Oregon's Workforce Information Plan

Workforce and Economic Research Division

April 1, 2003

A. Description of the Statewide Employment Statistics System

The Oregon Employment Department's Workforce and Economic Research Division , designated as Oregon's "employment statistics agency" under the Workforce Investment Act (WIA), has played a significant role in providing "quality information" to a wide variety of customers, allowing them to make "informed choices." In particular, Research staff have worked closely with the state and 16 local Workforce Investment Boards (WIBs), from the earliest days following the passage of WIA. Oregon's statewide strategic workforce plan, and those of the various regional WIBs, were based substantially on the key workforce trends identified by state and regional economists from the Workforce and Economic Research Division.

Strategy for Consulting with Customers

Oregon's primary strategy over the past few years has been to visit – personally and frequently – representatives of each of the key customer groups: Workforce Investment Boards (WIBs), the business community, educators, and workforce development professionals. This strategy can be summarized by the phrase: "Get out of the office; talk to the customers." From the Research Administrator through the management team to the professional analysts and economists, Oregon LMI staff spend considerable amounts of time "on the road," making presentations, attending appropriate meetings, and listening to and responding to customer needs.

Oregon's Research Administrator has personally visited almost all State and Local WIBs in Oregon, both presenting information and listening to their information needs. In particular, a series of five visits with the State WIB were held, starting in the earliest days of the Board's existence. The LMI Administrator and other staff have returned to the Oregon statewide WIB on numerous occasions, presenting new reports and analyses or providing information specifically in response to WIB requests. In addition, the LMI Administrator has presented information at every orientation for new WIB members, including both an overview of workforce trends in Oregon and an introduction to the types of products and services available from the Research Division.

Similarly, the Department's nine regional economists and 14 workforce analysts – all of whom are located in Oregon Employment Department (OED) field offices and One-Stops around the state – work closely with the local and regional WIBs presenting information, responding to requests, and participating in work groups and subcommittees.

Numerous LMI projects and studies have been undertaken in recent years, specifically because of input and requests from WIB members. These include the Oregon

Employer Survey, conducted in 2000 and 2002; implementation of a Geographic Information System; development of current-year average wage data; and a recent special analysis of Oregon's agriculture industry. The Oregon Research Division is proud to be customer-driven. Many of our articles, studies, and special reports come directly or indirectly from customer requests.

The Oregon Workforce and Economic Research Division is particularly well-placed in terms of outreach to businesses. Thanks to a legislative budget package approved in 1997 and to non-federal funding, the Department has 14 workforce analysts, located all across Oregon, whose primary purpose is to provide customized LMI to businesses. These individuals not only respond to company requests; they are also able to identify trends in terms of employers' needs and wishes. Examples of service improvement resulting from these contacts include the development of more and better zip-code data, development of "micro profiles" (summarizing economic conditions at the sub-county level), and a wide range of services impacting employers' recruitment, retention, and skills needs.

Oregon's Research Division provides LMI-related training to Department staff and workforce development partner staff. In response to recent requests for a more varied series of offerings, we have developed four different types of LMI training: one geared to general OED and workforce partner staff, focusing primarily on OLMIS; a longer one geared to the same audience but focusing on both OLMIS and LMI concepts and methodologies; a third training customized specifically to the LMI needs of adjudicators; and a fourth one customized similarly to the LMI needs of ES employer outreach staff. In addition, for the first time ever, LMI staff recently presented LMI/OLMIS training to all of the Department's field office managers

Support of the WIA Five-Year Plan

"*Charting Our Course – Strategic Plan 2001*," developed by the State WIB starts by identifying the following challenges faced in Oregon:

- There is limited efficiency, effectiveness, and integration within the current system.

- There is a skills gap.

- Oregon experiences geographic disparity of economic and employment opportunity.

- There is inequity of access to workforce services by all populations.

- There is inadequate private sector involvement.

As stated last year, we are excited to be playing a role in addressing all five of these issues, in part as a result of activities outlined in this grant proposal, and in part as a result of activities funded by a variety of other sources. Specifically:

- As the designated employment statistics entity, and the designated occupational and career information entity (under the Carl Perkins Act), the Research Division is recognized for providing timely and reliable information to a wide variety of workforce partners, in ways that are meaningful and useful to each of them. This has demonstrated efficiency (and in particular, lack of duplication) and integration within the system.

- Oregon's Research Division has provided skills information on all occupations in the state, and has developed numerous tools, including those on OLMIS, to analyze the gap between the skill needs of the available jobs and the skills possessed by job applicants. The Research Division also takes the lead in keeping occupational skills information current. These skill sets will be used in the Department's new labor exchange system (iMatchSkills) which will be introduced in the fall of 2003 and will become the focal point of Employment Department (and therefore One-Stop) job matching efforts.

- Oregon's Research Division produces a huge variety of workforce and other economic information at the regional and county level, and has been a primary player in identifying and analyzing the widely divergent economic trends evident across the state. Legislators, policymakers, workforce partners, news media, and many others recognize that information from the Research Division is the primary source of information on the varying economic trends across our state.

- Thanks to previous funding from One-Stop LMI Grants, Oregon's Research Division has received high praise for making workforce information accessible to a much more diverse group of individuals than had been true historically. Our website is "bobby certified," several publications are now available in Spanish, and this year's grant proposal continues to expand our efforts in these areas.

- While private sector involvement in the WIBs may continue to be a problem, Oregon's Research Division plays a significant role in serving and communicating with members of the private sector. In fact, WIB coordinators have told us that our presence at WIB meetings (making presentations, etc.) is one way to ensure that representatives of the private sector will attend!

