

Tennessee

Section a: Workforce Information Core Products and Services Grant Plan PY 2004 - 2005

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

The statewide workforce information system involves populating the America's Labor Market Information System (ALMIS) database version 2.2 with 31 tables of statewide and substate data. A list is attached.

A major vehicle for distribution of these data is a user-friendly, interactive product, *The Source*, accessible on the Internet at www.tennessee.gov/labor-wfd/source/. This is Tennessee's version of the LMI Access product created for a consortium of states by Geographic Solutions (GeoSol), a Florida software company. Tennessee continues to fund a maintenance agreement with GeoSol, and has benefited by having both modules of the system not only updated to the 2.2 ALMIS database, but also enhanced by a number of additions and improvements. Tennessee's current system included three modules: Labor Market Analysis, Services for Individuals, and Services for Employers.

Other labor market products are provided, including:

- Labor Market Report (electronic/Internet newsletter)
- Publications in .pdf, .html, and printed format, including the "Job Outlook in Brief" for each LWIA
- Labor Market Information Directory

Demonstrations and training on the uses of these products are provided on request. Marketing of the products continues through out-stationed field staff and the employer relations personnel.

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

1. A customer advisory group for *The Source* has been assembled and meets three to four times a year. Members are selected to represent a wide range of constituents. Members are drawn from the business community, workforce development central office staff, staff of partner agencies, one-stop centers, middle and high schools, and postsecondary schools. Two members of the statewide workforce development board and one member of the Nashville area WIA board are members. Consultation with individual members regarding their constituencies' needs is continuous.

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

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

- The Commissioner of the department will inform the board chairpersons and the WIA directors by letter of our interest in providing the labor market information they need. The letter will briefly describe our products and services.
- Following up on this, we will utilize an email system to regularly inform these board members, directors, and other staff they designate regarding data updates, services, and other items of interest to them. In each email we will request feedback on their data needs.
- Regional training for workforce boards and staff on labor market information, in conjunction with the technical assistance unit of the Employment and Training Division of Tennessee Labor and Workforce Development, was done in 2004. As they become more knowledgeable of our products and services, we anticipate more communication about local needs through the local technical assistance staff, marketing staff, or our local labor market analysts.
- Field analysts and supervisors will develop an expanded LMI presentation and contact local boards for opportunities to present the information. They are available on request to make presentations on local labor market information products and services.

Ways in which the workforce information system supports the five-year strategic plan.

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

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

The Source contains occupational projections and information on the numbers of persons completing training programs. Additionally, we provide outlook grades which inform persons interested in entering an occupation of the projected outlook for that occupation in the future. This is described in detail in item 3. Providing the ALMIS employer database aids users in identifying employers who may hire persons in specific occupations and gives contact information.

Information for business customers includes the training program completer information, indicating labor availability; monthly applicant and claimant data by occupation; average wages for occupations and industries; economic indicators; demographic information; and area profiles for units as small as counties.

The broad strategic approach to serving the three principal customer groups.

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

- We have obtained links from other appropriate web sites to The Source and will work on getting links from more sites.
- The marketing staff have been trained on the Source and are widely distributing the Source brochure to employers and individuals around the state. We also increase awareness and use by presentations and demonstrations, and will train the department's technical assistance staff.

We respond to specific data requests. For example, we have provided a specialized list of favorable occupations as requested for a conference of school personnel and are preparing data sets on occupations, industries, and wages requested by the Middle Tennessee State University.

- a. The business community is reached through distributions of brochures by the department's five employer representatives across the state. In delivering the brochures as they visit business executives, the representatives discuss the uses of The Source.
- b. Individuals
 - Those reached via mailings, presentations, and counseling staff include welfare to work customers; vocational rehabilitation program customers; students, teachers and staff in middle and high schools, and any individual using resources of the career centers. The Web site is at www.tennessee.gov/labor-wfd/source/
 - Brochures are distributed to unemployed persons at job fairs.

