

**Annual Status Report**  
**Florida**  
**Workforce Information Core Products and Services**  
**Grant**  
**PY 2003**

**A. Accomplishments by Deliverable**

**1. Populate the ALMIS Database with State Data**

**Outcomes Compared to Planned Outcomes**

Florida successfully updated the ALMIS Database with the latest labor force, industry, occupation, wage, performance, and administrative information as soon as it became available in PY 2003. The database provided information for several Internet-based delivery systems including the Florida Research and Economic Database (FRED) and the What People Are Asking (WPAA). The ALMIS Database was also found useful for data extractions for special requests from state and regional workforce boards.

**Extent to Which the Activity Conformed to Planned Milestones**

The activity totally conformed to planned milestones as specified in the PY 2003 Workforce Information Core Products and Services Grant.

**2. Produce and Disseminate Industry and Occupational Projections**

**Outcomes Compared to Planned Outcomes**

Long-term projections were completed for Florida, 24 Workforce Regions, and all large counties with employment above 100,000 by December 2003. Florida was granted an extension for short-term projections.

Employment projections were a critical input into the Workforce Estimating Conference, which met twice in PY 2003 to recommend the targeted occupations for training within Florida's Workforce System. A major activity was the completion of the NAICS historical industry database back

to 1972 for use in projections under the PY 2004 Workforce Information Grant. Web hits for projections alone numbered 16,000 in PY 2003.

**Extent to Which the Activity Conformed to Planned Milestones**

The activity conformed to planned milestones as specified in the PY 2003 Workforce Information Core Products and Services Grant.

**3. Provide Occupational and Career Information Products for Public Use**

**Outcomes Compared to Planned Outcomes**

This deliverable is one of the most important for the Regional Workforce Boards. For publications, 15,000 *Occupational Profiles* were printed and distributed in PY 2003, along with 10,000 *Education Pays Posters*, 15,000 *Career Comics*, 5,000 *Career Comic Posters*, and 1,000 *Help Wanted* tri-fold publications from the job vacancy/hiring needs surveys. Demand exceeded supply for many of these products. On the web, 16,000 requests were logged for projections and 23,000 for wage data in PY 2003. *Giving Children Hope and Skills* was used to develop an on-line career awareness-training module for parents and students.

An unplanned product was the preparation of special occupational projections and wage reports to assist in planning apprenticeship programs for the Florida Council for Education, Policy, Research, and Improvement. Florida LMS provided occupational information by industry and wage data by area for inclusion into the 2004-2005 update of the statewide career information delivery system.

**Extent to Which the Activity Conformed to Planned Milestones**

The activity's requirements were exceeded in that 10,000 *Education Pays Posters* were printed and distributed while only 5,000 were in the PY 2003 plan, and 1,000 brochure publications were prepared for the Job Vacancy/Hiring Needs surveys, which were not in the PY 2003 plan. As mentioned above, unplanned products were also completed.

**4. Provide Public Electronic Access to the ALMIS Employer Database**

**Outcomes Compared to Planned Outcomes**

Delivery of The ALMIS Employer Database was accomplished through the FRED and WPAA systems. One-Stop Resource Room

and placement staff were trained by Labor Market Statistics to access this information via FRED and ACINet/O\*Net.

**Extent to Which the Activity Conformed to Planned Milestones**

The activity totally conformed to planned milestones as specified in the PY 2003 Workforce Information Core Products and Services Grant.

**5. Provide Information and Support to State and Local Workforce Investment Boards and Provide Other Special Demand State Information Products and Services**

**Outcomes Compared to Planned Outcomes**

During PY 2003 Labor Market Statistics (LMS) produced 47 individual GIS studies at the requests of Regional Workforce Boards or economic development. Press releases were prepared for Florida and eight substate areas on a monthly basis and these have been well received by the Agency for Workforce Innovation (AWI) Communications Office, Governor's Office, and the eight Regional Workforce Boards. Requests for web publications in PDF format numbered 12,000 in PY 2003.

Special industry analysis studies were prepared for marine industries in Broward County, life sciences industries in Palm Beach and Broward Counties, and high tech industries statewide. In addition, Florida Labor Market Statistics prepared five industry analyses for the state workforce board that are published online for the following industry clusters: aviation and aerospace; bioscience; finance and professional services; healthcare; and information technology.

Another project was done for the Florida High Tech Corridor and included web site development and hosting of labor market statistics tables, graphs, and maps for the high tech industry. The High Tech Corridor covers 10 Regional Workforce Boards representing 21 Florida counties.