<u>Strategic Approach to Serving Businesses, Individuals, and the Workforce System</u>

Oregon's approach to serving these customers – and all customer groups – is to provide information in the way that is useful to each individual customer. Oregon's approach incorporates the following components:

1) Listen to and talk with our customers about their needs.

2) Gather and analyze information that is relevant to their needs.

3) Present the information in ways that are useful, interesting, and appropriate to each customer group.

4) Identify key staff that are responsible for ensuring that major customer groups are well-served, while not removing this responsibility from all employees.

   a) The primary duty of workforce analysts is to serve the business community. Other Research staff, including the management team, regional economists, and numerous central office staff also serve businesses.

   b) All Oregon Research staff serve individuals. And the phrase "individuals" includes, for us, everything from legislative and other elected officials to high school students writing a term paper.

c) Primary services to the state's workforce development system are handled by regional economists and workforce analysts (who are out-stationed in Department field offices and one-stops) and the "LMI Coordinator," who is responsible for developing and providing LMI training to workforce staff. In addition, numerous staff in the central office provide information, analysis, and support to statewide policymakers involved in the workforce development system.

<u>Workforce Information Delivery Through the One-Stop System</u>

Workforce information is provided in a number of ways through the One-Stop system. Examples include:

1) Effective January 2003, all Employment Department field offices implemented a new "core LMI" system, whereby each location will have an identified area where customers can easily access LMI. A number of core LMI products have been identified, posters summarizing key workforce trends have been developed, and racks and banners have been purchased by the Research Division. Once this plan has been fully implemented in OED offices, we plan to offer the same service to non-OED One-Stop locations.

2) All OED offices and One-Stop locations provide customers with access to LMI through OLMIS, our LMI website. Some sections of OLMIS, particularly in the regional and occupational areas, are specifically geared to One-Stop staff and customers.

3) The Research Division publishes 175,000 copies of an annual newspaper titled "CAREERS". The division also distributes a weekly e-mail publication, *Around the State*, which summarizes breaking news stories regarding employment issues around Oregon. Both of these, and many others, are heavily used by front-line staff in OED and One-Stop locations.

4) The LMI Coordinator provides customized training to One-Stop System staff and providers.

5) Many Research staff conduct seminars for job seekers and other workforce system customers.

The work plan that follows ensures that Oregon will provide all the "core" products required by ETA and the Workforce Information Council, while at the same time meeting many of the needs of state and local WIBs, as they pursue the goals of the strategic plan. One "secondary" product – Geographic Information System – has been added, in large part because of significant interest and support from the state WIB and members of regional WIBs.

As always, it is important to note that funds from this grant form only one portion of the overall funding which Oregon will dedicate towards our goal of providing quality information to a wide range of state and local customers.

WORK PLAN AND SCHEDULE:

A. Basic Goals:

During Program Year 2002 (PY '02), Oregon's Labor Market Information programs will continue to improve the quality and dissemination of all of the main products and services outlined in the Department of Labor's PY 2002 *Workforce Information Grant Guidance Letter.*

As we look forward to PY 02, our efforts will build on what we've accomplished in prior years, using funds from many sources and including those (as detailed later in this proposal) from the PY 02 *Workforce Information* grant. As will be seen in this proposal, Oregon is choosing to focus a high level of resources and effort on the continuing maintenance and development of ALMIS- and Internet-related products. In addition, we are placing priority on meeting the needs of state and local boards under the Workforce Investment Act and, using this strategy, we will continue to invest in expanded outreach to employers, youth, the Hispanic community, and the visually impaired.

B. Description of Products and Services to be Provided:

1. Continue to Populate the ALMIS Database with state data.

Description:

- The focus of the America's Labor Market Information System (ALMIS) database is to provide the basis for information delivery, labor market research, and product development. ALMIS is one of the two databases underlying the Oregon Labor Market Information System (OLMIS) website.

- The customer list for ALMIS-related products, particularly as they become available on the Internet, is as wide as can be imagined. However, dominant customer groups clearly include job seekers, employers, policymakers, workforce development and similar professionals, educators, career counselors, students, certification boards, and One-Stop partners.

Focus:

- ALMIS has multiple uses. It can be used for economic analysis, system development, and ultimately, through OLMIS, for One-Stop service delivery.

Results of consultation with WIB and customers:

- ALMIS per se has not been discussed with the WIB or other customers. ALMIS is simply a database; it is a storage area for data, including confidential information; it is at a level of detail that is of no interest to the WIB or most external customers. However, we do discuss our web site, OLMIS (which is built on the ALMIS foundation), with our customers (including WIBs and others), and we consistently hear a very high level of satisfaction with the services provided through our web site.

How the ALMIS database supports the WIA/Wagner-Peyser Five Year Plan:

- The ALMIS database, through OLMIS, supports Oregon's WIA/Wagner-Peyser Five Year Strategic Plan by providing a single "one-stop" source of workforce information accessible to all populations and geographies. It specifically addresses items 1, 3, 4, and 5 of the plan – efficiency of information-sharing in the system; geographic disparity of economy health; equity of access to all populations; and private sector involvement.

Measurable Customer Outcomes:

- The measurable outcome for this product will be the maintenance and growth of OLMIS usage determined by the number of customer visits and page loads.

