PY 2002
Work Statement For the One-Stop Labor Market Information (LMI) Grant

A. Introduction-Description of the Statewide Employment Statistics System

In return for the federal One-Stop LMI Grant, New Jersey's Office of Labor Planning and Analysis (LPA) will meet the priorities outlined below; this grant will supplement funds expected from other sources. In this way, LPA will be able to maximize the quantity and quality of its products and services to the One-Stop community, which has been defined to include:

⇒ Current and future job seekers;
⇒ Employers;
⇒ Students;
⇒ Workforce Investment Boards;
⇒ Employment and training providers/counselors/planners;
⇒ Primary/secondary providers of employment and training information; and
⇒ The general public.

As can be seen from the following narrative, LPA will provide the core products and services in accordance with the most recent Workforce Information Council plan. Except for those core products that have a national focus, all other activities will also be within the context of and in support of the state's *Strategic Five-Year Unified State Plan for New Jersey's Workforce Investment System* and were developed in consultation with the State Employment and Training Commission (SETC), our Statewide Workforce Investment Board, and local Workforce Investment Board (WIB) directors. This document has been supported by both the SETC and those responsible for the implementation of statewide workforce development programs as being responsive to the needs of our One-stop community.

The delivery of publications and LMI dissemination through LPA's Internet LMI site and the *Workforce New Jersey Public Information Network (WNJPIN)* will serve all of these One-Stop customers. At the same time, there will be continued focus on LPA staff capacity building and LMI skill enhancement of employment and training providers/counselors/planners by LPA staff within resource availability.

A projected budget for the services and products to be delivered under the terms of this grant is attached.

B. **Priority Core Products and Services**

1. **Continue to populate the ALMIS database with state data** – The function of populating the ALMIS database with state data has been shifted from the Center for Occupational Employment Information (COEI) to the Division of Labor Market and Demographic Research (LMDR) within the office of LPA. As data base manager, LMDR will update ALMIS tables as required using Version 2.0 of the database to conform to the requirements of our online LMI delivery system. Other LMI delivery systems will be explored during PY 2002 and as a prerequisite, any replacement will be compatible with version 2.2. COEI will populate the three ALMIS licensing files and will recode licensed occupations using the O*Net taxonomy. These files will be given to the ALMIS database coordinator. The information will be utilized to provide comprehensive workforce information to the entire state. ALMIS tables will be populated on an ongoing basis, dependent on the release of updated information from the cooperating data collection units.

   Customer satisfaction will be determined by measuring increased number of "hits" by users. Software will be used to determine the number of hits by customers on each page of the website. The ability to measure "hits" will be dependent on successful software installation by the New Jersey Department of Labor information technology unit and the ability to accurately count "hits" on pages accessed from multiple servers.

2. **Produce and disseminate long-term industry and occupational employment projections -** State and county industry and occupational employment projections for the year 2010 will continue to be developed during the planning year. The industry projections will be developed at the two-digit industry level and at the three-digit level for selected key industries. The occupational employment projections will be developed on the Standard Occupational Classification (SOC) coding system and will be the first developed for New Jersey using this taxonomy.

   While preliminary industry projections were completed in PY 2001, problems with the micro-matrix software package, the system used to develop the occupational employment projections, delayed the completion of the statewide projections. Originally, LPA had planned to complete the statewide occupational employment projections in the third quarter of PY 2001 and complete the county projections by the end of the first quarter PY 2002. LPA has completed the statewide industry and occupational projections and the county industry and occupational employment projections will be completed by April 30, 2003.

   The completed projections will be released on the LPA website and in publication format for selected series. The projections will be available in the format required for the ALMIS database.

The data will also be used in the development of occupational analysis products. (See item #4 below.) Both industry and occupational projections will provide One-Stop customers with information that can be used in the career decision-making process.

As a part of the substate projections process, ES202 staff will also provide research support on industry location and classification for the Occupational Employment Survey (OES) program.

3. **Produce and disseminate short-term, industry and occupational employment forecasts** – LPA produced short-term projections in the previous planning year, but since the New Jersey Department of Labor is not the state government's source for short-term projections, they remain unpublished. Because of limited resources, no short-term projections will be produced in this program year. However, LPA will continue to maintain short-term projections programming and will develop NAICS-based historic industry employment series for the state and substate areas, which will be needed for future rounds of long-term projections.

    As an alternative to short-term projections, LPA will conduct, in cooperation with the State of Colorado, a job vacancy survey (JVS) which will much more closely fit the One-Stop community's needs for real-time data as opposed to historic, trend-based short-term forecasts. (See item #4 below.) The JVS as a replacement for short-term forecasts has been enthusiastically endorsed by the Director of our State Workforce Board and by the Assistant Commissioner who heads our One-Stops, as well as by individual WIBS.