Economic impact studies of planned distribution centers in several workforce regions were prepared for Enterprise Florida, Inc. Layoff analysis of several planned plant closings were prepared for area REACT units. Labor supply studies were prepared, and fact sheets for women and youth in the labor force were produced.

### **Extent to Which the Activity Conformed to Planned Milestones**

The level of activity exceeded planned milestones as specified in the PY 2003 Workforce Information Core Products and Services Grant. Additional industry studies and the high tech corridor project were undertaken based on customer demand instead of preparing the *Florida Data Wheels* and the LMS promotional brochure.

## **6. Improve and Deploy Electronic State Workforce Information Delivery Systems**

### **Outcomes Compared to Planned Outcomes**

This deliverable is becoming more important as LMI data users switch to on-line delivery of resources. Florida deploys two major systems FRED and WPAA in addition to the LMS Website. Customers prefer the FRED system, which had 8.8 million web hits in PY 2003. The LMS Website had 3.8 million hits in PY 2003. Tracking for WPAA started mid-year in PY 2003 and indicated 161,000 hits.

### **Extent to Which the Activity Conformed to Planned Milestones**

The activity totally conformed to planned milestones as specified in the PY 2003 Workforce Information Core Products and Services Grant.

## **7. Support State Workforce Training Activities**

### **Outcomes Compared to Planned Outcomes**

Florida has been prominent in developing LMI training for workforce professionals. Available training includes: LMI for employer services, LMI training for placement and resource room staff, LMI For Grants, LMI for Business, LMI for Workforce Board and Economic Development Board Members, Census Training, and training in the O\*Net Assessment Tools.

Florida uses a case studies approach in training. Regional Workforce Board staff are consulted before training is designed and case studies that fit their customer profiles or employer needs are developed for each local session. Florida also conducts sessions on state or local labor market conditions and LMS products and services for Regional Workforce Boards. LMS is a partner with Florida CHOICES staff in the Career Resource Network workshops which includes teachers, career counselors, and education administrators.

National presentations have been given to: NAWB, NASWA, NGA, BLS, and ACCRA (national economic development and research organization). Florida has trained Regional Workforce Board Labor Market Analysts staff in labor market information products and services with detailed hands-on training on how to use automated products.

Labor Market Statistics conducted training sessions every month in PY 2003 with employer services or placement staff in addition to presentations to Workforce Florida, Inc (Florida's State Board), and Regional Workforce Boards. The total number of workshops, presentations, and training sessions exceeded 40.

**Extent to Which the Activity Conformed to Planned Milestones**

The activity exceeded planned milestones as specified in the PY 2003 Workforce Information Core Products and Services Grant, which had 10 planned training sessions. Participant evaluations for training were 4.5 or higher out of 5.0 points.

**B. Customer Satisfaction Assessment**

The most recent LMS customer satisfaction survey rated six questions about how staff handled information requests. The overall satisfaction rating on a scale of 1 to 5 was 4.87 for all six questions. The same survey also rated the questions across four different customer groups on the same scale. Florida LMS rated 4.95 for employers, 5.00 for workforce professionals, 4.75 for jobseekers, and 4.88 for other data users. Based on these findings LMS will continue with efforts to make on-line products more understandable to the average Florida jobseeker. The What People Are Asking system already provides a simple-to-use method to look at labor market information. This will continue to be refined for jobseekers and employers.

Another survey was conducted at the request of WFI for the Regional Workforce Boards regarding the various offices/services within AWI. On a scale of 1 to 5, LMS was rated 4.7 on responsiveness, 4.6 on timeliness, 4.7 on knowledge, 4.5 on understandability, 4.6 on helpfulness, 4.6 on overall satisfaction. Labor Market Statistics overall rating of 4.6 was the top rating given to a program entity in AWI.

While these ratings are exemplary, LMS will continue with efforts to make on-line tools more useable and interactive to jobseekers, board staff, and employers. Efforts will continue to perfect timely delivery of information via electronic means while maintaining high standards of data quality and integrity.

### **C. Recommendations for Improvements or Changes to the Suite of Core Products**

Florida adapts delivery of products under the seven major deliverables based on the needs of the state and 24 local workforce boards. Some individual products are adjusted based on customer feedback and short-term needs of the state and local boards.

#### **Expenditures:**

Through August 2004, LMS has spent or obligated \$433,000. An additional \$143,000 in planned equipment purchases is waiting for agency approval. At the current rate of expenditure, the PY 2003 grant will be spent by January 2005.