Planned Milestones:

- Oregon has made substantial progress during the past five years in the population of the ALMIS Database. In fact, all of the ALMIS tables required as core products in the PY '02 One-Stop LMI grant (license.dbf, licauth.dbf, and lichist.dbf) have been populated by Oregon. Oregon continues to use Oracle database products. This robust implementation of the ALMIS Database allows Oregon to remain a leader in providing access to the wealth of information stored in the ALMIS database. While Oregon already meets the requirements for populating the ALMIS Database, during PY 02 we intend to continue expanding and maintaining the database to ensure that it remains the premier source of labor market information about Oregon.

  As a repository for LMI produced by a variety of state and federal programs, the usefulness of the ALMIS Database is dependent on maintaining accurate and current information. During PY 02, Oregon will ensure that all currently populated tables will be updated, as new information becomes available.

- Oregon is committed to the continued development of our client-server ALMIS database, and we will implement revisions to the database which are approved by the ALMIS database consortium. Oregon currently uses version 2.2 of the ALMIS database. Oregon will move to a SOC and NAICS based ALMIS Database structure during this program year. We will also continue to keep the ALMIS Database Consortium apprised of any state-specific fields and tables added during the coming year.

- While maintaining the currency of the information stored within the ALMIS Database, Oregon will continue to purchase Oracle software maintenance to ensure the software that supports our database functions as expected.

- The Oregon Employment Department has compiled and published licensed occupational information for a number of years. The *Oregon Licensed Occupations* publication will be updated to reflect changes resulting from the next legislative session (which will begin in January 2003). When complete, this information will be loaded to our ALMIS database for publishing on the OLMIS website and the information will be transmitted to the National Crosswalk Data Center. Depending on when the legislature adjourns, the new license

information should be published on OLMIS between October and December 2003.

- During Program Year 2002, Oregon intends to continue contributing to the success of the ALMIS initiatives by participating in activities of the ALMIS Database Consortium.

1. Activities within this area will be ongoing throughout the coming Program Year, in part dependent on the timing of the release of new program data (e.g., daily, monthly, quarterly, and yearly depending on the program), revisions to the ALMIS Database structure, and the release of new crosswalk tables.

2. Oracle maintenance will be renewed prior to expiration on May 1, 2003.

3. Oregon will attend consortium meetings of the ALMIS Database Consortium to the extent allowed by legislatively mandated limitations on out-of-state travel.

4. Oregon will participate in teleconference calls as scheduled by the consortia.

5. We will contribute what we have learned through Oregon-specific initiatives to help the national ALMIS Database initiative grow in success.

6. Changes in Oregon's licensed occupations will be accumulated and analyzed when the legislature adjourns.

7. Updated licensed occupational information will be loaded to our ALMIS database and published on the OLMIS website during the fall of 2003.

8. Updated licensed occupational information for Oregon will be transferred to the NCSC for publishing in the fall of 2003.

Estimated Costs: (See Attachment I-1.)

- Total costs associated with this component of the grant = $53,665 (plus funding from other sources).

2.   Long-Term Projections

Description:

- Long term state _and regional_ projections for both industries and occupations have already been published for the 2000-2010 period, as required by the PY '02 One-Stop LMI grant. This information is included on our OLMIS website. The methodology for these projections incorporated the methodology, software tools, and guidelines developed by the Projections Consortium and the Projections Managing Consortium.

- Due to the conversion to SOC and NAICS, and the attendant issues to this conversion, long term projections for the 2002-2012 periods will not be complete until late 2003.

- The customer list for industry and occupational projections is lengthy. Major customer groups include job seekers, employers, policymakers, LMI and similar

professionals, career seekers, educators, career counselors, students, and One-Stop partners.

Focus:

- The obvious focus of these projections is economic analysis, correcting data gaps (particularly in regard to the development of regional projections), and providing customers with information to make informed career and employment choices at the state and local levels.

Results of consultation with WIB and customers:

- LMI staff regularly present the ten-year projections to WIBs and other policy-making customer groups as soon as the projections are available. Ongoing consultation and discussions with the WIBs and other customers indicates that they are content with the projections process as it currently exists. However, small changes and improvements are being incorporated to the methodology for the 2002-2012 period, based in part on our experiences using the projections for policy-makers and legislative task forces in the past year.

How the Long-Term Projections support the WIA/Wagner-Peyser Five Year Plan:

- The projections support all components of the WIA/Wagner-Peyser Five Year Strategic: our projections are used by all workforce partners and policy-makers (efficiency); they project occupational trends (linked to skills gaps); they describe the different economic trends in different regions of the state; the projections allow better decision-making by all population groups; and the projections are widely used by private, as well as public, sector customers.

Measurable Customer Outcomes:

- The measurable outcome for this product will be the maintenance and growth of OLMIS usage determined by the number of customer visits and page loads for the Occupation Explorer, Occupational Information Center, and download requests for the occupational projections themselves.   We will also track requests for the hard copy version of the Occupational Projections.

- We will also measure customer requests for the industry projections.

Planned Milestones:

1. Oregon will produce preliminary industry employment projections by April 2003.

2. Oregon will complete and publish final industry employment projections by June 2003.

3. Preliminary occupational projections will be complete by June 2003.

4. Final occupational projections will be complete and published by August 2003.

5. Oregon will test NAICS based historical industry employment series with the long-term projections models by June 2003.

Estimated Costs: (See Attachment I-2.)

- Total costs associated with this component of the grant = $0 (funding will come from other sources).

3.   Short-Term Forecast

Planned Activities, Products:

Description:

- These are short-term forecasts with a base year/quarter in the current program year and a corresponding projection year/quarter two years in the future. Due to the lack of historical NAICS-based data, Oregon will produce no short-term forecasts during this program year. However, short-term forecasts for 2001-2003 were produced in June of 2002. Oregon will direct its efforts towards developing NAICS-based historical industry employment series for state and sub-state areas during PY 2002.