- Dislocated worker staff distribute brochures at mass layoff sites.
 - The Source is linked to several TV stations' websites in major markets.
- c. Tennessee workforce development system outreach efforts:
- State agency workforce development staff and career center staff consult with us and receive updates and demonstrations as members of the advisory group, and link to the Source through the Case Management System and Department Web site
 - Brochures and "Job Outlook in Brief" publications will be distributed in the comprehensive career centers and affiliate centers,
 - We consult with staff in the comprehensive centers
 - The 4-pronged strategy described above to increase communications with WIA staff and board members
 - Outreach to tech prep, vocational education, middle and high school counselors, and youth councils
 - Providing training to employment career specialists working with welfare reform participants
 - Currently participating in a pilot study in LWIA 1 conducted by the Usery Center at Georgia State University.

Tennessee
Section b: Core Products and Services to be Provided
Grant Plan PY 2004 - 2005

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

Description:

Tennessee maintains and updates the ALMIS database. We are now populating the ALMIS version 2.2 database with Tennessee data. A list of the 29 currently populated data tables is attached. This year we will be adding the short term industry and occupation tables to the ALMIS database, for a total of 31 tables populated. (A few tables are not displayed in The Source.) Data are included for all geographic units for which data are available. Current Employment Statistics (CES) and local area unemployment statistics (LAUS) data for MSAs as redefined by Census 2000 will be added to ALMIS.

We currently display the populated version 2.2 of the ALMIS database in an Internet product, *The Source*, www.tennessee.gov/labor-wfd/source/. The Source has been developed and maintained by Geographic Solutions (GeoSol) of Florida. Tennessee has finished testing the Oracle version 6.0 of *The Source* and is installing it.

Updating for the ALMIS will focus on monthly CES, labor force, and applicant and claimant data; annual (and possibly quarterly) 202 employment data; updated education completer data; updated projections and supply-demand data; available economic indicators; newly available census data; and more frequently updated wage data. Licensing data has been converted to SOC and license history updated to 2003. Several additional licenses will be added. The 2000 Census MSA definitions will need to be incorporated into the ALMIS database. They will have a major impact on many data series, including the CES and LAUS data.

Customer support for the product: Customer support is reflected in continual requests for data and data analyses from individuals, economic development entities, educational institutions, and others. Some of these are periodically repeated requests.

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

Principal Customers: Principal customers will be users of our *Source* Internet system and other labor market products and services plus those who request

specific data analyses. These include: state policy makers, WIA board and staff; staff in several divisions of the TDLWD; middle and high schools and technical and community colleges; vocational rehabilitation personnel and welfare-to-work career development personnel; staff and customers in Tennessee's career centers; economic development staff; employers; non-profit agencies involved in workforce development; news media; and the general public.

Measurable Customer Outcomes and System Impact: The ALMIS database is the cornerstone of the key Department of Labor and Workforce Development electronic labor market information system, the Source. Maintaining current and comprehensive information in ALMIS is essential for customer satisfaction. Refer to deliverable # 6 for information on customer satisfaction measurement.

Planned Milestones:

Monthly 2004-2005	Continue to Populate the ALMIS Database	Update Applicants, Openings, UI Claimants, Labor Force, and CES Data (with 10 MSAs and reconstructed series)
September 30, 2004	Continue to Populate the ALMIS Database	QCEW Annual 2003
October 2004 March 2005	Continue to Populate the ALMIS Database	Short term statewide industry projections to 2006 based on NAICS
June 30,2005	Continue to Populate the ALMIS Data Base	Update Licensing data to 2003
June 30,2005	Continue to Populate the ALMIS Data Base	Other data bases for which updated data are available, including Educ ('02-'03 and '03-'04), Analysis, and OES wages

Total Estimated Costs: \$195,000

2. Produce and disseminate industry and occupational employment projections.

A. Long Term Industry and Occupational Projections

Description

The focus will be on disseminating WIA long term projections based on the most recent NAICS data, with base year 2002 and projected year 2012, in ALMIS database tables, the Source system, and the national database.

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

Data will be developed identifying high demand/high wage occupations, especially in key sectors such as health care.

Customer support for the product:

We are requested to provide information to groups and institutions. During the past year we provided staffing patterns for the business and information research center at a state university for their economic impact study. Additionally, a researcher in allied health at a state university requested an update to data we had provided in the past for their recent study of supply, demand, and licensing in the allied health occupations. Projections information is incorporated in the Job Outlook in Brief publications in use at the Career Centers.

