

September 30, 2004

Mr. David S. Lipnicky
U. S. Department of Labor/ETA
525 Griffin St., Room 317
Dallas, TX 75202

RE: OS/LMI Grant PY'04

Dear Mr. Lipnicky:

This package transmits information required by TEGL No. 1-04 for Louisiana's OS/LMI Cost Reimbursable Grant for PY'04 covering the time period 07/01/04-06/30/07.

Included are:

- Application for Federal Assistance (SF-424);
- Annual Budget Plan (SF-424A, Section D);
- Annual Plan Narrative
- Summary Page Listing a Breakout of Grant by Deliverables PY'04; and
- Letter of Endorsement from Louisiana Workforce Commission (State WIB).

Total amount of federal funds requested in this grant is \$587,025.

If you have any questions, please do not hesitate to contact Raj Jindal, Assistant Secretary at (225) 342-3222.

Sincerely,

John Warner Smith
Secretary of Labor

JWS:RJ:MD:pl

Enclosures

State of Louisiana

PY 2004 Workforce Information Grant Plan

A. Statewide Workforce Information System

The Governor of Louisiana designated the Louisiana Department of Labor (LDOL) as the agency responsible for the management of the statewide employment statistics system. The Labor Market Information (LMI) core products are an integral part of the statewide employment statistics system. The core products also provide support to the state's overall workforce investment plan.

- **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 Louisiana Workforce Commission serves as the SWIB in the State of Louisiana. Act 1 of the 1997 legislature states that the Commission will “establish a comprehensive labor market information system”, and that they “shall designate the [Louisiana] Department of Labor as the agency to coordinate the development and implementation of the system and to maintain the system.” As such, the Workforce Commission works closely with the Louisiana Department of Labor (LDOL) in the development of the system, and LDOL reports system progress to the Commission on a bimonthly basis. Within the Commission is the Information and Communications Committee, which will review this plan and make recommendations prior to approval by the full Commission.

The “comprehensive labor market information system” called for in Act 1 of the 1997 Louisiana Legislature includes three components: 1) a consumer information component on employment and training, 2) a report card on training programs, and 3) information on projected workforce and job growth and demand. The third component includes an occupational forecasting system that forecasts new and replacement needs of occupations. All ongoing work efforts toward the long-term industry and occupational projections are coordinated under the guidance of the Louisiana Occupational Forecasting Conference, which is staffed jointly by the Workforce Commission and LDOL. Amendments from the 2004 Regular Legislative Session to this act require occupational information on targeted cluster industries as identified by the Louisiana Department of Economic Development. LDOL has been designated as the agency responsible for the SCORECARD system that is being used to determine the selection of service providers to be included on the Eligible Training Provider List; the SCORECARD serves as the second component of the comprehensive system and the measures were jointly developed by Workforce Commission and Labor staffs and approved by the Commission. The provider list is a part of WIA/SCORECARD and is published on the Internet; thus it is available in all One-Stop Centers through Louisiana Occupational Information System (LOIS). The system currently displays information on all public and most private training providers in the State including contact information, course offerings, tuition, and supportive services (such as childcare, transportation, financial aid, job placement, etc.). Quality employment statistical information

using the ALMIS format is delivered through LOIS via the Internet. The additional information on training opportunities and the publicly available employment statistics fulfill the requirements of the first component of the comprehensive 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.**

The goal of the Louisiana WIA/Wagner-Peyser Strategic Plan is a streamlined service delivery system that is *customer focused, market driven, locally operated*, and that measures effectiveness through equitably applied *performance standards*. In accordance with the WIA/Wagner-Peyser Five-Year Strategic Plan, Louisiana will continue to deliver high quality statistical information and all ALMIS data via the LOIS portal on the LDOL Website. LMI has played a pivotal role in the implementation of this vision developed by the plan administrators. These activities will support the mandates stated in Sec. 491-2. LDOL staff continues to develop and disseminate occupational analysis products that are in support of this vision.

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

The Governor and the Louisiana Workforce Commission envision “a Louisiana economy that provides ample opportunity for a meaningful and fulfilling career for every Louisiana citizen, and a workforce education and training system that contributes to the development and maintenance of that economy by providing well-educated and well-trained workers to meet the changing needs of the state’s employers.” An effective labor market information system supports this vision by providing relevant career information and training opportunities to our citizens and connecting businesses to a well-trained pool of workers.

LDOL activities are consistent with the state’s vision of the Governor and the Louisiana Workforce Commission. “Well-educated and trained people caring enough to perform their jobs successfully determine the economic vitality and quality of life in any society. The Louisiana Workforce Commission recognizes that work is basic to both economic prosperity and personal dignity... The renewal of our State depends on the renewal of our workforce system.” The core products and services provided for in this TEGL No. 1-04 reflect the agency’s activities that support this vision.