- Were Oregon to publish short-term projections, the more detailed industry and occupational projections might be useful for diverse groups of workforce partners including workforce boards, community colleges, and other short-term training providers.   Possibly, businesses and economic forecasters would also find the information useful.

Focus:

- The focus of the short-term projections is economic analysis and One-Stop service delivery.

Results of consultation with WIB and customers:

- Consultation with the State Board and others indicates very little demand for this type of projection. Oregon's Office of Economic Analysis makes statewide short-term projections at a broad industry level. These projections are used by all policy-making entities in the state. But the Office of Economic Analysis does not make detailed industry or occupational projections; neither do they make projections at the regional level. In spite of this, we have never received customer requests for this type of information, so at the current time, our work on short-term projections is undertaken solely to meet the requirements of this ETA grant.

How the Short-Term Projections support the WIA/Wagner-Peyser Five Year Plan:

- As noted above, these short-term projections are not a significant factor in regard to the WIA/Wagner-Peyser Five Year Strategic. But conceptually, they might assist with identifying geographic economic differences across the state.

Measurable Customer Outcomes:

- Our analysis of NAICS-based historical series and our tests of NAICS-based short-term forecasts will be available to customers on demand, by September 2003.

- There will be no other measurable outcomes for this product as short-term projections will not be published during this program year.

Planned Milestones:

1. Oregon will send staff to Short-Term Projections Training by June 2003, providing travel limitation and training are available.

2. Oregon will conduct preliminary testing of NAICS-based historical industry employment series by September 2003.

Estimated Costs: (See Attachment I-3.)

- Total costs associated with this component of the grant = $13,395.

4. Develop Occupational Analysis Products

Description:

- The Oregon Labor Market Information System (www.QualityInfo.org) pioneered features called "information centers and explorers" which bring together related information in ways never before possible, and provide holistic answers to our customers' questions. As a result, the Oregon Employment Department is blessed with a suite of occupational analysis tools within our award-winning OLMIS website.

- The **Occupational Information Center** is a great place to start if you are looking for information about a potential career, or just curious about a particular occupation. This tool allows you to easily view a wide variety of information for over 700 different occupations. You can customize your report to include information such as wages, current job openings listed with the Oregon Employment Department, long-term employment projections, licensing requirements, and skills.

- The **Occupation Explorer** can help you to find occupations that meet criteria you select. Choose the income level, educational requirements, and projected growth you desire and then match them to occupations in the QualityInfo.org database.

- The **Skill Explorer** can help you find occupations that match your skills and abilities. This tool allows you to build a personalized list of skills that reflect your unique combination of abilities. Once you've defined your skill set, the Skill Explorer can compare it to the skill sets of over 700 different occupations to find the ones that are the best fit for you.

- The **Educational Information Center** provides information on schools and training programs. You can search for instructional programs and the schools that offer them or search for schools by name. In addition, this tool provides a

link to the Bureau of Labor and Industries Apprenticeship and Training Division, where you can get information on employment opportunities in apprenticeship occupations.

In addition to the electronic occupational tools on QualityInfo.org, several other occupational products are available:

- The annual **Oregon Wage Information** reports summarize wages by occupation with percentile data for customers seeking low, average, and high wage level information. Individuals needing localized wage information use these regional publications, which display wages for hundreds of occupations.

- **Oregon CAREERS** is the most widely disseminated publication in the Oregon Employment Department's Research Division. Over 175,000 are distributed each winter to students, job and career seekers, and counselors in the state. CAREERS is available in both English and Spanish. This easy-to-read publication offers interesting information on careers in the state, interviews with individuals in the labor force, and a quick reference guide to over 300 occupations.

- All occupational licenses required by the state of Oregon are consolidated in **Oregon Licensed Occupations**. This report, completed after each legislative session, provides a complete list of all occupational licenses required by the state of Oregon as well as basic information regarding exam requirements, fees, and licensing board contacts for anyone needing licensing information.

- The customer list for occupational analysis products is extremely lengthy. However, major customer groups include job seekers, career seekers, employers, policymakers, LMI and similar professionals, educators, students, school and vocational rehabilitation counselors, and One-Stop partners.

Focus:

- The focus of these products is economic and career analysis, correcting data gaps, and One-Stop service delivery.

Results of consultation with WIB and customers:

- The State WIB, Regional WIBs, education and training entities (e.g. State Board of Education), and partner agencies are major supporters of our occupational and career information products and services. All of these customer groups want us to continue providing these products and services, both at the statewide and regional levels. We have also received strong support for our decision to publish CAREERS in Spanish.

How Occupational Planning Products support the WIA/Wagner-Peyser Five Year Plan:

- Occupational and Career Information products support all aspects of the WIA/Wagner-Peyser Five Year Strategic Plan: information is shared among partner agencies and we lead Oregon's Partnership for Occupational and Career Information (efficiency / integration); skills information is incorporated into these products; geographic differences are reflected in the products; this information is

shared with (and targeted to) many different population groups; and these products serve private sector customers as they seek a skilled and available work force.

Measurable Customer Outcomes:

- The measurable outcome for this product will be the maintenance and growth of OLMIS usage determined by the number of customer visits and page loads. We will also measure outcomes by the demand for Oregon Careers and Licensed Occupations in Oregon.

Planned Milestones:

- During PY 2002, the Oregon Employment Department will continue to maintain and enhance the occupational exploration tools in OLMIS, both in terms of data updates and program enhancements.

