

# *State of Mississippi*

## **PY 2004 Workforce Information Grant Plan**

### **A. Statewide Workforce Information System**

- **The process used to ensure that the SWIB can exercise its responsibility for ensuring that state workforce information policy is responsive to the needs of the state and local workforce investment system.**

The State Board will work in conjunction with the local boards to design broad guidelines for the delivery of workforce development programs, identify all existing delivery agencies and other resources, define appropriate roles of the various agencies to include an analysis of service providers' strengths and weaknesses, determine the best way to utilize the various agencies to deliver services to recipients, and develop a financial plan to support the delivery system that shall, at a minimum, include an accountability system.

- **How the statewide workforce information system supports the goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan for state and local workforce development.**

Provides certain information that can be used to measure program goals and other information that can be used for planning or analysis purposes. Examples of information provided are occupational wage estimates at the entry, average, and experienced levels along with occupational employment estimates; occupational and industry employment projections; population and income levels; civilian labor force statistics; and industry sector employment levels for a variety of areas

- **How the grant activities are consistent with the strategic vision of the Governor and the SWIB.**

The vision of the Mississippi WIA State Plan states "The Mississippi vision for workforce development is a competitive, robust, fully employed workforce that adds value for existing employers, and for potential employers competing to come to Mississippi and that improves the quality of life for all Mississippians". This grant and the products to be created from it are designed to give our customers better information in order to make informed decisions.

- **The strategy of the SWA and the SWIB for consulting with local workforce investment boards and stakeholders in the workforce investment system to determine customer needs for workforce information.**

For purposes of this grant application, we will attempt to contact each of the boards and determine local needs for workforce information

- **The broad strategic approach for workforce information delivery to principal customers.**

Workforce information for principal customers is achieved primarily through Internet delivery, but will be available in print media as needed

- **How workforce information and services are delivered as core services to customers through the state's One-Stop service delivery system.**

Internet based information will continue to be the primary delivery method; publications will be made available for One-Stop offices

- **A description of the customer consultation and satisfaction assessment method(s) to be used to collect and interpret customer satisfaction information and the principal customers to be consulted.**

Internet based collection may not be feasible during the upcoming fiscal year. We will review methods employed by other states; such as direct mailings to target groups and additions to existing and future publications. The overall goal will be to increase response rates, cover a wide variety of customers and improve the information produced

- **A concise summary of customer satisfaction findings for the most recent survey of products and services and the effect those findings had on the planned products and services for PY 2004 including how the plan addresses inadequacies or gaps identified by users.**

An Internet based customer satisfaction survey was used during PY 2003. Although the results were favorable, we realize that a small percentage of customers will take the time to complete a survey. Several items noted were that a majority of respondents were first time visitors to our website and that they had difficulty locating information. Our agency is in the process of designing a new website where information has been reorganized, which should reduce confusion.

- **Identify funds leveraged or matched from funding sources other than these grant funds and how these funds will enhance delivery of products and services as part of the state's workforce information system.**

No leveraged or matching funds are available for this grant

## **B. Core Products and Services**

### *State Workforce Agency Deliverables*

1. **Continue to populate the ALMIS Database with state data.**

- **Description of core product, service or other demand activity**

Will continue to populate the ALMIS database and submit required files to the National Crosswalk Service Center

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Will be addressed specifically during PY 2004

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**

Provides a wide variety of information to customers that will allow them to make informed decisions

- **Principal Customers**

Job seekers, economic developers, researchers, planners, One-Stop staff, media, students

- **Projected outcome(s) and system impact(s)**

Update the database with current and updated information as it becomes available. Maintain the most current version of the database as provided by the ALMIS database workgroup.

- **Planned milestones**

Currently being redesigned to incorporate changes for the Workforce Investment Areas; will be tested and reviewed and placed on the agency's website

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

See attached sheet for estimated costs

## **2. Produce and disseminate industry and occupational employment projections.**

- **Description of core product, service or other demand activity**

Creation and publication of state and sub-state industry and occupational Long-Term projections covering 2002 to 2012 and Short-Term occupational projections covering 2004 to 2006 at the State level. Long-term occupational projections will be created for the State, Workforce Investment Areas and the Community College Districts.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

During PY 2004 customer satisfaction will be assessed specifically for the above products

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**

Provides planning information that can be used by employers as well as individuals making career decisions

- **Principal Customers**

Job seekers, career guidance counselors, area planners, educational institutions, students

- **Projected outcome(s) and system impact(s)**

Internet delivery of completed publications and files; if requested hard copy publications will be created and distributed

- **Planned milestones**

Creation of 2002 - 2012 Long-term Occupational and Industry Projections publications; publication of Short-term Occupational Projections publication

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

See attached sheet for estimated costs

*State Workforce Investment Board (SWIB)/State Workforce Agency (SWA) Deliverables*

**3. Provide occupational and career information products for public use.**

- **Description of core product, service or other demand activity**

The LMI Department will continue to create sub-state occupational wage estimates using the Estimates Delivery System; sub-state areas will be the Workforce Investment Areas.

Creation of an "Occupations in Demand" publication for the State and each of the Workforce Investment Areas; the publication will list in descending order jobs that are above average in terms of projected growth and above average for annual wages. The list will include the top 100 occupations that are projected to grow. A Career Paths publication is planned for publication during the upcoming fiscal year

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

The “Occupations in Demand” and “Career Paths” publications will be new for PY 2004 and will be addressed this year.