4. **Provide occupational and career information products for public use -** The New Jersey Career Information Delivery System (CIDS) will be updated and distributed and the career information database will be utilized to present career decision-making information on *WNJPIN*, the Internet delivery site for the One-Stop Career Center System. Career information will be coded using the O*Net taxonomy. This activity focuses on the delivery of information services through the One-Stop Career Centers. The use of this information is a requirement of the *Strategic Five-Year Unified State Plan for New Jersey's Workforce Investment System.*

    The *New Jersey Occupational Outlook Handbook* will be re-written and published in both book form and as a downloadable file on our Internet delivery sites. The publication date will be in June 2003.

    COEI will produce the *Guide to Labor Demand Occupations* for use by the One-Stop Career Center Delivery System. This project supports the goal of the state's strategic plan to provide education and training services in occupations in demand in local labor markets. This product supports the development and delivery of education and training programs in the state and is used to determine the eligibility of a training program for WIA and Workforce Development Partnership individual training grants. The guide is prepared with the cooperation of and review by local WIBs. The State Board (SETC) requires the use of this guide by all WIA partner agencies.

Using funds from other sources, LPA will update and re-issue *New Jersey's Hot 50*, an easy-to-read tabloid that features the 50 jobs anticipated to be most "in demand" in New Jersey in the next two years. In the first edition, about 371,000 copies of the publication were distributed to more than 450 public, private and parochial high schools, and vocational schools. An additional 373,000 were distributed to New Jersey's One-Stop, Division of Vocational Rehabilitation and Unemployment Insurance offices.

Occupational wage estimates for WIB or other user-specified geographic areas will be developed using the Estimates Delivery System (EDS). Specified geographic areas will be developed in conjunction with the SETC and local WIBS. These estimates will be based on occupational employment and wage data collected from the 2001 OES wage survey. These estimates will be reviewed by COEI staff, field labor market analysts, and staff in the Bureau of Occupational Research and will be available by June 30, 2003.

Using mostly funds from other sources, LPA will contract with the State of Colorado to conduct a statewide and sub-state job vacancy survey of firms with more than five employees. The questionnaire and methodology developed by the Job Vacancy Statistical Work Group will be used. Colorado will conduct the survey and occupationally code the data. Using funds from this grant, LPA staff will analyze the results which will be made available on the LPA website. Results will be published by June 30, 2003.

5. **Provide an employer name and address list that can be accessed by the public -** The InfoUSA employer database will be delivered through the *WNJPIN*, the LPA website and *CIDS*. The principal customers are all job seekers, students, employers, One-Stop Career Center staff and others seeking employer information. The information will be available within two weeks of each InfoUSA release date.

   The ES202 unit will produce on CD an employer name and address listing for the state and its counties using unemployment insurance covered employment data. This "off the shelf" product will be sorted by industry and will be made available to planners, businesses and other decision makers. A confidential version containing employment by establishment will be produced and made available only to appropriate users.

6. **Provide information and support to state and local Workforce Investment Boards (WIBS) and produce other state information products and services -** LPA will continue to provide LMI and technical support to state and local WIBs. LPA field staff will attend WIB meetings, when requested, and will aggressively seek out opportunities to serve on WIB LMI and planning subcommittees. This will also provide the opportunity for consultation with WIB members on LMI issues and obtaining feedback on current LMI products. Funding from this grant and from other sources will continue to permit field staff to be outstationed on a limited basis at selected One-Stop offices to serve the needs of local office staff and customers.

Upon request and within resource constraints, LPA staff will also make use of geographic information systems (GIS) to develop targeted WIB products to be used for planning purposes such as various components of available labor supply (e.g., using GIS to show unemployment insurance claimants, WorkFirst clients in relation to work location, transportation, daycare facilities and training sites). LMI will be displayed in a GIS format and will include, to the extent possible, administrative records and ad hoc research.

LPA will produce 2001 UI covered employment data on a one-time basis with both the Standard Industrial Classification (SIC) and the North American Industry Classification System (NAICS) industry identifiers. Since the NAICS classification system is new to the One-Stop community, this dual classification will aid in understanding the new industry classification structure and help in tracking industry employment growth trends.

7. **Improve and deploy electronic state workforce information delivery systems** – LPA will test the viability of Jersey Economic Fact Finder (*JEFF*), an Internet-based, LMI query and information delivery system. *JEFF* will utilize appropriate ALMIS tables as its information core. The delivery system will be reviewed by WIBs and other potential users. Viability will be determined no later than March 1, 2003. Should *JEFF* not be found viable, other systems such as Workforce Informer, the North Carolina State and Area Research Analysis System (*SARAS*) and *Virtual LMI* from Geographic Solutions will be investigated.