- Because of the change from OES to SOC and from SIC to NAICS, a significant portion of our development time will be spent dealing with changing the databases and coding that underlie OLMIS.   Most, if not all, of the tools mentioned above have hooks into ES-202 (Covered Employment and Wages), CES, OES, and projections data that are now SOC and NAICS-based. Therefore, all of the attendant databases and coding will have to be redone to work in a SOC/NAICS world.

- In a continuing effort to produce up-to-date occupational information, the annual **Oregon Wage Information** and **Oregon CAREERS** will be produced during this program year.

- Activities within this area will be ongoing throughout the program year, in part dependent on the timing of the release of new program data (e.g., daily, monthly, quarterly, and yearly depending on the program) and when SOC/NAICS data is produced and made available.

  1. Oregon CAREERS will be published by December 2002.

  2. CES NAICS based tools and data will be available by March 2003.

  3. ES-202 NAICS based tools and data will be available May 2003.

  4. Work began in July 2002 on revision of the Educational Information Center to make it SOC/NAICS based. This work is being done by Systems Development staff who do not regularly do OLMIS application development work.   This project is designed to build "bench strength" on the OLMIS development team.   Revisions will be complete by June 2003.

Estimated Costs: (See Attachment I-4.)

- Total costs associated with this component of the grant = $65,946 (plus additional funding from other sources).

5. Provide Employer Name and Address to the Public

Description:

- The ALMIS Employer Database provides Internet access to a database of employers by NAICS code, Industry Title, and Employer Name.   This allows job seekers and workforce development partners using occupational exploration tools such as the Occupational Information Center to link directly to employers having those occupations.   OLMIS was the first website in the nation to provide this type of access. Customers include job seekers, businesses, policymakers, LMI and similar professionals, educators, students, and One-Stop partners.

Focus:

- The focus of the Employer database is to correct data gaps by providing current employer information and One-Stop service delivery to our customers.

Results of consultation with WIB and customers:

- The Employer Database is one of the more popular tools on OLMIS. WIBs and other customers love the links between economic trends, current job openings, and actual company names and locations. We have had requests to improve the interface, and we will do that.

How providing Employer Name and Address to the Public supports the WIA/Wagner-Peyser Five Year Plan:

- The Employer Database addresses challenges identified in the WIA/Wagner-Peyser Five Year Strategic Plan by providing a single source of employer information accessible regardless of geography and population segment. Also, because our information is shared with all partner agencies, we add to the system's "efficiency, effectiveness, and integration".

Measurable Customer Outcomes:

- The measurable outcome for this product will be the maintenance and growth of OLMIS usage determined by the number of customer visits to, and page loads of the Employer Database.

Planned Milestones:

1. New versions of the employer database will be loaded to our ALMIS database and released to the public through our OLMIS website as they are released by InfoUSA.
2. The new Employer Database Interface will be completed and in production by April 2003.   This will allow access to information about employers in Washington, Idaho, and northern California, and provide better search capability.

Estimated Costs: (See Attachment I-5.)

- Total costs associated with this component of the grant = $10,146.

6. Provide Information and Support to State and Local WIBs

Description:

- Oregon's primary strategy over the past few years has been to visit – personally and frequently – representatives of each of the key customer groups: Workforce Investment Boards (WIBs), the business community, individuals, and workforce development professionals. This strategy can be summarized by the phrase: "Get out of the office; talk to the customers." From the Research Administrator through the management team to the professional analysts and economists, Oregon Research staff spend considerable amounts of time "on the road," making presentations, attending appropriate meetings, and listening to and responding to customer needs.

- Oregon's Research Administrator has personally visited almost all State and Local WIBs in Oregon, both presenting information and listening to their information needs. In particular, a series of five visits with the State WIB were held, starting in the earliest days of the Board's existence. The Research Administrator and other staff have returned to the Oregon statewide WIB on numerous occasions, presenting new reports and analyses or providing information specifically in response to WIB requests. In addition, the Research Administrator has presented information at every orientation for new WIB members, including both an overview of workforce trends in Oregon and an introduction to the types of products and services available from the Research Division.

- Similarly, the Department's nine regional economists and 14 workforce analysts – all of whom are located in Oregon Employment Department (OED) field offices around the state – work closely with the local and regional WIBs presenting information, responding to requests, and participating in work groups and subcommittees.

- The Oregon Research Division is particularly well-placed in terms of outreach to businesses. Thanks to an approved legislative budget package in 1997 and to non-federal funding, the Department has 14 workforce analysts, located all across Oregon, whose primary purpose is to provide customized Labor Market Information (LMI) to businesses. These individuals not only respond to company requests; they are also able to identify trends in terms of employers' needs and wishes. Examples of service improvement resulting from these contacts include the development of more and better zip-code data, development of "micro profiles" (summarizing economic conditions at the sub-county level), and a wide range of services impacting employers' recruitment, retention, and skills needs.

- While State and local WIBs are recognized as priority customers for Oregon's Research staff, our goal of providing "quality information for informed choices" serves a much wider group. In recent months, Oregon Research staff have provided a wide range of information to audiences as diverse as the State Legislature, Governor's Office and Governor's Cabinet, Oregon State Board of Education, Community College presidents, numerous industry associations, and a variety of education-related conferences and other events.

- Our basic strategy of "visit and listen, provide the information customers desire, and ensure that the information is high-quality and well-presented" applies not only to State and local WIBs, but to this whole variety of audiences.

Focus:

- The focus of these efforts is correcting and filling data gaps, economic analysis, and One-Stop service delivery.