- **Support goals of the state’s WIA/Wagner-Peyser Five-Year Strategic Plan**

The above publications will allow job seekers to make informed decisions regarding careers and will allow potential employers to analyze average occupational wage rates by areas in the State

- **Principal Customers**

Job seekers, area planners, One-Stop staff, students, vocational guidance counselors, employers

- **Projected outcome(s) and system impact(s)**

Provide resources that will allow individuals to make informed decisions for their careers and for One-Stop staff to have available tools to assist job seekers. By providing occupational wage estimates at the entry, average, and experienced levels economic developers and potential employers have a useful set of information for decision-making and analysis

- **Planned milestones**

The Statewide “Occupations in Demand” will be completed by the end of September 2004 and the Workforce Areas publications will be completed before the end of December 2004

The “Career Paths” publication will be completed by the end of December 2004

Occupational Employment Statistics wage estimates for the State, Metropolitan Statistical Areas, and Workforce Investment Areas are currently available on our website; wage estimates will be updated on a semi-annual basis in conjunction with the Occupational Employment Statistics program

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

See attached sheet for estimated costs

**4. Ensure that workforce information and support required by state and local workforce investment boards are provided.**

- **Description of core product, service or other demand activity**

Establish contacts with each of the local boards and the State board for special projects and requests for information with the goal of meeting their needs for information or assistance; train board staff as needed in relation to Labor Market Information products

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Will have to assess customer satisfaction at the end of PY 2004 to determine effectiveness of providing required information

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**

Provide requested information that will allow the state and local boards to determine workforce goals and methods to measure goals

- **Principal Customers**

Workforce Investment Area Boards and staff

- **Projected outcome(s) and system impact(s)**

Meet the information needs of Local Workforce Investment Boards and the State Board in a timely manner by providing information requested or by referring them to the proper source

- **Planned milestones**

Establish lines of communication with the boards; possible designation of an LMI specialist for each board

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

See attached sheet for estimated costs

## **5. Maintain and enhance electronic state workforce information delivery systems.**

- **Description of core product, service or other demand activity**

Provide Labor Market Information products through the agency's website

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Results from PY 2003 indicated that over half of the respondents were first time visitors; it was noted that 25% of the respondents reported that navigating through the site and locating the information they desired was difficult or very difficult. Eighty-two percent of the respondents reported that they were at least somewhat satisfied with the Labor Market Information section of the agency's website.

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**

Provide information that is accessible to various customers to make informed decisions

- **Principal Customers**

Job seekers, economic developers, career counselors, media, researchers, and One-Stop staff

- **Projected outcome(s) and system impact(s)**

Update website with current data sets as they are available; provide more explanation of the data sets and programs

- **Planned milestones**

Monthly updates and improvements to website with the goal of providing relevant data that can be easily located and understood by our customers

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

See attached sheet for estimated costs

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

- **Description of core product, service or other demand activity**

Will offer to provide training to local board staff and One-Stop staff; as a method of educating individuals about the various forms of Labor Market Information products that are available and how they can be used. In addition other resources that are available will be discussed such as O\*NET and other useful websites.

Will continue to have staff available to provide presentations of LMI data and its uses when requested.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Will use an evaluation tool to determine the effectiveness of each training session during the upcoming fiscal year

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**

Training of local board staff and One-Stop staff will ensure that available resources are utilized to their full potential and we will be able to bridge any existing information gaps

- **Principal Customers**

One-Stop staff and local boards

- **Projected outcome(s) and system impact(s)**

Educate various customers about Labor Market Information products that are relevant their needs

- **Planned milestones**

Will respond promptly to all requests to provide training services and accommodate all reasonable requests

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

See attached sheet for estimated costs

## **C. Consultation and Customer Satisfaction Assessment**

**During PY 2003, customer satisfaction was administered using an Internet delivery method. A survey was available on the Labor Market Information section of the agency website. The following items were noted from the results:**

- **51.4% of respondents indicated that it was their first visit to our site**
- **82.9% of respondents were at least somewhat satisfied or satisfied with the site**
- **At 20.0%, Economic Developers were the largest identifiable group to respond**
- **48.6% of individuals located our site by use of a search engine or surfing**

**An Internet based approach was selected because the majority of our customers obtain Labor Market Information products through our website, it allows responses from all of the various customer types, and it was the most efficient approach. As responses were received during PY 2003; the information was reviewed to determine changes that needed to be made to existing publications, additional explanations that were needed or changes to the presentation of our web pages. This approach also allowed customers to indicate information that they needed but were unable to locate. A response thanking the customer**



**for their input and answers to specific questions was initiated during PY 2003. Responses also indicated the various customer types that use Labor Market Information resources.**

**For PY 2004 we will not use the Internet method as the only source of customer satisfaction. Our goal is to receive more response/feedback from our customers in relation to specific products that are provided and make appropriate changes where possible. For example, in new publications for PY 2004, consideration will be given to a direct mail approach to receive feedback in relation to specific products to determine how they are used, what other information is needed and not provided, if it meets the customers expectations, and if the information and presentation are clear.**

**Workforce Information Core Products Grant  
Program Year 2004  
Mississippi**

Estimated costs associated with this grant

<b>Deliverables</b>	<b>Quarter 1 PY 2004</b>	<b>Quarter 2 PY 2004</b>	<b>Quarter 3 PY 2004</b>	<b>Quarter 4 PY 2004</b>	<b>Total</b>
<b>1</b>	\$16,400	\$16,400	\$16,400	\$16,400	\$65,600
<b>2</b>	\$23,600	\$23,600	\$23,600	\$23,600	\$94,400
<b>3</b>	\$16,200	\$16,200	\$16,200	\$16,200	\$64,800
<b>4</b>	\$28,800	\$28,800	\$28,800	\$28,800	\$115,200
<b>5</b>	\$25,400	\$25,400	\$25,400	\$25,400	\$101,600
<b>6</b>	\$9,300	\$9,300	\$9,300	\$9,215	\$37,115
<b>Total</b>	\$119,700	\$119,700	\$119,700	\$119,615	\$478,715