

Commonwealth of Kentucky Workforce Information Core Products and Services Annual Report for PY 2006

Education Cabinet
Department for Workforce Investment
Office of Employment and Training
Research and Statistics Branch
Workforce Information

Kentucky is pleased to present the 2006 Annual Report on the Workforce Information Core Products and Services achievements.

The Research and Statistics (R&S) Branch accomplished many objectives during PY 2006. Kentucky's workforce information core products and services were designed to improve access and expand use of labor market information for current and future customers. Both workforce information and website training were priorities during PY 2006 as were increased collaboration and cooperation with the state board.

Kentucky reinforced efforts in the areas of training, marketing, and customer service. Over 900 participants attended 15 informational training sessions that were structured to meet the specific needs of various customer groups. Employers, counselors, WIA staff, economic development representatives, and government officials were all afforded training in PY 2006. The Commonwealth's electronic labor market information delivery system, **Workforce Kentucky**, was featured in addition to other available workforce products and services. These presentations and training sessions resulted in a significant increase in the number of visits to the **Workforce Kentucky** website. There were also a substantial number of customers who contacted the Branch directly requesting information, products, and services.

Approximately 120,000 electronic and print copies of Labor Market Information (LMI) publications and products were distributed to customers. In addition, over 1,200 LMI requests received in person, by phone, email, or fax were filled. Enhanced customer input and improved utilization of resources enabled the R&S Branch to continue to meet the needs of business and individual customers.

1. Continue to populate the Workforce Information (formerly ALMIS) Database with state and local data.

The Workforce Information Database is the primary statistical database accessed by the **Workforce Kentucky** application. In PY 2006, significant advancements were made to Kentucky's Workforce Information Database.

In PY 2006, the database continued to be populated with routine monthly and annual numbers for many different area levels of data including state, county, planning region, and Workforce Investment Area (WIA). It was also updated with historical revisions for many types of statistics. Some of the items housed in the database include: Local Area Unemployment Statistics (LAUS); Current Employment Statistics (CES); Consumer Price Index (CPI); Total, Per Capita, Median Family, and Median Household Income; Occupational Wages; Industry and Occupational Projections; and Population data. A significant new data element, Quarterly Census of Employment and Wages (QCEW), was added as well.

Additionally, Kentucky updated its license.dbf, licauth.dbf, and licxocc.dbf in PY 2006. These core tables were then submitted to the National Crosswalk Service Center (NCSC) for inclusion on America's Career InfoNet (ACINet). (States are required to submit licensing files for inclusion on ACINet every two years.) Kentucky also integrated these files into its Workforce Information Database during PY 2006.

Short- and long-term occupational and industry projections, originally scheduled to be loaded into the Workforce Information Database during PY 2005, were not approved by BLS until early PY 2006. Additional projections data (revised short-term and area projections data) was also finalized in PY 2006. Projections data was loaded into the Workforce Information Database according to the following timeline:

October 2006

Statewide long-term occupational and industry projections for 2004-2014;

October 2006

Statewide short-term occupational and industry projections for 2005-2007;

June 2007

Area Development District (ADD) long-term occupational projections for 2004-2014;

June 2007

Statewide short-term occupational and industry projections for 2006-2008.

Another key component in the Workforce Information Database is the Info-USA Employer Database. The First Edition of the 2007 Version, which includes 151,542 employers, was incorporated into the Workforce Information Database during PY 2006 and is accessible through the **Workforce Kentucky** website.

The 2007 Second Edition was also received during PY 2006. This latest edition of the Employer Database will be loaded during PY 2007, after the upgrade to Workforce Informer Version 3.1 is complete.

In addition to the enhancements made to the data contained in the Workforce Information Database, the **Workforce Kentucky** website, which is the main platform for accessing the data, was enhanced during PY 2006. An upgrade to Workforce Informer Version 3.1 was initiated during PY 2006 and will be completed during PY 2007. Along with minor improvements and bug fixes, one of the major components of this upgrade is a new Find Employers tool which will access the Employer Database. Once complete, this latest website upgrade will allow users to search for and map employers within a particular industry and geographic area.