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

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

Measurable Customer Outcomes and System Impact:

- Press release: unknown ultimate readership in publications
- 1 or more articles in the Monthly Labor Market Report. Mailed to approximately 750 customers(workforce development offices, legislators, and individuals) and email alerts to about 60 more, who access it from the Internet.
- A news item in the staff newsletter serving the more than 1600 employees of TDLWD.
- Emails to WIA board members and staff, expected to be about 50 individuals.
- Emails to our general email group, about 500 individuals in a wide variety of customer groups.
- More access to occupational data as “page views” in Internet reporting software.
- Improvements in accuracy of economic impact studies in Tennessee based on the use of updated Tennessee staffing patterns and projections.
- More training completers in higher demand occupational areas and fewer in declining areas as the dissemination of labor market information improves.
- News articles on the Source web site.

Planned Milestones:

- Finalize area industry and occupational projections: August 2004
- Load in the ALMIS database by August 2004
- Publicity to follow.
- State projections were submitted to the national web site on June 29, 2004.

Total Estimated Costs: \$80,000

B. Short Term Industry and Occupational Forecasts

Description:

A set of statewide short term economic forecasts was completed for 2003 -2005 and will be produced for 2004 - 2006. We will make highlights from these projections available through the Monthly Labor Market Report newsletter in print and on the Internet. We will also include brief news items and the Internet address in the monthly departmental newsletter, “Workforce Developments”, and in emails to the State Workforce Development Board and the WIA board members and staff as well as our general email group.

The particular focus of the analysis will be the occupations that are expected to have openings, by education and training level. Research and Statistics staff will explore options for convenient downloading of Excel files and/or .pdf format of projections reports.

The data can be used to update the local high wage/high growth industries and can be publicized.

Principal Customers: Workforce development boards, career centers, economic development professionals, business research centers, employers, and job seekers.

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

Measurable Customer Outcomes and System Impact:
See section A.

Planned Milestones:

Finish short term statewide industry and occupational forecast: October 2004 and March 2005.

Article in Research and Statistics newsletter and on Source Home Page in following month.

Total Estimated Costs: \$65,000

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

Description:

The focus is to provide updated, comprehensive, interactive labor market information products with universal access through the Internet which will allow accurate state and local occupational analyses.

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

As long-term projections and program completer and placement data are updated, the occupational analyses data (including outlook grades) will be updated in *The Source*.

The Source makes comprehensive use of O*Net and related information and provides lists of skills, abilities, tasks, and knowledge required for occupations. The module also includes skill matching, allowing a customer to indicate his/her own skills, to identify occupations using these skills, and then to search for available jobs. The Job Market Explorer function allows the user to choose a desired educational level, wage level, and occupational group and obtain a list of jobs meeting their criteria. Information from the Occupational Outlook Handbook is incorporated in various ways. In all, more than 20 types of occupational information are available in *The Source*.

Job Outlook publications. Fourteen “Job Outlook 2000 – 2010 In Brief” publications – statewide and 13 local workforce investment areas – are available as PDF documents for downloading and printing from the department’s labor market publications Internet site, <http://www.tennessee.gov/labor-wfd/outlooks/select.htm>. The publication format was developed with input from customers including a career center manager, counselors, and analysts. Analyses for each geographic area include overall employment growth trends, industry expansion or decline, and area highlights. Occupations are graded (as in *The Source*) and presented in three lists based on the amount of education required.

Data on employment, openings, outlook, wages, and interests are presented with photos in tabular format, making the information clear and meaningful to intended customers. The publications were updated in January to reflect the revised 2010 Tennessee projections and updated 2002 wage data. They will be revised again after June to reflect the 2012 projections.

Wage Data on the Internet: Complete wage data by SOC occupational category and geographic area can be accessed and printed out by category from the Reports section of the Source Internet site, as well as being found in the ALMIS database and accessed by individual occupation in the Source.