Results of Consultation with WIB and other customers:

- Numerous Research projects and studies have been undertaken in recent years, specifically because of input and requests from WIB members. These include the Oregon Employer Survey, conducted in 2000 and 2002; implementation of a Geographic Information System; development of current year average wage data; and a recent special analysis of Oregon's agriculture industry. The Oregon Research Division is proud to be customer-driven. Many of our articles, studies, special reports and additions/changes to our website come directly or indirectly from customer requests.

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- In addition, Oregon is geocoding the ALMIS Employer Database, and, within the constraints of our licensing agreement, will make it available to WIBs.

How Providing Information and Support to State and Local WIBs Supports the WIA/Wagner-Peyser Five Year Plan:

- These efforts support all aspects of the Five Year Plan. They represent efficient and integrated services; they incorporate skills data; they shed light on economic disparity across Oregon's geographic regions; they serve multiple populations; and they are driven, in significant measure, by requests from WIB members and others from the private sector.

Measurable Customer Outcomes:

- The measurable customer outcome for this core product will be the number of presentations to and visits with the State and local WIBS that Research Division staff have during the program year, as well as the number of publications and reports geared towards WIBs' information needs.

Planned Milestones:

- During PY 02, Oregon's Research staff will continue their successful efforts to build excellent relationships with Oregon's State and local WIBs (as described above). In addition, all members of Oregon's State WIB, as well as the Chairs, Co-Chairs, and Staff of Oregon's local WIBs were invited to provide comments and input into the products and services included in this grant. Oregon's Research Division will produce several products and services of particular importance to this customer group during the life of this grant.

- In the spring/summer of 2003, Oregon will develop ten-year industry and occupational projections for the state and each workforce region (described elsewhere in this grant).

- In the summer/fall of 2002, Oregon developed wage, education, and skill information for each occupation so that projections can be analyzed and presented in relation to wage impacts and skill/education requirements.

- During PY 2002, Oregon's central office and regional LMI will continue to make presentations to all WIBs, sharing economic and employment information and answering the WIBs' LMI questions.

- During the winter of 2003, new laptop computers will be purchased and provided to the Workforce Analysts allowing improved customer service to local WIBs.

(Non-Core Activities In This Area)

Geographic Information Systems:

- Oregon has been a leader in providing localized employment data at the regional and county level. We have taken this service a step further by supplying employment data and analysis to workforce and economic development partners at the zip code level through the ES-202 program. In support of the Workforce Investment Act, which requires additional localized data, this work will continue and expand with funding from this grant.   The Oregon Employment Department is a member of our state GIS council (Oregon Geographic Information Council or OGIC) and will pay a membership fee to the council this program year.   As GIS-based LMI information becomes available, it will be shared with all WIBs within the constraints of Oregon's confidentiality rules.

Translation of Oregon LMI Into Spanish

- Oregon believes in expanding the dissemination of labor market information to our Hispanic population. To that end, Oregon will continue translating and distributing a weekly publication, *Around the State*, into Spanish. This publication provides a quick, easy-to-read overview of major employment news in the state during the current week. Oregon also produces a *Farm Labor Bulletin* in both English and Spanish and translates articles of major interest for placement on the Spanish 'zine on OLMIS. The *CAREERS* publication was first published in Spanish during PY 2000 and will be again published in Spanish this year.

1. All Workforce Analysts will receive new laptop computers by December of 2002. (Funded from other sources)

1. By October 2002, Oregon will complete geocoding of the ALMIS Employer Database.

2. By November of 2002, Oregon will complete preliminary geocoding of the 2001 ES-202 data.

3. By March 2003, Oregon will have six quarters of ES-202 data geocoded and in our datacenter available for special projects in support of our state and local WIBS and others needing GIS based information.

4. Publishing and translating efforts for *Around the State,* the *Farm Labor Bulletin,* and articles for QualityInfo.org will be ongoing throughout the year. The *CAREERS 2003* publication will be translated into and published in Spanish during the winter of 2002-2003.

Estimated Costs: (See Attachment I-6.)

- Total costs associated with this component of the grant = $ 110,415. (Plus additional funding from other sources.)

- GIS and Spanish translation activities will be funded by this grant.

- All of the staff survey/dissemination activities listed in this section are funded by Wagner-Peyser 7a or 7b or by state funds. No One-Stop LMI funding will be used for what Oregon considers to be "basic" communications with/relationships with our State and local WIBs.

7. Improve and Deploy State-based Workforce Information Delivery Systems

Description:

- The Oregon Labor Market Information System, or OLMIS (www.QualityInfo.org), was the first state website to use the ALMIS Database as a foundation for publishing LMI on the Internet and it was the first state website to publish the ALMIS Employer Database.

- Oregon is very interested in and supportive of the development of Workforce Informer. The Oregon Employment Department contributed the OLMIS base code to the Workforce Informer Consortium in support of the development effort. We have also made our database and application staff available as a resource to National Systems Research as they developed Workforce Informer.

- Customer groups include job seekers, employers, policymakers, LMI and similar professionals, educators, career counselors, students, certification boards, and One-Stop partners.

Focus:

- The focus of OLMIS is to provide data and economic analysis, and employment, career, and educational information 24 hours a day, 7 days a week, 52 weeks a year, in a comprehensive easy to use format.

Results of Consultation with WIB and other customers:

- Based on the feedback we receive from the State board and other customers, OLMIS remains a premier state site for workforce and career information. Changes to OLMIS such as the addition of the Regions pages were at least partially due to consulting with local and regional WIBS.

