source. Although opportunities for hands-on training are few, as computer classroom space is at a premium and is almost constantly in use, we do numerous PowerPoint presentations and some small live Internet trainings each year for agency and school system staff. We will have participants fill out evaluation forms at these sessions. New venues include library and university internet-equipped computer lab classrooms.

## Data Tables Populated by Tennessee

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analysis	This table contains one record for each cluster or unit of analysis. The purpose of the table is to allow the ALMIS Database Administrator to enter text that analyzes the Supply/Demand situation for a state or area, and to display relevant information about replacement rates for programs.
blding	Table of building permits awarded per area and time period.
cenlabor	One record for each Census occupation with the count of females or males in the labor force in the occupation.
ces	Employment estimates as reported by the Current Employment Survey.
commute	Commuting patterns. Each record of this table contains a geographic area of a worker's residence ('stfips', 'areatype', 'area') and the geographic area of a worker's place of work ('wkstfips', 'wkareaty', 'wkarea') and the number of workers that fall into this commuting pattern.
develop	Table of industrial development.
empdb	This table contains the file structure presented by the ALMIS Employer Database Consortium. The use of the data in ALMIS Employer Database in this format is subject to the state's terms and agreements reached in the contract signed with the ALMIS Employer Database supplier. The file structure appears unaltered except for the column names, which were changed to fit naming conventions.
esapplic	Employment Service applicant characteristics.
esdata	Employment Service data
income	This table contains income data.
indprj	This table contains employment projections for each of the identified industries and areas.
industry	This table contains covered employment by industry collected for the ES-202 report. (We suggest that this table be maintained to include historical data so that reports reflecting change can be produced.)
iomatrix	This table contains industry-occupation employment matrix.
labforce	Employment and unemployment estimates reported from the Local Area Unemployment Statistics.
licauth	Table of licensing authorities for the state.

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license	This table contains one record for each individual license authorized by a state.
lichist	Table containing the number of licenses awarded for a selected occupation.
occprj	This table contains occupational employment projections for each of the defined areas.
oeswage	This table contains one record for each OES occupation.
payment	Table of Government Transfer Payments.
populatn	This table contains population estimates for a geographic area and time period.
progcomp	This table contains information about program completers.
programs	This table contains information about programs that are offered by education and training providers.
propval	Property Values. This table contains property value data for an entire geographic area for a specified time period and taxtype.
sales	Revenue from retail sales.
schools	This table contains one record for every training provider in the state. Each training provider will be identified by a code. The training provider will be coded by type - field 'insttype'.
stindprj	This table contains short term employment projections for each of the identified industries and areas.
stoccprj	This table contains short term occupational employment projections for each of the defined areas.
supply	Completer data for all occupational training providers in the state.
tax	Revenues from taxes
uiclaims	This table contains the numbers of Unemployment Insurance Claims for the selected area.
wage	This table contains one record for each source of wage data by occupation.

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### **Data Tables not Populated by Tennessee**

<b>cpi</b>	Consumer Price Index data.
<b>mlsclaim</b>	Mass Layoff Statistics claims.
<b>mlsevent</b>	Mass Layoff Statistics events.
<b>stfirms</b>	Employer listing obtained from a state source, such as the ES-202. Each record contains the business information about one employer along with the area location, SIC and/or NAICS, size classification, and employment of the establishment. This table holds only one address.
<b>url</b>	This table contains a unique listing of uniform resource locators.
<b>urllinks</b>	This table contains a listing of areas the uniform resource locators are associated with.
<b>workstop</b>	This table contains data on work stoppages (strikes or lock-outs).

**TENNESSEE LMI/ONE-STOP GRANT PLAN 2002-2003  
MILESTONES**

<b>Date</b>	<b>Core Product</b>	<b>Milestone</b>
Monthly 2002-2003	Continue to Populate the ALMIS Database	Update Job Service and UI, Labor Force, CES Data
July 24, 2002	Training activities	"Jobs for Tennessee Graduates" Counselors-Source
Aug. 30, 2002 ('99-00) Dec. 15, 2002 ('00-01)	Continue to Populate the ALMIS Database	Education ('99-00; '00-01) and 202 Data
Aug. 2002	Long Term Projections	Update industry and variable data files at the area level
Sept. 2002	Continue to Populate the ALMIS Database	Final statewide and area long term industry and occupational projections
Oct. 2002	Training activities	R and S LMI Conference: all products
Oct. 2002	Better workforce delivery system	Source Advisory Group Meeting
Oct. 2002 (Inquiry); Feb. 2003 (Job Seeker)	Better workforce information delivery system	(contractor) Implement ALMIS 2.2. format in Oracle; Implement updated Source
Fall, Spring	Employer name and address list	Provide name and address list in Source Internet and on the CD (if available)
Sept. 30,2002	Better workforce information delivery system	2000 reprinted Fast Finders delivered
Oct. 30,2002	Occupational Analysis Products	Finalized occupational grades and placement data on the Internet (99-00).
Nov. 2002	Training Development Activities	Rehab. Services, Dept. of Educ.
Dec. 15, 2002	Short term industry and occupational forecasts	Finish statewide industry and occupational forecast (monthly data base from 1998 to 2001 previously updated)

Jan 2003	Better workforce information delivery system	Source Advisory Group Meeting
Jan. 30, 2003	Occupational Analysis Products	Job Outlook Publications Updated
Feb. 2003	Better workforce information delivery system	Begin delivery updated Fast Finders
Mar. 2003	Training Activities	R and S LMI - Updated Source
Mar. 2003	Training Activities	LWFD, Adult Educ. Staff
Mar. 2003	Better workforce information delivery system	Distribute revised Source brochure
April 2003	Better workforce information delivery system	Source Advisory Group Meeting
June 2003	Continue to Populate the ALMIS Data Base	Other data bases for which updated data are available



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