Career Ladder Posters: In a collaborative effort, we will work with representatives of the LWIAs to develop a series of Career Ladder posters and related pamphlets. Intended to be an eye catching display in one-stop locations and other public spaces, the posters will display occupations at three levels of vocational and educational preparation: minimal, a medium amount of postsecondary education, and a higher level. High demand and high wage occupations will be featured.

Customer support for the product:

At the request of the Tennessee Department of Human Services, we provide training on *The Source* for new counselors in agencies contracting to provide services to welfare-to-work participants. The focus is on functions of *The Source* used in exploring and evaluating occupations and in locating and evaluating training opportunities. Evaluations from 76 participants in 6 sessions from July 2003 through June 2004 show customer satisfaction with *The Source*. Training participants consistently ranked the usefulness of the *Source* data for work with welfare-to-work customers between 4 and 5 on a 1 – 5 scale, with 5 being very useful. Feedback has also led to improvements in functioning of *The Source*.

The *Source* Advisory Group, with 2 members who have represented the State Workforce Investment Board and another who has represented a local WIA board, will continue to be consulted on matters dealing with *The Source* Internet product, including publicizing it broadly to ensure the widest possible access. Consultation with members of our Advisory Group is accomplished through meetings three times annually and via mail, telephone, and email contacts. The Board has been reconstituted and will hold its first meeting on August 31, 2004. Two additional meetings are planned in 2005.

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

Principal Customers: persons exploring career and training possibilities and counselors who work with them in a range of settings, including career centers, schools and vocational rehabilitation offices. Agencies contracting to provide services to Tennessee's welfare-to-work customers are required to use *The Source* and its grading of occupations in counseling customers and will be evaluated on this function. State and federal training moneys are available only to occupations In Demand based on these data. Additionally, because the information is on the Internet, any individual with access to the Internet can obtain it. The state Vocational Education home page category "Career Resources" links to these sites.

The focus is to provide continuously updated, comprehensive, interactive labor market information products with universal access through the Internet which will allow accurate state and local occupational analyses and assist jobseekers, especially new entrants, the laid off and dislocated workers.

Measurable Customer Outcomes and System Impact:

- Emails to WIA board members and staff, expected to be about 50 individuals, when products are available and updated.
- Emails to our general email group, about 500 individuals in a wide variety of customer groups including TDLWD marketing staff, when products are updated.
- Individuals in the workforce system increase training in occupations considered in demand.
- Career center customers have more local labor market information on demand occupations related to their interests and abilities, and job openings information, accessible in resource areas.
- More awareness by counselors of products identifying demand occupations.

Planned Milestones:

- Occupational grades and placement data will be updated by September 2004 and be available as supply and demand data in *The Source* at that time.
- In December 2004, emails will be sent to customers announcing the availability of the "In Briefs" online, with print copies to follow.

Total Estimated Costs: \$137,368

4. Provide workforce information and support required by state and local workforce investment boards.

Description:

Direct contact with state and local boards: We will institute a series of steps to inform the planning and analysis functions members of the statewide workforce development board and the WIA boards and staff. We will inform them of our labor market data and services and determine their information needs.

- A PowerPoint presentation analyzing the Tennessee and area economies, including information on current and projected industry and occupational trends, information on the new NAICS system, and an introduction to *The Source* Internet system, will be produced. We will contact all boards to request making presentations to them by June 2005.
- Names and contact information for the 10 local Research and Statistics labor market analysts will be distributed.

- We will utilize an email system to regularly inform these board members, directors, and other staff they designate regarding data updates, services, and other items of interest to them. In each email we will request feedback on their data needs.
- Consultation and implementation will continue on several local projects, which may include: health care supply and demand information, enhanced marketing of LMI, data for special grants, and Rutherford County local impact studies utilizing wage and staffing pattern data.

The Source: To assist in implementation of training policies, the supply/demand analysis in *The Source* provides a basis for Local Workforce Investment Boards certifying—or not certifying—training programs as eligible for students' state/federal funding. The Source Advisory Group, with 2 members who have represented the State Workforce Investment Board and another who has represented a local WIA board, will continue to be consulted on matters dealing with *The Source* Internet product, including publicizing it broadly to ensure the widest possible access. Consultation with members of our Advisory Group is accomplished through meetings three times annually and via mail, telephone, and email contacts. The Board has been reconstituted and will hold its first meeting on August 31, 2004. Two additional meetings are planned in 2004-5.