2. Produce and disseminate industry and occupational employment projections.

During PY 2006, long-term industry and occupational projections were completed for the period of 2004-2014 for each of Kentucky's 15 ADDs. Short-term industry and occupational projections were also completed on a statewide basis for the period of 2006-2008. All mandatory Employment and Training Administration (ETA) deliverables were submitted to the Projections Consortium by the June 30, 2007 deadline.

3. Publish an Annual Economic Analysis Report for the Governor and the SWIB.

In PY 2006, work began on an annual, detailed state economic analysis report for the Governor. Staff performed extensive research and conducted preliminary analysis on several economic indicators including employment and unemployment data, income and poverty data, wage data, unemployment insurance data, tax receipts, transfer payments, educational attainment, data from the American Community Survey, layoff and closure information, and Local Employment Dynamics data (LED).

Although the report was originally scheduled for completion by the end of PY 2006, staff shortages temporarily delayed the project. To offset this shortage, the R&S Branch recently hired a staff economist and work on the report will resume in PY 2007. Several state and local agencies will also be asked to participate in the development of the final product.

4. Post products, information, and reports on the internet

The *Kentucky Occupational Outlook to 2014*, which contains the occupational projections data from the base year 2004 to the year 2014, was completed and published in PY 2006. It was also posted in PDF format on the **Workforce Kentucky** website in December. Since its publication, approximately 600 hard copies of the Outlook were distributed and it was downloaded from the website more than 8,800 times.

Work also began on the *ADD Outlooks to 2014* during the spring of 2007. These publications will be completed and published on **Workforce Kentucky** in PY 2007. The previous set of ADD Outlooks, which contain projections data from 2000-2010, are already on **Workforce Kentucky** and were accessed nearly 8,700 times in PY 2006.

The *Kentucky Career Profiles*, also published on the website, were downloaded nearly 22,000 times in PY 2006. Approximately 75 hard copies were distributed as well. Copies were requested by a wide variety of customers, including job seekers, counselors, students, libraries, employers, and various other economic and workforce entities.

A feature called the “Occupational Spotlight” continued on the site throughout the program year. The spotlight can be found in the *Career Center* section and details skills, abilities, knowledge, education and training, wage data, and employment numbers for a specific job. A new occupation is profiled monthly. These monthly articles provide a more in-depth version of the information available in the *Kentucky Career Profiles*.

Occupational wage data for Kentucky, the 15 ADDs, and 10 WIAs was updated in PY 2006 and displayed on **Workforce Kentucky**. Excel tables with the updated 2006 Kentucky, ADD, and WIA data were made available for our customers.

The “Kentucky Quick Facts” provided by the Cabinet for Economic Development was updated in PY 2006 and continues to headline the *Economy* page of **Workforce Kentucky**. This item provides customers with a broad spectrum of information including state and county population, gross state product, tax numbers, cost of living, poverty rate, and annual employment data.

The R&S Branch continually strives to improve **Workforce Kentucky**. The site is augmented with new data as it becomes available and site content and appearance are continually enhanced. New articles and links to other websites and alternate sources of information are added routinely. In PY 2006, 26 press releases detailing state and county employment and unemployment were issued via the site. Monthly Unemployment Insurance (UI) data tables and a ten-year UI data comparison were also posted. These tables have proven to be one of the most popular items on the site. In addition to the 75 hard copies mailed out monthly, the UI tables were downloaded an average of 950 times a month in PY 2006, climbing from 890 downloads in July 2006 to nearly 2,500 in June 2007. Because of software problems, Kentucky was not able to implement event calendars on **Workforce Kentucky** during PY 2006.

5. Partner and consult on a continuing basis with workforce investment boards.

In PY 2006, the R&S Branch continued its active collaboration and consultation with state and local workforce investment professionals and board members.

Branch personnel attended and participated in quarterly meetings of the state workforce investment board and staffed the Accountability Committee of the KWIB. These meetings gave the Branch opportunities to market and provide presentations on workforce information, elicit the exchange of ideas, and address the information needs of membership.

In addition, the Branch provided regular support to the local WIA professionals in meeting their demands for workforce information products and services. The primary contact between the R&S Branch and the WIA community is the business liaison/services staff of the LWIB. Kentucky continued to support these staff members, meeting their data requirements for business prospects and supplying other information.