How Improving Electronic State Workforce Information Delivery Systems Supports the WIA/Wagner-Peyser Five Year Plan:

- OLMIS supports the WIA/Wagner-Peyser Five Year Strategic Plan by providing quality workforce information to our customers, enabling them to make informed choices regardless of geography or population segment. OLMIS provides an integrated one-stop approach to information delivery.

Measurable Customer Outcomes:

- The measurable outcome for this product will be the maintenance and growth of OLMIS usage determined by the number of customer visits and page loads.

Planned Milestones:

In PY 02, we will enhance OLMIS in the following ways:

- Increase integration with the America's Career Kit products;

- Continue to improve the display of and access to CES and LAUS (employment and unemployment) data, including development of a "data warehouse" or "data center" for staff use.

- Update as necessary the lesson plans and teaching materials contained within OLMIS Classroom.

- Begin work on integrating GIS information into QualityInfo.org.

- As mentioned before, significant development time will be spent on converting OLMIS from OES/SIC to SOC/NAICS.

- We will purchase new software and hardware, as appropriate, for both our desktops and servers, when the purchases will result in substantial improvements to customer service and when the purchases represent a reasoned, prudent use of funds.   We have moved our development and production servers to Oracle 9IA for use with our ALMIS database, and are in the process of moving both development and production servers to a Linux-based operating system.

- Oregon will continue to be an active member of the Workforce Informer consortium. We will attend consortia meetings to the extent allowed by

legislatively mandated limitations on out-of-state travel, and participate in conference calls as scheduled by the consortia.

<u>Internet LMI Access:</u>

- Throughout the year Oregon staff will be available to assist with the design and development of other states Workforce Informer websites.

<u>OLMIS Enhancements:</u>

1. By August 2002, Oregon will complete the improvements and enhancements to the Regional pages of QualityInfo.org.

2. By April 2003, Oregon will complete the design and implementation of a "Data Center" within the ALMIS database for staff use. Data in the center will included geo-coded ES-202, historical annual ES-202 data, and historical CES data.

3. By April 2003, increase integration with the America's Career Kit products by adding new links to ACI career exploration videos.

4. Oregon will complete design of a Graphical User Interface for accessing GIS-based ES-202 data on OLMIS by June 2003.

5. Oregon will complete revision of the CES database and tools on OLMIS, based on NAICS, by April 2003.

6. Oregon will complete revision of the ES-202 database and tools on OLMIS, based on NAICS, by June 2003.   The new tools will provide more options for formatting the display.

7. Oregon will begin revision of the Skill Explorer, Occupation Explorer, and Occupational Information Center, based on NAICS and SOC, by July 2003.

8. Oregon will purchase new software and hardware as needed to maintain and improve the OLMIS website.

Estimated Costs: (See Attachment I-7.)

- Total costs associated with this component of the grant = $261,803

8.   Fund State Workforce Training Initiatives

Description:

Outreach and training on the uses of Labor Market Information. In the past year, Oregon has invested heavily in outreach activities related to labor market information in the following ways:

- A series of LMI Training sessions were developed and presented to Employment Department and partner agency staff.

- Development and implementation of LMI training for Field Office Managers.

- Participation in, and OLMIS exhibition at, statewide conferences related to career, economic, and workforce development.

- Oregon's professional workforce development staff, job seekers, and all members of Oregon's workforce will benefit from the increased focus on training students to use the new products of the electronic labor exchange.

- One-stop staff with improved knowledge of LMI will provide improved service to employers, job seekers, and planners.

- All members of Oregon's workforce will benefit from the increased services and skills of our staff resulting from investments in this area.

Focus:

- The focus of funding State Workforce Training Initiatives is to provide information and training about Labor Market Information to workforce development professionals so that they in turn can provide this information and training to their customers.

Results of Consultation with WIB and others:

- Information from contacts with the State Board and other customers indicates that our efforts in this area are greatly appreciated and in high demand. As noted above, many of the training sessions we offer are entirely in response to requests from WIBs and other workforce and training partners.

How Funding State Workforce Training Initiatives Supports the WIA/Wagner-Peyser Five Year Strategic Plan:

- Our training initiatives support the WIA/Wagner-Peyser Five Year Strategic Plan by providing training on the uses of workforce information to all of Oregon's population segments regardless of location or economic status.

Measurable Customer Outcomes:

- The measurable customer outcome for this product will be the level of satisfaction indicated by responses to a survey completed by all who attend OLMIS and LMI training.   (See Attachment II.)

Planned Milestones:

Capacity Building

- Given the emphasis at both the national- and state-level on the development of electronic service delivery tools, Oregon will continue building capacity to develop database and Internet applications. OLMIS has demonstrated that the Internet is the most cost efficient method of disseminating LMI and decision making tools to the widest possible audience.

- The increasing complexity of the software languages used to produce ALMIS products requires that staff attend formal training programs or make use of self-directed training materials in order to keep their skills and knowledge current.

- We will also review and update the OLMIS Classroom lesson plans as necessary.

1. OLMIS and LMI training sessions will continue to be offered on a quarterly basis along the I-5 corridor, and annually, or on request, throughout the balance of the state, to Employment Department staff and Workforce Development partners.

   During PY 2002, we have already conducted trainings in Salem, Eugene, Astoria, the Portland Metro area, Klamath Falls, Brookings, Grants Pass, Medford, Eugene, and Newport. In addition, we have held training sessions at the Grand Ronde Tribal Center and in Portland for laid-off Boeing employees.