LPA will also make use of CareerZone to provide our customers with access to the O*Net information with the goal of replacing much of the career decision making information found on our current LMI delivery systems. Using the O*NET database, CareerZone provides students with information on thousands of occupations. It also allows access to on-line job preparation tools such as a resume builder, a cover letter builder, a reference list maker and a job application practice form. CareerZone links students to college and career information, as well as up-to-date information on job opportunities.

LPA will continue its effort with neighboring states to share LMI using the Internet. New Jersey now shares LMI with neighboring Pennsylvania and Delaware. Funds from the grant will be used to assess data needs of the WIBs near the New Jersey-New York border and to create Internet linkages with New York. As a result of this activity, One-Stop customers will have expanded access to job and career information from New York and particularly New York City, which can be a major source of jobs for New Jersey residents. The project will be completed by March 2003.

8. **Support state workforce information training activities -** LPA will conduct training upon request and within resource constraints for WIB and One-Stop community data users in the application of LMI (using the Internet and traditional sources of LMI), by conducting and participating in conferences and workshops and by responding to informational requests. This training will be ongoing throughout the program year. These

sessions will also offer the opportunity for gauging customer satisfaction with these core products and initiatives.

LPA will continue staff development by making use of training offered by the LMI Training Institute. New labor market analysts will be sent to the appropriate level of LMI training; selected analysts will attend GIS training offered by the LMI Training Institute and Rutgers University.

C. Customer Service Strategies

The One-Stop LMI grant requires assessment of the level of customer satisfaction for the user community, the business community and the workforce investment system community. To meet the customer assessment requirements, LPA will complete the following by June 2003.

1. **Develop Customer Satisfaction Strategies for the Workforce Investment Community**

   Strategy: Develop a written survey to be administered to local One-Stop Career Center direct service staff asking for input regarding the level of satisfaction with a selection of specific LMI products. The results will be used to determine the customer satisfaction level, and to form the basis of customer consultation regarding products as well as form the basis for recommendations for continuous improvement of our products.

   Activity: With input from the producers, select a total of five LMI products and/or activities used or available to local workforce investment staff and develop a written survey to assess satisfaction.

   Collection: Distribute a short written survey to the local One-Stop Career Center staff with return by mail to the Division of Program Planning, Analysis and Evaluation in LPA. Space will be provided so respondents can make comments on the five products being surveyed, as will space for listing other LMI products they find useful.

   Interpretation: Responses will be analyzed and used to evaluate awareness, usefulness, differences by location and respondent function; and potential for service improvement.

2. **Develop Customer Satisfaction Strategies for the User and Business Communities**

   Strategy: Develop a web-based survey to determine the level of user customer satisfaction with selected products and information available on the LPA and *WNJPIN* web sites. The results of the survey will be used to assess the level of customer satisfaction, to form the basis of customer consultation about the information and to form the basis of recommendations for continuous improvement.

Activity: Develop a survey tool that will be triggered to appear when a user moves around the web site.

Collection: In a prominent section of selected web pages, users will be asked to participate in an on-line customer satisfaction survey. The survey will ask the user to complete no more than ten questions, with the user identifying the product accessed. This survey will target job seekers, employers, students and counselors. The survey will also accommodate responses from other users, including the general public.

Interpretation: The responses will be analyzed and used to assess product usefulness and to form the basis for changes in the delivery of web-based information.

3. **Develop Customer Satisfaction Strategies: Conduct Conference Surveys**

Strategy: Administer LMI-related surveys at three state-wide conferences which include LMI workshops or exhibits. Attendees at the conferences include members of the workforce development and business communities, in addition to other professionals. The results will be used to determine the customer satisfaction level, and may be used to form the basis of customer consultation regarding products as well as form the basis for recommendations for continuous improvement.

Activity: Develop written surveys that will be used to gauge customer satisfaction with LMI workshops or exhibits.

Collection: Distribute a written surveys to conference participants attending LMI workshops or viewing LMI-related exhibits.

Interpretation: Responses will be analyzed and used to evaluate awareness, usefulness, differences by respondent function; and potential for service improvement.

Cost Breakout for Training and Computers for PY 2002 One-Stop LMI Grant

Training Activities	Number of Staff	Estimated Cost
LMI Institute training (LMI and GIS)	5	$12,500
ALMIS database and applications (One LPA staff for advanced training)	1	$2,500
		$15,000

Computer Needs	Number	Estimated Cost
Replacement computers	5	$15,500
ALMIS database maintenance	1	$3,500
LMI training initiatives (2 laptops)	2	$4,000
Customer satisfaction strategies	2	$6,200
		$29,200

New Jersey Department of Labor
Office of Labor Planning and Analysis