- **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.**

LMI provides for customer comment with all of its publications and on the LDOL Website. Prior to submitting this plan, a statewide telephone conference was conducted to obtain input regarding current and future LMI products. In addition, there will be two major forums for customer input in the coming program year.

- (1) LMI will conduct informational sessions in all 8 regions of the state. Invited stakeholders will include local WIBs, One-Stop staff, economic developers, chambers of commerce, education and training providers, and career counselors. The Commission will assist in identifying and inviting stakeholders from the various

regions. As part of these sessions an evaluation of current products and suggestions for future products will be solicited.

- (2) As part of the process for developing the top occupations in demand, the Occupational Forecasting Conference, which is staffed by the Governor's Office of the Workforce Commission, and LDOL will conduct regional reviews of both the industry and occupational projections. As part of this review, stakeholders will be asked to provide comment and make suggestions on the available labor market information.

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

LMI strives to provide workforce information to all the citizens of the state that need information to gain job readiness skills, provide training, search for jobs, find employees, and provide career options. This will be accomplished by continuing to maintain and improve the electronic delivery of labor market information and by providing paper copies, where appropriate, to the following customers. The principal customers will include, but would not be limited to One-Stop Centers, Regional and Local Job Service Offices, Louisiana Workforce Investment Areas (LWIAs), Workforce Investment Boards (WIBs), employment and training planners and providers, economic development agencies, career centers, researchers and grant writers, government officials, employers, jobseekers, dislocated workers, libraries, educators, community and technical colleges, universities, proprietary schools, rehabilitation facilities, career planners and guidance professionals.

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

Louisiana's ALMIS database can be accessed through LOIS. In addition, LDOL provides data in Excel format based on updated North America Industry Classification System (NAICS) & Standard Occupational Classification (SOC) codes. The database is available 24/7 to all three principal customer groups: the business community, individuals including youth, and workforce development system. The LOIS delivery system is continually being updated and enhanced as new data become available. Questions regarding LMI products come directly to the LMI Unit and are responded to promptly.

Another aspect of the statewide employment statistics system is the development and dissemination of customer-focused occupational and career information products. LDOL maintains its partnership with the Louisiana Department of Education, the Louisiana Community and Technical College System, Louisiana Board of Regents, and local workforce development systems made up of guidance counselors, administrators, teachers, workforce development managers, case workers, and Workforce Investment Board (WIB) directors and staff. Further integration of the LOIS data into the Louisiana Virtual One-Stop (LAVOS) site will continue to enhance the delivery and availability of our LMI products and services.

- **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.**

During the past year, a “needs” survey was developed by LMI to assist in the customizing of training sessions to the needs of the audience. The surveys are sent to all pre-registered training participants, asking them to indicate the LMI products and data currently being utilized, the venue through which the product/data is accessed, and other topics about which the participant would like to learn more during the course of the training. LDOL staff reviews the surveys prior to planning the program content for each session. This “needs” survey will be utilized in the upcoming year for all customers for whom LMI presentations are given.

Discussions are in progress with Geographic Solutions, Inc., for the development of a web based customer satisfaction survey form to be accessed through the LMI portal of the LDOL Website. A one-page customer feedback/satisfaction survey is currently being built into this database. It will serve as an interactive customer satisfaction tool with access through the front portal of the LOIS Website. It will be designed to measure customer satisfaction with the Website and to offer suggestions on ways of improving the data and its delivery.

- **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.**

Following all LMI training presentations, participants are asked to complete a customer satisfaction survey, rating the presentation and providing suggestions for improvement and additional topics to be covered in the future. During the previous program year, 275 LMI training participants completed customer satisfaction surveys, resulting in an overall approval rating of 69% excellent and 30% satisfactory. Among the topics receiving the most favorable comments from participants are the Louisiana Integrated Skills Assessment (LISA) component, the availability of employment and wage data, and the convenience of links provided to other Websites.

Based on feedback from our educational partners, LDOL will work collaboratively to create a “youth” portal on the Website to house data and other information specific to middle school age and younger students.

The regional labor market information conferences planned for this program year are the result of feedback received from WIB and local One-Stop partners at the statewide LMI Forum last year to address the need for a more hands-on approach in training sessions, with fewer participants and more sessions. This new approach will enable front-line staff to participate in hands-on learning.

Data users receiving hard copy publications also received a customer satisfaction survey. Results were used to provide additional information requested in subsequent publications and will be used to improve the future publications.