Finally, the State WIB Administrative Coordinator and the LMI Manager maintained ongoing dialogues concerning the creation and use of workforce information to best meet the needs of WIA customers.

2005 Kentucky Total and Nonwhite Population and Labor Force Data by County

This publication was completed in December 2006 and made available on **Workforce Kentucky** and in printed form. It is utilized by Kentucky employers to complete their annual affirmative action reports and is one of the most requested pieces of labor market information. Kentucky distributed approximately 25 hard copies of the publication in PY 2006. More than 1,400 copies were downloaded from **Workforce Kentucky**. The previous year's *Total and Nonwhite* publication was downloaded 1,275 times.

Kentucky Labor Market Information Newsletter

The *Kentucky Labor Market Information Newsletter* highlights Kentucky's labor market conditions and provides additional statistics that are of interest to various workforce customers. This newsletter is distributed to 1,800 customers each month. Release of the publication was halted in May 2006 due to temporary staff shortages, but will resume in PY 2007.

Local Employment Dynamics (LED) Program

During PY 2006, Kentucky sent four quarters of employee and employer data to the Census. Additionally, Kentucky provides customers with access to Census Quarterly Workforce Indicators and LED data via the **Workforce Kentucky** website. Kentucky did not produce any analytical reports of LED data during PY 2006, but will include articles in the new program year.

GEO Coded Data

In PY 2006, the Quarterly Census of Employment and Wages (QCEW) unit continued GEO coding of data for employers. The GEO coded data is updated quarterly by the QCEW section.

Training Package for LWIB Business Liaisons

In July 2006, a training package was completed and presented to LWIB business liaisons in Pikeville. Training was also provided for LWIB business liaisons and employers in Madisonville in August 2006. These training sessions included presentations on various data elements available on **Workforce Kentucky**.

Monthly Metropolitan Statistical Area (MSA) Newsletter

In PY 2006, Kentucky continued producing newsletters which contain various economic indicators for five of Kentucky's MSAs. Non-farm payroll, total population, average annual pay, per capita personal income, and civilian labor force are all detailed in this release. The MSA newsletters are distributed to approximately 300 customers per month.

6. Conduct special studies and economic analysis.

Kentucky continued to conduct special state, local, and regional studies to provide information and support to communities undergoing economic transition, implementing workforce development initiatives, or experiencing major layoffs or disasters. In PY 2006, the Branch received many special requests for information. In response, Kentucky not only utilized existing products and programs, but also sought out other avenues and sources of data in an effort to provide the best information to meet the needs of each customer.

The R&S Branch launched several other initiatives in PY 2006. These new endeavors were designed to enhance the agency's ability to provide user-specific data and analysis.

Collaboration Between the Mass Layoff Statistics (MLS) Program and Kentucky's Rapid Response Team (RRT)

Ongoing cooperation between the MLS state program leader and Kentucky's RRT continued in PY 2006. Both entities worked together to provide support to Kentuckians prior to and after major layoffs.

SAS (Statistical Analysis Software)

In PY 2006, Kentucky purchased software to assist with the assessment, analyses, and development of new services designed to match skilled unemployed workers with potential employers. This software will be used by staff in another division of OET.

Geographic Information Systems - Mapping

In PY 2006, Kentucky invested in thematic mapping software for use in conjunction with location-specific economic indicators. Equipment and software were purchased and installed, and an ArcView GIS mapping workstation was established within the R&S Branch office.

To prepare for the implementation of this new technology, staff participated in numerous meetings with Kentucky's Office of Technology, Division of Geographic Information personnel to discuss R&S goals and needs as they relate to GIS, possible uses and applications for LMI products, and to receive guidance and technical assistance. R&S staff also attended ArcView GIS training sessions during PY 2006.

Staff Training

Staff training continued to be a priority in PY 2006. R&S personnel attended several ETA, BLS, and other state-sponsored trainings related to statistical programs. Staff learned about a variety of labor market projects and initiatives, new and changing program requirements, and various software applications. These trainings also afforded participants the opportunity to interact with colleagues from other states who are employed in similar positions and work with comparable workforce information products and services.