The Local Employment Dynamics program. The Tennessee Department of Labor and Workforce Development will join the group of state partners participating in the Census Bureau's Local Employment Dynamics (LED) program. The LED uses state unemployment insurance (UI) wage record and the state's quarterly census of employment and wage (QCEW) data files to provide economic data:

- That is local at the county and sub county level - so that decisions can be made in the right context,
- That has information on employment for workers in different industries and different age and sex groups - so that you know where the jobs are - together with earnings - so you know what people are getting paid,
- And that provides dynamic information on the rapidly changing economy - with information on where jobs are being created and destroyed, and how much turnover there is in each industry together with long-term trends.

The initial product to be provided by the Census Bureau to participating state partners will be Quarterly Workforce Indicators (QWI). States receive 27 indicators for each county, for each industry, for each quarter for which they provide data. These indicators include:

- Measures of job gain and loss for different types of workers – so that economic development agencies know where jobs are created and for whom.
- Measures of hires and layoffs for different types of workers – so that Workforce Investment Boards know what skills to provide.
- Measures of employment by where people work and where they live – so that transportation planners know where roads and public transportation should be located to reduce congestion and pollution, while improving emergency evacuation routes, and businesses know where to locate their establishments and attract workers.
- Measures of earnings by type of worker – so that job search professionals can provide information on job location decisions and career counselors can tell students where to get jobs.

Customer support for the product: The LED program will be a new product so demonstrated customer support is not available. However, customers do request this type of localized information.

How this supports the strategic goals of Tennessee’s WIA/Wagner-Peyser 5-year plan:

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

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

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

Measurable Customer Outcomes and System Impact: During PY 2004, the project will consist of data development.

LED MILESTONES

July 2004	Submit Memorandum of Understanding (MOU) for approval
August 2004	Forward signed MOU to Census Bureau
August 2004	Submit Request for Services (RFS) to agency's Information Technology section to begin programming work to create historical wage record files
October 2004 – December 2004	Process archived EQUI files through programs created by EXPO-202 development team to create CIPSEA compliant historical EQUI files.
January 2005 - March 2005	Prepare historical wage record files for transmittal to Census Bureau Prepare historical EQUI files for transmittal to Census Bureau
March 2005	Provide all historical files to Census Bureau
April 2005	Census Bureau begins processing state historical data.

Total Estimated Costs: \$20,000

5. Maintain and enhance electronic state workforce information delivery systems

Description:

The electronic state workforce information delivery system for Tennessee is called "The Source" (www.tennessee.gov/labor-wfd/source). The focus is on providing a continuously updated, comprehensive, interactive labor market information product with universal access through the Internet; providing maintenance and enhancement to the system; and publicizing it to the greatest extent possible given staff time and travel constraints. The system includes four modules:

- Services for Individuals;
- Services for Employers;
- Labor Market Analysis; and
- Reports.

The home page, with its frequently changing news features and Resource Links to other valuable labor market information, has a dynamic quality not seen in the Source of 2002.

The current maintenance contract with Geographic Solutions has resulted in the conversion of system to the 2.2 version of the ALMIS database and the 6.0 version of GeoSol's LMI Access software. GeoSol continues to develop more sophisticated software which increases the speed of data access in the updated modules. The system has been tested on the Oracle platform and will be hosted from the Tennessee site beginning in August. We plan to continue the maintenance contract for the Source with Geographic Solutions.

GeoSol is providing a number of enhancements with its updated version. One of the key enhancements is access to O*Net skills information on occupations. This is especially valuable to vocational rehabilitation counselors. About 200 occupational videos are available. Key features:

Services for Individuals:

- individual registration that allows the user to save skills information and parameters for search
- Comprehensive job search by SOC categories by county or metropolitan area
- Supply and demand information

Services for Employers:

- Access to comprehensive industry, occupation, and area profiles
- Access to information on the labor force, some updated monthly

Labor Market Analysis:

- Employment, unemployment, wages, income, census data, and more

Reports:

- The monthly "Labor Market Report" and data releases and LMI reports available in .pdf and .html format.