- **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.**

A WIA incentive grant has been used to produce an interagency “Skills Guide” that will go to educators and workforce and economic development professionals around the state. This guide includes information on accessing the Louisiana Occupational Information System. In this program year, an interagency group that includes LDOL, the Workforce Commission, the Department of Education, Board of Regents and others will develop a publication around career exploration that will include instructions on accessing labor market information available through the LDOL Website.

Funding negotiated with the Louisiana Community and Technical College System utilizing Carl D. Perkins Vocational and Technical Education Act monies will support efforts to promote the use of LMI products and services throughout the state. In addition, a portion of this funding will be used to print the Career Paths and Career Compass publications for partial distribution to middle and high school counselors and students.

A Job Vacancy Survey will be conducted by the LDOL staff for the 4th quarter 2004 and the 2nd quarter 2005 funded by WIA. The results of these surveys will provide additional information to the jobseeker, the training providers, and employers, as well as to help the staff of the Job Centers and the WIBs in providing answers to what jobs are available and the training required. The Job Vacancy Reports that will be developed serve as a supportive tool to the core product of projections.

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**

Louisiana’s information delivery system, Louisiana Occupational Information System (LOIS), is designed as an electronic resource for retrieving information from ALMIS. The population of the ALMIS (2.2 version) database is dynamic as data is updated monthly, quarterly, semi-annually, and annually. The LOIS delivery system is being enhanced as new data tables and/or products are introduced. Staff will participate in all training opportunities made available to them concerning the ALMIS database.

All labor force data tables will be populated with statewide data, as well as regional data at the sub-state levels as sufficient information is made available. The 2000-2010 long-term industry and occupational projections are included in the core data tables; *OCCPROJ*, *INDPROJ*, and *IOMATRIX* (formerly *OCCPAT* and *STAFFPAT*) displayed through LOIS.

The ALMIS database will be populated with the two licensing files in the 2004 program year: *license.dbf* and *licauth.dbf*. The licensing data will be submitted through the National Crosswalk Service Center (NCSC) for inclusion on the America's Career InfoNet (ACINet) site. The licensed occupations information will be submitted in O*NET/SOC format.

Problems with Standard Occupational Classification (SOC) and North American Industry Classification System (NAICS) codes have been addressed with the 2.2 version. WIA will implement another major upgrade by the end of this year to merge the LOIS system with the LAVOS system, enabling LMI to enhance the existing LOIS portal as more user-friendly.

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

Discussions are in progress with Geographic Solutions, Inc., for the development of a web based customer satisfaction survey form to be accessed through the LMI portal of the LDOL Website. A one-page customer satisfaction survey is currently being built into this database. It will serve as an interactive customer satisfaction tool with access through the front portal of LOIS site. It will be designed to measure customer satisfaction with the site and to offer suggestions on ways of improving the data and its delivery.

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

In accordance with the WIA/Wagner-Peyser Five-Year Strategic Plan, Louisiana will continue to deliver quality statistical information and all ALMIS data via the Internet. These activities will support the State's WIA/Wagner-Peyser Act Five-Year Strategic Plan and the State Workforce Investment Board (Louisiana Workforce Commission) by complying with the mandates stated in Sec. 491-2. While the LOIS Database is not specifically listed in the Five-Year Plan, it is the data infrastructure and delivery system behind most of the electronic LMI products disseminated by LDOL supporting the State Workforce Investment Board.

- **Principal Customers**

The principal customers will include, but would not be limited to One-Stop Centers, Regional and Local Job Service Offices, Louisiana Workforce Investment Areas (LWIAs), Workforce Investment Boards (WIBs), employment and training planners and providers, economic development agencies, career centers, researchers and grant writers, government officials, employers, jobseekers, dislocated workers, libraries, educators, community and technical colleges, universities, proprietary schools, rehabilitation facilities, career planners and guidance professionals.

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

Labor Market Information will be provided to customers in a user-friendly format. Customers will be able to obtain data 24/7. LMI users will now be able to view and download the latest information by NAICS industry codes and SOC occupational codes structures.

- **Planned milestones**
 - July 1, 2004 – June 30, 2005: All LMI statistical databases will continue to be updated in a timely manner in the LOIS delivery system. The LMI Unit will continue collecting and processing data on training providers, program availability, and performance outcomes. Performance measures will be in accordance with the requirements of the Workforce Investment Act. Primary ALMIS tables to be utilized are *Schools* and *Programs*, in addition to tables specifically designed for state use. Twenty ALMIS database tables, with another six nonstandard school and performance outcome tables, will be updated by June 2005. The two licensing files will be updated.
 - December 2004: The conversion of the ALMIS database from version 2.1 to 2.2 has been completed and a merge of the LMI's LOIS Website with the WIA's Virtual One-Stop (LAVOS) for a seamless portal of quality labor market information will be completed by the end of 2004.
 - July 1, 2004 – June 30, 2005: Develop an interactive customer satisfaction survey form to be accessed through the front page of the LOIS portal to determine customer's feedback with this product.
 - July 1, 2004 – June 30, 2005: Monthly employment and labor force data will be updated in LOIS timely.
- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**
The estimated cost of updating and maintaining the ALMIS database is \$165,883. This includes \$26,000 for the maintenance of the LOIS portal. There are no leveraged funds identified with this core product. The state's procurement process will be used for any equipment or contracts.