2. OLMIS and LMI will continue to be exhibited at conferences throughout Oregon during PY 2002.

3. OLMIS Classroom Lesson Plans will be updated during January 2003.

4. Our Infrastructure Analyst will complete Linux System Administration training in PY 2002.

Estimated Costs: (See Attachment I-8.)

- Total costs associated with this component of the grant = $39,480 (plus funds from other sources).

C: Description of the Strategy for Assessing Customer Satisfaction

Background and Rationale

1. We can only serve our customers excellently if we know who they are, what they want, and how they want us to improve. (This is the first, and most important, reason.)

2. We need to be able to clearly articulate what we do; who we serve; and why our products and services are worth the resources allocated to them.

3. The Legislature and other components of State Government require that all state agencies and programs introduce a performance measurement system.

4. The Workforce Investment Act and other related federal programs (eg Employment and Training Administration One-Stop LMI Grant) require each state's Employment Statistics Agency to implement a program of customer satisfaction measurement.

Underlying Goals As We Implement Customer Tracking and Customer Satisfaction Surveys

1. Improve service to our customers.

2. Gather information that is as accurate, useful, and reliable as possible.

3. Minimize the burden on staff and customers.

4. Make use of different technologies and methodologies.

Specific Performance Measures for Research

1. We will count the <u>number of publications distributed</u>. The basic methodology will be to compute:

    [number of publications printed – number of publications left in inventory]

    Information will be compiled on an ongoing basis, with a summary report issued at the end of each calendar year. Similar reports have been developed since 1998. The first of these new, more formal, reports will be issued in January 2003, and cover the period Calendar Year 2002.

2. We will count the <u>number of presentations given</u> and the <u>number of individuals served (ie total audience.</u> Oregon will design and implement an "Inquisite-based" tracking system.

    All staff will enter information on presentations on an ongoing basis. A monthly report will show, in graphical form, the number of presentations given each month and the number of individuals in the total audience. A summary report will be issued at the end of each calendar year. Similar reports have been developed since 1998. The first of these new, more formal, reports will be issued in January 2003, and cover the period Calendar Year 2002.

3. We will count the <u>number of page hits on OLMIS</u>. Oregon already tracks this information. Oregon will develop a monthly report which shows, in graphical form, OLMIS usage and usage trends. Each month's report will also present a picture of how different components of OLMIS are used.

4. Oregon will <u>track, count, and categorize all customer contacts</u> for a four-week period in October of each year. Again, Oregon will design and implement an "Inquisite-based" tracking system.

    This customer tracking system will follow the model used in similar efforts in 1998 and 1999. It will allow us to determine who our customers are; what types of information and services they request; where they come from geographically; and how long it takes us to serve them.

    For every customer contact, be it mail, e-mail, in-person, or telephone, we will collect some type of personal identifying information on the customer, so that we can later contact them as part of our customer satisfaction survey.

Customer Satisfaction Measurement

1. During the period of this grant, we will develop a Customer Satisfaction Survey. This Survey will use the customer contact information gathered in #4, above, as a universe. From that, we will select a statistically valid sample of customers who will be asked their opinions about the services we provided.

    The actual survey has not yet been developed. It will be modeled on similar surveys used by other states and similar agencies. We are also planning a work session

with a national customer satisfaction expert in June 2003. The survey will be distributed in November of each year, starting in 2003.

Among other things, the customer satisfaction survey will attempt to gauge:

- Our customers' satisfaction with the specific services received in October of each year.

- The products, services, and information that our customers most value.

- The products, services, and information that our customers least value.

- Our customers' suggestions regarding ways in which we could improve.

2. During the month of November of each year, the same survey will be set to a small group of key customers – Workforce Investment Board chairs and staff; partner agency leaders; state and federal partners.

3. Oregon will increase the frequency of customer satisfaction surveys relating to our publications. We have, over the years, conducted such surveys for a variety of publications, but we now need to increase the frequency and consistency of these efforts.

4. Oregon will add a customer satisfaction survey to OLMIS, asking our internet customers to share their thoughts with us on an ongoing basis. This survey will be short and easy-to-complete. We will look for creative ways to make this customer feedback meaningful and frequent.

5. Oregon will add a customer satisfaction slide to all of our presentations. This slide will probably consist of three questions and a request that customers take the time to respond by e-mail or any other means, or by going to a web page that's part of OLMIS.

Timelines

1. All performance measurement tools will be operational by November 30, 2002; all will produce actual data for calendar year 2002.

2. The customer tracking will take place for four weeks starting October 7.

3. Customer satisfaction surveys will be developed during 2003, with the first formal survey to talk place in November 2003.

4. Customer satisfaction questions will be added to all presentations by June 2003; results will be entered into a database, and will be analyzed on an ongoing basis.

5. A customer satisfaction survey relating to one or more specific publications will be conducted prior to September 2003.

6. A customer satisfaction tool will be added to OLMIS by July 2003.

7. Focus groups will be held in April 2003. While their primary purpose is to seek customer input on our projections for 2002-2012, we will also take the opportunity to seek input on other areas of customer satisfaction.

ATTACHMENTS

I.   SUMMARY OF ESTIMATED COSTS.

    1)   Continue to Populate the ALMIS Database with State Data

    2)   Long-term Projections

    3   Short-term Forecasts

    4)   Develop Occupational Analysis Products

    5)   Provide Employer Names and Addresses to the Public

    6)   Provide Information and Support to State and Local WIBs

    7)   Support State-based Workforce Information Delivery Systems

    8)   Fund State Workforce Training Initiatives

II.   OLMIS Training Evaluation