GeoSol has programmed direct access to 3 job banks—America's Job Bank, Monster.Com and Hotjobs.com. The Job Market Explorer allows the user to set criteria for wages, training times, and occupational group and create occupation lists for further exploration. Job listings from some job banks are updated daily.

In The Source, we link to the official listing of training programs certified by the WIAs. Many of these programs cannot be assigned full 6-digit CIP codes and therefore are not appropriate for inclusion in The Source. Many others are already listed in *The Source* because they are offered by state-supported

institutions. Therefore, in order to provide access but avoid confusion, we will link to them rather than trying to include them in The Source.

In order to ensure universal access, we will continue to publicize the Internet version of The Source as widely as possible. This past program year we designed and printed 5 ½ X 8 ½ inch navigational aids for The Source which we call Fast Finders. With the new version of the Source implemented this year, the cards are being updated. Research staff are evaluating a revised paper copy or creating a CD with a Fast Finder or tutorial that could link to key data items in the Source.

Version 6.0 enhancements for Services for Individuals and Employers include:

1. Enhanced Occupation and Industry Drills (Includes ONET Lay titles)
2. Enhanced Occupation, Industry and Area Profiles. (Includes tabular or narrative summary) This choice is a link at the bottom of the profile.
3. Enhanced Comparison of Industries, Occupations and Area (selecting two for side by side comparison)
4. Customer Selection of Preferences for Data Output, to allow the user to develop customized reports.
5. Addition of latest ONET Data.
6. Addition of latest BLS Occupation Outlook Handbook Data.
7. Labor Market Facts System (Shows top 25 etc).
8. Enhanced Web Content Management System.
9. Additional Job Listings

Tennessee participates in a User Group for Virtual LMI with 14 other states through GeoSol. The maintenance agreement pays for continued updating and for adapting the system to conform to the ALMIS database upgrades.

The ALMIS employer database will continue to be accessible in *The Source*. We will continue to purchase the annual subscription for this database from InfoUSA. Under our maintenance agreement, GeoSol will update the ALMIS tables twice a year as the files become available. The Source is also linked to CMATS, the Department's Case Management and Tracking System, in use by our agency and workforce partners.

Customer support for the product:

Customer usage of The Source is monitored weekly. Usage has been increasing, from approximately 107,000 hits historically to 162,249 hits during the week July 25 – 31, 2004. We are developing contacts in Career Centers who provide feedback on counselors' use of the new Source functions. The Source email contact person continually receives positive responses from grateful customers for his help with locating data on The Source.

How this supports the operational goals of Tennessee's WIA/Wagner-Peyser 5-year plan: The Source Internet system is the cornerstone of our system of labor market information delivery as required in the state's strategic plan. Inclusion of the ALMIS employer list helps users of The Source seek employment. This, as well as many other functions of The Source, support the plan's Operational Goal #1, to "maximize employment and re-employment opportunities for Tennesseans in first, new and better jobs. " Tennessee is doing well at this goal in WIA.

According to an e-mail on July 2, 2004 entitled "Commissioner Neeley's Report":

[The] Latest statistics show programs created by the Workforce Investment Act (WIA) of 1998 are succeeding in helping Tennessee's adult population get back to work and at a higher rate of pay. Tennessee ranks ninth nationally in adults registered for WIA training programs and is in the top 12 percent nationally in employment rate and retention of their jobs. The figures show that after exiting these WIA training programs, participants who remain employed after six months can expect to increase their earnings by an average of \$3,000.

Principal Customers: Principal customers will be users of our *Source* Internet system and other labor market products and services. These include: state policy makers, WIA board and staff; staff in several divisions of the TDLWD; middle and high schools and technical and community colleges; vocational rehabilitation personnel and welfare-to-work career development personnel; staff and customers in Tennessee's career centers; economic development staff; employers; non-profit agencies involved in workforce development; and the general public.

The Source Advisory Group will continue to be consulted on matters dealing with the *The Source* Internet product, including its functionality, publicizing it broadly to ensure the widest possible access, and producing any needed user aids.