2. Produce and disseminate industry and occupational employment projections.

- **Description of core product, service or other demand activity**
Develop the sub-state long-term and statewide short-term industry and occupational projections, using the methodology, software, and guidelines provided by the Projections Consortium and the Projections Managing Partnership (PMP). The long-term projections will cover the period 2002 – 2012, and the short-term will span 2004 – 2006. Staff will participate in all training opportunities made available to them on the projections process. Efforts will also be directed toward refining the sub-state historical NAICS industry database. The ALMIS database will be populated with the projection data and submitted for public dissemination, via hardcopy and electronically.

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

Discussions are in progress with Geographic Solutions, Inc., for the development of a web based customer satisfaction survey form to be accessed through the LMI portal of the LDOL Website. A one-page customer feedback/satisfaction survey is currently being built into this database. It will serve as an interactive customer satisfaction tool with access through the front portal of the LOIS site. It will be designed to measure customer satisfaction with the site and to offer suggestions on ways of improving the data and its delivery.

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

In accordance with the WIA/Wagner-Peyser Five-Year Strategic Plan, Louisiana will continue to deliver quality statistical information and projections data via the Internet. These activities will support the State's WIA/Wagner-Peyser Act Five-Year Strategic Plan and the State Workforce Investment Board by complying with the mandates stated in Sec. 491-2. While the LOIS Database is not specifically listed in the Five-Year Plan, it is the data infrastructure and delivery system behind most of the electronic LMI products disseminated by LDOL supporting the State Workforce Investment Board.

- **Principal Customers**

The principal customers will include, but would not be limited to One-Stop Centers, Regional and Local Job Service Offices, Louisiana Workforce Investment Areas (LWIAs), Workforce Investment Boards (WIBs), employment and training planners and providers, economic development agencies, researchers and grant writers, government officials, jobseekers, dislocated workers, educators, community and technical colleges, universities, proprietary schools, rehabilitation facilities, career planners and guidance professionals. Throughout the projections process, extensive collaboration takes place with the staff of the Louisiana Workforce Commission (the SWIB) and the Louisiana Occupational Forecasting Conference.

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

At the conclusion of this program year, staff will have participated in USDOL-sponsored training for both the long-term and short-term projections. Work is progressing on the 2002-2012 data, as well as short-term projections for 2004-2006. The impact of this data is widespread, as it is used in determining training needs and curriculum, allocations of training funds, economic development efforts, determining career paths and courses of study, and throughout the workforce development and educational arenas. Projections for 2002-2012 will be loaded by end of June 2005, if all parties have signed off on projection data.

The ALMIS database was populated with the projection data for 2000-2010 and submitted for public dissemination electronically. Educators, career planners, and WIA will know what occupations for which to offer training, jobseekers will know what occupations for which to train, and businesses will know the staffing shortfalls they may face in certain occupations.

- **Planned milestones**

- August 2004 : Complete preliminary statewide long-term industry projections (2002-2012).
- September 2004: Complete preliminary statewide long-term occupational projections (2002-2012).
- September 2004: Complete preliminary sub-state long-term industry Projections.
- November 2004: Finalize state and sub-state long-term industry projections including regional review and approval from Louisiana Occupational Forecasting Conference.
- November 2004: Complete Statewide short-term industry forecast (2004 1 qtr – 2006 1 qtr).
- December 2004: Complete Statewide short-term occupational Forecast (2004 1 qtr – 2006 1 qtr).
- May 2005: Finalize Statewide and sub-state occupational projections, including regional review of data and approval from Louisiana Occupational Forecasting Conference.
- June 2005: Post statewide and sub-state long-term industry and occupational projections on LAWORKS.net and populate required ALMIS data tables.

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

The estimated cost of updating and maintaining the Occupational Employment & Industry Projections is \$85,492. Additional funding is being requested from other sources to assist in producing the sub-state level data. The state's procurement process will be used for this contract.

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**

LMI will continue to develop career products for distribution to every high school, vocational technical school, and community college in the state using the new SOC based projections data for 2000-2010 and the latest occupational wage data. Staff will participate in all training opportunities made available to them on the development of occupational and career information.