2005 Base Realignment and Closure Announcement (BRAC)

Kentucky conducted analysis of industries affected by the 2005 BRAC announcement for area projections purposes. Analysis of possible effects across two ADDs and multiple counties was studied in PY 2006.

Maintain and Cultivate Relationships with Other State Government Agencies in Kentucky

In PY 2006, OET continued to build on its solid relationship with other state government agencies, including the Kentucky Cabinet for Economic Development, the Kentucky Department of Tourism, and the Kentucky Education Cabinet. Throughout the year, R&S staff were in contact with agency representatives and, through meetings, telephone conversations, and email correspondence, worked with each to determine and supply the best possible products and information to suit their needs.

Cooperate and Participate with the U.S. Census Bureau as Pertains to the LED Project

In PY 2006, Kentucky continued to participate with the U.S. Census Bureau and submit quarterly employee and employer data for the LED project. Kentucky also provided customers with access to the Census Quarterly Workforce Indicators via the **Workforce Kentucky** website.

Continue and Enhance Production of Career Information and Products for Job Seekers

In PY 2006, the R&S Branch completed publication of the *Kentucky Occupational Outlook to 2014* and neared completion on the *ADD Outlooks to 2014*. Work also continued on the *Kentucky Career Profiles* which will be published in the fall of 2007. These publications are invaluable resources for job seekers, career counselors, and anyone seeking career information and guidance. Kentucky also provided training and instruction, supplied materials for guidance and career counselors across the

state, and responded to multiple requests for detailed, occupation-specific information and data.

Maintain and Cultivate Relationships with Local and Quasi-Government Agencies in Kentucky

Kentucky continued to foster its relationship with local and quasi-government entities in the state, including local economic development agencies, schools, and chambers of commerce. The Branch provided analysis of local economic conditions, including local area projections and wage data, as requested by these agencies and worked with school representatives, local economic developers, and others to provide detailed research on the current employment situation and the projected outlook for a given area, industry, or occupation.

In addition to supplying the analysis and products listed above, the R&S Branch also conducted numerous training sessions during PY 2006. These sessions focused on the many different uses of workforce information and were aimed at all major customer groups. Employers, economic developers, members of the education community, job seekers, and career counselors were all afforded training by OET in PY 2006. Training was provided for JobSight Managers and local business services representatives (one session/15 participants); employers (one session/20 participants); school counselors and related academic professionals (nine sessions/approximately 450 participants); members of the Kentucky Press Association (one session/400 participants); and Kentucky Career Development Association conference attendees (one session/20 participants).

In addition to these formal training sessions, staff also provided technical assistance on a daily basis to customers requesting specific or general workforce information regarding the website, publications, or upcoming training sessions.

Consultation and Customer Satisfaction Assessment

The R&S Branch recognizes the significance of assessing customer satisfaction and the role it plays in the improvement of products and services. Customers were given the opportunity to provide feedback at all meetings, presentations, and conferences conducted by the Branch. This feedback was then used to improve the content of products and services offered to users of labor market information. Customer response was overwhelmingly positive regarding support and cooperation received from LMI staff.

Kentucky has also implemented a variety of other measures to facilitate customer feedback. From any page on the **Workforce Kentucky** website, users can access the Help link for our toll-free number. There is also a Feedback option that allows customers to send comments and concerns to the website administrator. Finally, the Kentucky LMI Directory provides contact information for LMI outlets throughout the Commonwealth.

A key component in measuring customer satisfaction is to assess reaction to one of our main products and Kentucky's primary workforce information delivery system, **Workforce Kentucky**. Website feedback has been extremely positive and site usage continues to grow as illustrated by web traffic monitoring. In PY 2006, there were nearly four million page views on **Workforce Kentucky** and the number of overall visitors rose by 9% to an all time high of 284,000. Average monthly visits are up as well. At the beginning of the program year, in July 2006, there were just over 22,000 monthly visitors to the site. By June 2007, that monthly number had risen to more than 30,000.

Conclusion

Funding from the Workforce Information Core Products and Services Program is used to provide essential workforce information to Kentuckians. The Program enables the R&S Branch to publish a wide array of print and electronic products that benefit numerous customers and customer groups. Assessing and responding to the changing needs of our clientele will continue as mandated by Section 309 of the Workforce Investment Act.