Measurable Customer Outcomes and System Impact:

- The 2.2 Version of The Source with numerous enhancements is available on the Internet. Customer usage, including page views of the new features, will continue to be monitored by reviewing reports weekly
- A customer feedback survey has been developed, based on the national customer feedback study, and is in place on *The Source*. Goal: positive satisfaction from customers on the Source.
- Continuing customer enhanced access to the Source by continuing links with two television Web sites.
- Emails to WIA board members and staff announcing the availability of updated information. This email group is expected to be about 50 individuals.

- Emails to our general email group, about 500 individuals in a wide variety of customer groups.
- With Internet usage monitoring software
- Email correspondence received from users of The Source.

Planned Milestones:

- Implementation of the Source Oracle Version 6.0 hosted in Tennessee in August 2004.
- Implementation of Internet customer feedback survey when The Source is hosted from Tennessee in August.
- Employer data will be updated semiannually as the files become available from InfoUSA. We expect this to be in the fall and in the spring as it has been in the past.
- First advisory group meeting August 31, 2004, and two additional meetings on October 19, 2004, and March 22, 2005.

Total Estimated Costs: \$190,000

6. Support state workforce information training activities

Description:

The focus of our training is similar for internal customers and for external customers: To increase training participants' understanding of labor market information available from TN and our national partners, how to access it and to provide guidelines for using the data accurately for their purposes. For R & S analysts, there is also the need for them to continue to most efficiently provide accurate information and training to customers.

When possible for training in Nashville, we will use the already established Labor and Workforce Development Department computer lab in the Andrew Johnson Building that seats about 18 people.

Internal customers.

- Staff database training is planned.
- We will provide training to R & S central office statistical analysts and field analysts and department marketing and technical assistance staff.
- We will continue to train those members of other sections of our department who are Source Advisory Group members through demonstrations at the meetings.

External customers.

- We will train members of the newly reconstituted Source Advisory Group members through demonstrations at their meetings.
- In-person presentations and training on the use of The Source for specific purposes will continue to be provided as requested to the extent staff time and state travel restrictions allow. Where feasible we will conduct hands-on training on The Source in computer labs with Internet access. Information will include graphs and analyses of the current labor market, both industries and occupations, in TN and MSAs.
- At the request of the Tennessee Department of Human Services (DHS), we provide training for new counselors in agencies contracting to provide services to welfare-to-work participants. Training on *The Source* consists of an exercise requiring approximately 2 hours of hands-on computer work followed by a 2 hour class session. The focus is on exploring functions of *The Source* used in exploring and evaluating occupations and in locating and evaluating training.
- Training aides to use with *The Source* have been developed and continuously improved based on training participant feedback. Training is also provided on the current Tennessee and local area labor market. We will conduct 4 or 5 of these training sessions in PY 2004. Additionally, we have agreed to provide training on The Source for the full DHS counseling staff in a total of 6 sessions across the state, with 2 or 3 of these occurring in PY 2004.

Customer support for the product:

Customer satisfaction with training can be measured in 2 ways. 1. For each training session on *The Source*, quantitative and qualitative evaluation data are collected from each participant. We strive for and achieve overall training satisfaction ratings between 4 and 5 on a 5 point scale. 2. Requests for new and continued training also indicate satisfaction. For example, the Department of Human Services has requested training not only for its new counselors but for ALL its counseling staff on the use of *The Source* in the next year, expressing satisfaction with both the data and products we provide and the training. We also continue to get training requests from One-stop career centers.

How this supports the strategic goals of Tennessee's WIA/Wagner-Peyser 5-year plan: Training internal and external customers in the use of labor market data ensures that "employers, educators, and individuals will have relevant, timely, and local labor market information. . ." as required in Tennessee's strategic plan. Training One-stop center and Department of Human Services counselors helps meet goals in the plan requiring that "customers that are in need of training will be provided with current labor market information that will enable them to make

intelligent decisions concerning their choices of careers and training providers” and that, with few exceptions, training provided under this act be in “demand occupations”.

Principal Customers

Internal customers: Research and Statistics Section staff including field analysts across the state; and the staff members from the relevant sections of the Labor and Workforce Development Department.