LMI maintains its partnership with the Louisiana Department of Education, the Board of Regents, the Louisiana Community and Technical College System (LCTCS), and local workforce development systems (i.e., guidance counselors, administrators, teachers, other educational professionals, workforce development managers, case workers, and Workforce Investment Board directors and staff) to ensure awareness of staff at every

level. Customer service and a focus on consumer needs for user-friendly resources in the areas of skill assessment, career planning, post-secondary training opportunities, and labor market information are the highest priority. LOIS portal will be integrated into the LAVOS portal providing a seamless delivery point for occupational and career data. Presentations that highlight the range of products available through LOIS and the introduction of the customized O*NET based skills assessment product, Louisiana Interactive Skills Assessment (LISA), will continue throughout the year. LMI will continue to make improvements to the integrated product.

Throughout the year, LMI staff will continue to respond to requests from the local Workforce Investment Boards and other community partners for guidance and training on effectively using the various LMI products made available to them. LMI will continue to customize their presentations based on the expressed needs of the local staff.

LMI will continue to partner and collaborate with the Louisiana Department of Education to address the needs of middle and high schools by providing training tools geared toward today's youth using the latest projections and wages in hard copy publications. Customer feedback on the relevance and usefulness of the labor market products and services offered by LMI are an integral part of all work processes. In addition, WIA Unified State Plan partners are collaborating on another career publication. This publication will be distributed across agencies and programs and will have one version for in-school youth and a second version for out-of-school youth and adults.

LMI will continue to produce the "Top Occupations in Demand" for Louisiana and the sub-state regions based on methodology approved by the Occupational Forecasting Conference (OFC). The "Top Occupations in Demand" are listed on the LDOL and OFC Websites and distributed to the secondary and post-secondary career and technical education leadership for the purposes of providing career guidance and curriculum planning. In addition, LMI staff will provide data and staff expertise as the Occupational Forecasting Conference works to develop information related to targeted industries.

ACT 721 of Louisiana's 2003 Regular Session called for the creation of the Health Works Commission to study and make recommendations regarding the Louisiana's workforce in the healthcare industry. The Louisiana Workforce Commission staffs this Commission. LMI has provided healthcare industry specific information regarding demand, vacancies, wages and training providers and will continue to support these activities as needed.

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

Discussions are in progress with Geographic Solutions, Inc., for the development of a web based customer satisfaction survey form to be accessed through the LMI portal of the LDOL Website. A one-page customer feedback/satisfaction survey is currently being built into this database. It will serve as an interactive customer satisfaction tool with access through the front portal of the LOIS site. It will be designed to measure customer

satisfaction with the site and to offer suggestions on ways of improving the data and its delivery.

All current career publications and products are on the agency's Website under the Labor Market Information portal. An additional flyer has been designed to guide users to this site and it's distributed at all LMI workshops, as well as upon request by local partners for their customers.

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**
In accordance with the WIA/Wagner-Peyser Five-Year Strategic Plan, Louisiana will continue to deliver occupational and career products via the Internet. These activities will support the State's WIA/Wagner-Peyser Act Five-Year Strategic Plan and the State Workforce Investment Board by complying with the mandates stated in Sec. 491-2.
- **Principal Customers**
The principal customers will include, but would not be limited to One-Stop Centers, Regional and Local Job Service Offices, Louisiana Workforce Investment Areas (LWIAs), employment and training planners and providers, economic development agencies, career centers, researchers and grant writers, jobseekers, dislocated workers, libraries, educators, community and technical colleges, universities, proprietary schools, rehabilitation facilities, career planners and guidance professionals. In addition, LMI will continue to provide information to the State's Occupational Forecasting Conference and Health Works Commission.
- **Projected outcome(s) and system impact(s)**
This product supports the state legislation that requires local level school guidance counselors to provide 8th through 12th graders resources for career plans and goals. Students will be better prepared to make informed career decisions through this occupational and career information.
- **Planned milestones**
 - September – December 2004: Update current career publications and training materials with the 2000-2010 occupational and industry projections and the latest wages.
 - January 2005: WIA partners career publication for in-School youth and out-of-school youth And adults published.
 - July 1, 2004 – June 30, 2005: Partner with the Louisiana Department of Education to develop training tools geared toward youth using the latest projections and wages to help meet future workforce needs.
 - June 2005: Produce the "Top Occupations in Demand" at the state and sub-state level based on occupational projections and criteria established by the Occupational Forecasting

- June 2005 – Ongoing: Conference.
Work collaboratively with the staff of the Louisiana Board of Regents and the Louisiana Department of Education to develop brochures that highlight each of the career clusters and the LMI data relative to occupations in the cluster. Target audiences are middle and high school students.

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

The estimated cost for developing occupational & career information products is \$84,918. LMI continues to work toward finding alternative funding for the delivery of information in hard copy format, such as \$20,000 from Carl D. Perkins Vocational and Technical Education Act and WIA incentive grant money to print career publications not funded by this grant. The state’s procurement process will be used for any product development of this core product.

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**

The overall strategic vision of the Louisiana Workforce Commission (SWIB) of customer focused, market driven, and locally operated supports this core product, to provide what the customer needs based on the activities at the local level.

Focus groups with local WIBS will take place to better tailor LMI products to the local needs of the customer. Customer choice will help determine the LMI deliverables once the users have been informed of the currently available products and services.

During the past year, a “needs” survey was developed by LMI to assist in the customizing of training sessions to the needs of the audience (see Attachment 1). The surveys are sent to all pre-registered training participants, asking them to indicate the LMI products and data currently being utilized, the venue through which the product/data is accessed, and other topics about which the participant would like to learn more during the course of the training. LMI staff reviewed the surveys prior to planning the program content for each session. This “needs” survey will be utilized in the upcoming year for all customers for whom LMI presentations are given.

The results of a teleconference with LWIA managers provided the following new list of products, ranked in order of use, to be offered pending need and funding:

1. Occupations in demand by skill requirements with national accreditation and certification standards where applicable
2. Customized Estimate Delivery System (EDS) reports to profile occupational employment and wages data leveraged with funds from LWIBs
3. Provide Business Employment Dynamics information based on job growth or job loss (QCEW)

4. Develop unemployment insurance (UI) claimant data at the sub-state level
5. New Metropolitan Statistical Areas defined and reports provided beginning with release of data in January 2005
6. Nonfarm employment estimates will reflect hours and earnings for all data sets at the statewide level for all industry classifications.
7. Customized geocoded reports based on employment and wages data at the individual parish or zip code level screened for confidentiality and leveraged with funds from LWIBs
8. Reports that provide data analysis in user-friendly format that the LWIB staffs can understand and use on their job leveraged with funds from LWIBs. The development of a "LMI Users Guide" to enable frontline staff to become familiar with and to use LMI vocabulary, Website, and LMI publications proficiently.

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

Focus groups will be held to determine specific LWIB needs for labor market information. These responses will be used to improve the data dissemination and content of the flow of LMI data to the WIBs.

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

In accordance with the WIA/Wagner-Peyser Five-Year Strategic Plan, Louisiana will continue to deliver high quality statistical information and publications via the Internet. These activities will support the State's WIA/Wagner-Peyser Act Five-Year Strategic Plan and the State Workforce Investment Board by complying with the mandates stated in Sec. 491-2. While the LOIS Database is not specifically listed in the Five-Year Plan, it is the data infrastructure and delivery system behind most of the electronic LMI products disseminated by LDOL supporting the State Workforce Investment Board.

- **Principal Customers**

The principal customers will include, but would not be limited to One-Stop Centers, Regional and Local Job Service Offices, Louisiana Workforce Investment Areas (LWIAs), Workforce Investment Boards (WIBs), employment and training planners and providers, economic development agencies, career centers, researchers, government officials, employers, jobseekers, dislocated workers, libraries, educators, community and technical colleges, universities, proprietary schools, rehabilitation facilities, career planners and guidance professionals.

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

To provide training products to the WIBs which will allow them to increase productivity and improve customer service to their clientele. To provide customized training to address staff needs for those that work primarily with businesses and those that work with the jobseeker.

- **Planned milestones**

- July 1, 2004 – June 30, 2005: Provide LMI training to all WIBs, One-

- Stops, and Job Center staff earmarked by customer survey for training.
 - September 2004 – Ongoing: Update current career publications and and wages training materials with the 2000-2010 occupational and industry projections.
 - July 1, 2004 – June 30, 2005: Partner with the Department of Education, Louisiana Community and Technical College System, Board of Regents, Department of Social Services, Department of Economic Development, and WIBs to develop training tools using the latest projections to help meet future workforce needs.
 - December 2004 – June 2006: Prepare profile reports for each WIB office.
- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**
The estimated cost of updating and initiating new deliverables is \$135,993. Leveraged funds may be found with the LWIBs in providing information specific to their needs. The state's procurement process will be used for contracts and equipment.

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

- **Description of core product, service or other demand activity**
LMI is continually maintaining and enhancing business information tracking systems to assist local areas and the general public. To facilitate job search processes and employer contacts, LMI is continually improving an interagency based system to assist the local Job Centers. A feature of the electronic system is the automatic email notification for all new or updated LMI products.