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

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

Planned Training Activities

Type	Purpose	Recipients	Internal or External Customer	Number of classes or other method
ALMIS Database Training	Train LMI staff in use of ALMIS Database	Database supervisor and staff	Internal	2
LMI Forum	Explore cutting edge LMI products and services	Unit supervisor	Internal	1
Using the Source for Counseling	Train Employment Career Specialists on Demand Occupations	Counseling staff in DHS offices and DHS contracting agencies	External	5 - 7
Using the Source- Individual or Labor Market Analysis Services	Train Technical Assistance Staff on LMI	TN Dept of Labor and Workforce, Technical Assist. Staff	Internal	1
Workforce Boards	Train and consult with LWIA workforce boards on LMI products and services	LWIA Workforce Boards and staff	External	12 (one has been completed)
Database software	Improve staff skills	Statistical analysts	Internal	2

Measurable Customer Outcomes and System Impact :

Numbers of training sessions and numbers of training participants for external customers; more intensive use of the Source by internal and external customers as observed in use reports from Internet logs; faster and more efficient updating of Source databases; feedback from workforce boards and other customers on needed additions to local labor market information.

Planned Milestones: To be completed by June 2005.

Total Estimated Costs: \$30,000

Tennessee
Section c: Customer Satisfaction Assessment

Assessment of Customer Satisfaction with The Source and Related Products and Services.

The Source on the Internet, “Job Outlook in Brief”, Monthly LMI Reports

All customers: An interactive customer feedback form is accessible from the new Source Internet system. For monthly LMI products, feedback/address change cards are periodically sent to individuals on the mailing lists.

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

Individual job seekers and those seeking career information: We will enlist the aid of career center staff in encouraging individuals visiting the centers to complete the Internet customer feedback survey, and to provide feedback on the “Job Outlook in Brief” publications.

Demonstrations and training sessions on the uses of The Source. Customer satisfaction will also be assessed from training evaluation forms, as well as feedback/suggestion forms distributed at workforce board training and Source Advisory Committee meetings.

Cresa Bailey, now the director of the Families First program in Tennessee, had this to say about training on the Source, “ I would be remiss in not thanking you and expressing my appreciation for your well planned, highly interactive presentation for the Career Development Facilitating training in Knoxville. As expected, your presentation was quite effective in helping the new ECSs transfer their learning experiences to practical day-to-day applications. The Source was rated high on the evaluation as one of the most beneficial tools for them to use in their new duties. They attributed this primarily to your presentation, and secondly to the exercises you developed for the Independent Study.”

Data Tables Populated by Tennessee

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

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

Data Tables not Populated by Tennessee

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

Planned Milestones 2004-2005

Monthly 2004-2005	Continue to Populate the ALMIS Database	Update Applicants, Openings, UI Claimants, Labor Force, and CES Data (with 10 MSAs and reconstructed series)
July 2004- April 2005	Provide Workforce Information for Boards	LED Milestones (see page 15)
August 2004	Electronic LMI Delivery	Implement Version 6 of Source, including the Customer Feedback Survey
August 30, 2004	Long Term Projections	Finalize area and industry projections and load in ALMIS database; press release or other publicity
August 31, 2004	Provide Workforce Information for Boards	Source Advisory Committee Aug.31, Oct. 19, and Mar. 22
September 30, 2004	Provide Occupational and Career Information Products	Update occupational grades and placement data in Source
September 30, 2004	Continue to Populate the ALMIS Database	QCEW Annual 2003
October 2004 March 2005	Continue to Populate the ALMIS Database	Short term statewide industry projections to 2006 based on NAICS; put in ALMIS
December 15, 2004	Provide Occupational and Career Information Products	Revised In Briefs online, with print copies to follow
June 30,2005	Continue to Populate the ALMIS Data Base	Update Licensing data to 2003
June 30,2005	Continue to Populate the ALMIS Data Base	Add other data bases for which updated data are available, including Educ ('02-'03 and '03-'04), Analysis, and OES wages
June 30, 2005	Provide Workforce Information for Boards	Request and make LMI presentations/consultations
August 2004-June 30, 2005	Workforce Information Training	Implement planned training sessions

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