A listing of the available information in electronic formats (PDF or EXCEL) found in LOIS and in multiple locations on the LDOL Website are as follows:

- Quarterly and Annual Employment & Wages Reports (EXCEL)
- Monthly Labor Market Information Bulletins
- Monthly press releases for the unemployment rates
- Frequently asked LMI questions
- Nonfarm employment data for 1990-2003 benchmarked for the state & MSAs
- Civilian labor force summary 1990-2003 for the state, MSAs, & all parishes
- Publication order form – interactive
- A list of acronyms
- Career Compass, Career Path, and regional brochures of fastest growing jobs
- LISA – Louisiana Interactive Skills Assessment
- Scorecard – database of training providers and list of training programs and training outcomes
- Job Vacancy Survey Results 2002 (brochures format for four MSAs and Statewide)
- Job Vacancy Survey Report 2002 (comprehensive statewide report)

Employment Projections 2000 – 2010 by industry and occupation (Excel)
 Louisiana Occupational Employment Wage Survey released June 2003 (Excel)
 Occupational Code Dictionary
 Employer Database
 Occupational Analyzer – choose a career by analyzing current labor market trends

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

Develop an interactive customer satisfaction survey form to be accessed through the front page of the LMI portal to gather customer feedback and analyze feedback to determine needs. An email tool to let users get answers to any question concerning the LMI site by clicking on “*Answer My Question*”

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

In accordance with the WIA/Wagner-Peyser Five-Year Strategic Plan, Louisiana will continue to deliver high quality statistical information and products via the Internet. The activities of this core product will support the State’s WIA/Wagner-Peyser Act Five-Year Strategic Plan and the State Workforce Investment Board by complying with the mandates stated in Sec. 491-2. These specific products support the Plan by various WIA/WP program activities listed in the Plan under section 2-Title I, subsection B including: Adult, Dislocated Worker and Youth Activities under WIA Title I; Job Service, Welfare-to-Work, Trade Adjustment, NAFTA Transitional Adjustment Assistance, Community Services Block Grant, and Unemployment Insurance.

- **Principal Customers**

The principal customers will include, but would not be limited to One-Stop Centers, Regional and Local Job Service Offices, Louisiana Workforce Investment Areas (LWIAs), Workforce Investment Boards (WIBs), employment and training planners and providers, economic development agencies, career centers, researchers and grant writers, government officials, employers, jobseekers, dislocated workers, libraries, educators, community and technical colleges, universities, proprietary schools, rehabilitation facilities, career planners and guidance professionals.

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

A publicly accessible state workforce information delivery systems that facilitates customer access to information statewide and with other states.

- **Planned milestones**

- July 1, 2004 – June 30, 2005: Update existing information and develop additional information for customer use in the LMI portal.
- July 1, 2004 – June 30, 2005: Link to other states’ LMI Websites.

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

The estimated cost of providing information and support to the Workforce Investment Boards and producing other state demand information products and services is \$227,528.

There are no leveraged funds found with this core product. The state's procurement process will be used for contracts and equipment.

6. Support state workforce information training activities.

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

One full time staff position at LDOL is devoted to providing workforce information training primarily to educational entities. Additional LDOL staff assist with this effort as needed. Presentations and related handout materials are provided to employer groups, middle and high school students, guidance counselors and other education professionals, as well as state and local workforce development and one-stop staff. The training is customized to meet the needs of the audience, and generally includes instruction on navigating the LDOL Website, an overview of the available products, and varied uses of the labor market data with detailed uses of LOIS.

Based on customer feedback from 2003's LMI conference, the annual LMI State Conference will be broken up into six learning labs across the state to better reach frontline office staff across the state. The six learning labs are being finalized to include a hands-on approach of the LMI delivery system. Additional learning labs may be conducted based on customer request.

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

The attendees evaluate all LMI training and learning labs. These responses are used to improve the data dissemination through the flow of LMI data to identified customers. LMI will continue to utilize the needs survey developed by Research & Statistics Division staff to determine customers' expectations and needs prior to training.

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

In accordance with the WIA/Wagner-Peyser Five-Year Strategic Plan, Louisiana will continue to deliver high quality statistical information and provide training to state workforce information personnel. The activities of this core product will support the State's WIA/Wagner-Peyser Act Five-Year Strategic Plan and the State Workforce Investment Board by complying with the mandates stated in Sec. 491-2. Information learned during this type of training helps state and local partners meet their performance goals supporting various aspects of the State plan.

- **Principal Customers**

The principal customers will include, but would not be limited to One-Stop Centers, Regional and Local Job Service Offices, Louisiana Workforce Investment Areas (LWIAs), Workforce Investment Boards (WIBs), employment and training planners and providers, jobseekers, dislocated workers, educators, community and technical colleges, universities, proprietary schools, rehabilitation facilities, career planners and guidance professionals.

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

The expected outcomes of these outreach efforts are to increase awareness of the information available through the LMI delivery system and furthering the understanding of its practical applications.

- **Planned milestones**

- July 1, 2004 – June 31, 2005: Presentations to user groups throughout the State, upon request.
- August 13, 2004: DSS Vocational Rehab counselors.
- August 16-20, 2004: Shreveport, Monroe, and Bogalusa WIBs; One-Stops; and Job Centers frontline staff
- August 31, 2004: Training for the Lafayette offices.
- September 9-10, 2004: Harvey and Chalmette WIBs, One-Stops, and Job Centers frontline staff.
- October 2004: LMI will present workshop at the IAWP-Sponsored Employer Institute.
- July 1, 2004- June 30, 2005: Staff training to include: Mandated training of all Bureau of Labor Statistics (BLS) supported staff to ensure quality and comparability of data used; staff training on long-term projections; staff attendance at the ALMIS database meeting; staff participation in training offered by LMI; and two staff members to attend the LMI Forum.

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

The estimated cost of providing support and training for this statewide initiative is \$47,109. Additional resources will be leveraged through the Technical Assistance and Training (TAT) grant for the learning labs and from a grant made available through the Carl D. Perkins Vocational and Technical Education Act System for middle school and high school training of educational partners, administered by the Louisiana Community and Technical College. The state's procurement process will be used for contracts and equipment and the states travel guide will be used for expenses related to the state training of WIBs, One-Stops, and Job Centers.

C. Consultation and Customer Satisfaction Assessment

Following all LMI training presentations, participants are asked to complete a customer satisfaction survey instrument rating the presentation, providing suggestions for improvement, and additional topics to be covered in future training. During the previous program year, 275 LMI training participants completed customer satisfaction surveys, resulting in an overall approval rating of 69% excellent and 30% satisfactory. Among the topics receiving the most favorable comments from participants are the Louisiana Integrated Skills Assessment (LISA) component, the availability of employment and wages data, and the convenience of links provided to other websites.

Based on the results of the customer satisfaction survey from the 2003's LMI Conference, the annual state conference for 2004 will be broken up into six learning labs across the state to better reach frontline office staff. The six learning labs will include a hands-on approach of LMI delivery. The agenda for each learning lab will be based on the customer needs survey results obtained prior to the workshop. Additional learning labs may be conducted in PY 2004 based on customer request.

Our focus for PY 2004 will be to develop a customer satisfaction strategy that will ensure that we meet our customer needs for training, electronic products, and hard copy products and services. Specifically, plans are to implement a one-page online customer satisfaction survey as part of the front page of LOIS portal on the LDOL Website. Survey questions will be geared toward data needs, user-friendly presentation of data, and the ease of navigating through the Website. The results will be stored as part of the ALMIS database, which will enable staff to access and review comments, determine customers' level of satisfaction with the data, and improve upon the presentation.

All publications or special information request provided in hard copy will also have a customer satisfaction survey instrument attached. These can be mailed or faxed to the LMI office. A tally of the results will be calculated monthly to determine if any changes need to be made to the publications prior to the next printing. Feedback from the customers for special request will help determine if we provided them with what they needed for their job or project.

LDOL has developed a comprehensive report of Web activity, WEBTRENDS, which has been used over the past year to track access to the different components of the LDOL Website. This includes the number of hits, frequent visitors, downloaded data, and the keywords entered by users to locate data. These reports will be evaluated to determine customer usage patterns of products/data that are most widely accessed.

LDOL and the Workforce Commission will convene an interagency users' group meeting at least biannually. This group will consist of representation from workforce boards, education, economic development and other users of LMI. This group will review customer satisfaction and customer suggestions, make recommendations for changes or additional products and report progress to the Information and Communications Committee of the Workforce Commission.

Estimated cost of customer satisfaction assessment is built into the cost of each of the six products since it will be a part of providing that product. There are no leveraged funds specifically with the customer satisfaction surveys. The state's procurement process will be used for any contracts and equipment.

SUMMARY PAGE

ONE STOP LABOR MARKET INFORMATION GRANT PY'04

EXPENSES:

Core Products and Services

ALMIS DATABASE	\$ 165,883
INDUSTRY & OCCUPATIONAL PROJECTIONS	\$ 85,492

State Workforce Investment Board Deliverables

OCCUPATIONAL & CAREER INFORMATION	\$ 84,918
WORKFORCE INVESTMENT BOARDS	\$ 135,993
WORKFORCE INFORMATION DELIVERY	\$ 227,528
WORKFORCE INFORMATION TRAINING	\$ 47,109

TOTAL ALL PRODUCTS	\$746,923
---------------------------	------------------

REVENUE:

Carry Over PY 03	\$229,274
Grant PY 04	587,025

TOTAL REVENUE	\$816,299
----------------------	------------------