Oregon

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WORKSOURCE OREGON

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SUBJECT: PY 2003 Workforce Information Grant - Annual Report

Attached is the Annual Report for the PY 2003 One-Stop LMI Grant.

The report highlights the Employment Department, Workforce and Economic Research Division's achievements in meeting the outcomes laid out in the PY 2003 Grant Plan. Variances, if any, in the outcomes achieved versus planned outcomes and/or variances in actual development/delivery schedules from planned schedules are discussed in the appropriate section of this report.

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Program Year 2003
Workforce Information Core Products and Services Grant
Annual Report

1. Continue to Populate the ALMIS Database with state data.

A. Accomplishments Compared to Plan

- Oregon has been using the latest version of the ALMIS Database (V2.2) since it became available in the fall of 2001. We continue to update the database as releases become available.

- Maintenance was renewed on our Oracle database licenses in May 2004.

- Oregon has attended all ALMIS Database Consortium/Resource Center meetings during this program year.

- *Oregon Licensed Occupations 2004* was published in January 2004 and transmitted to NCSC for publishing there.

- Oregon has completed moving to a SOC and NAICS based ALMIS structure.

- Estimated expenditures for this activity were $52,852 and have not varied significantly.

B. Customer Satisfaction Assessment

- Because the ALMIS database contains confidential information and operates at a level below the interest of our customers, we do not discuss it with the WIBs or other customers per se.   However, we do discuss OLMIS and data center products that reside on top of the ALMIS database.   These contacts with our customers indicate a high level of satisfaction with OLMIS information.

C. <u>Recommendations for Improvements to Core Product</u>

- No recommendations.

2. Produce and Disseminate Industry and Occupational Employment Projections

Long Term Projections

A. <u>Accomplishments Compared to Plan</u>

- Preliminary industry projections were done by April 2003; final projections were complete and published both on OLMIS and in hard copy in July 2003.

- Final 2002-2012 occupational projections were complete September 8th and published on OLMIS September 2003.   Hard copy publications were distributed October 2003.   These occupational projections were the first Oregon has produced using the SOC system.

- The measurable customer outcome for this component was requests for projections publications and customer visits and page downloads from the Occupational Information Center and the Occupation Explorer. During PY 2003, Oregon filled requests for approximately 3,000 copies of the Occupational Projections and 1,000 copies of the Industry Projections.

- During PY 2003, OLMIS had 66,299 visitors to the Occupational Information Center, averaging 5,525 visitors per month.   The Occupational Explorer had 17,052 visitors, averaging 1,421visitors per month.

- Funding for this product comes from other funds.

B. <u>Customer Satisfaction Assessment</u>

- Contacts with WIBs, WIA providers, workforce development professionals, planners, and other customers indicate that these projections are used and valued especially when used in conjunction with other workforce information as found in the Occupational Information Center.

C. <u>Recommendations for Improvements to Core Product</u>

- No recommendations.

Short Term Forecast

A. <u>Accomplishments Compared to Plan</u>

- Oregon sent staff to Short Term Projections Training in December 2003.

- Oregon produced short term industry and occupational projections in June 2004.

- Estimated expenditures for these activities were expected to be $10,099 and have not varied significantly.

B. <u>Customer Satisfaction Assessment</u>

- Oregon has not previously published short term forecasts so no assessment is available. Discussions with most customer groups have suggested there is little demand for these projections in Oregon. These projections were not published but were available upon demand.

C. <u>Recommendations for Improvements to Core Product</u>

- No recommendation.

3. Provide Occupational and Career Information Products for Public Use

A. <u>Accomplishments Compared to Plan</u>

- Oregon CAREERS was published and distributed in December 2003. 180,000 English language copies and 35,000 Spanish language copies were distributed to high schools, one-stops, community colleges, and other institutions around the state.

- Oregon Wage Information 2004 was published in May 2004 and is available for download from OLMIS.

- Oregon added a significantly revised and improved SOC based Educational Information Center to OLMIS in March 2004. This tool was the last tool on OLMIS to employ PLSequel, the tool is now written in Java.

- Customer outcomes for this grant component were the maintenance and growth of OLMIS usage as measured by customer visits and page loads, and demand for Oregon CAREERS. During PY 2003, Oregon quit counting clicks to other websites from OLMIS. A result of this change was a decrease of OLMIS page loads by 15% compared to PY 2002 and the number of visitors to the site decreased by 11%. However Oregon

feels this is a more accurate count of OLMIS usage. All copies of CAREERS were distributed.

- Estimated costs for this grant component were estimated to be $61,470 (plus funding from other sources) and have not varied significantly.

B. Customer Satisfaction Assessment

- Information gathered from customers such as school guidance counselors, workforce development professionals, vocational rehabilitation counselors, and WIBs indicate that products in this category are well received and widely used.

- In addition, the Oregon Wage Information publication had a customer satisfaction survey included as a tear-off in the publication and also had directions to an online customer satisfaction survey. Survey results indicate that 88% of those responding either agree or strongly agree that they overall, they are satisfied with the publication.

C. Recommendations for Improvements to Core Product

- No recommendations.

5. **Provide Employer Name and Address to the Public**

A. Accomplishments Compared to Plan

- Oregon has released the latest versions of the employer database as they have become available through InfoUSA.

- The measurable customer outcome for this product was the maintenance and growth of OLMIS usage determined by the number of customer visits to, and page loads of, the Employer Database. During PY 2002 there were 41,271 visitors to the Employer Database who requested 674,010 pages for a monthly of average of 56,168 page loads and 3,439 visitors. During PY2003 there were 32,153 visitors to the Employer Database who requested 724,846 pages for a monthly average of 60,403 page loads and 2,679 visitors. While the number of visitors went down, the average number of page loads per visitor increased from 16 to 23.

- Estimated costs associated with this component were $10,146 and have not varied significantly from plan.

B. <u>Customer Satisfaction Assessment</u>

- Information gathered from customers such as business owners, workforce development/WIA providers, and job seekers indicate that this tool is highly valued.   Our own statistics show that this is the second most heavily used tool on OLMIS.

- OLMIS has also put in place an online customer satisfaction survey. The survey indicates that 89 % percent of those responding would give OLMIS a grade of C or better with 76% giving OLMIS a grade of B or better.

C. <u>Recommendations for Improvements to Core Product</u>

- No recommendations.

5. Provide Information and Support to State and Local WIBS

A. <u>Accomplishments Compared to Plan</u>

- Oregon's Research staff continue to build on our already strong relationship with our State and Local WIBs. Research field staff meet regularly with the local WIBs and are frequently called on to make presentations, share economic and workforce information, and answer LMI questions.

- Oregon developed and published 10-year occupational and industry projections (described elsewhere in this report) for the state and each workforce region.   Oregon has also made short-term projections available upon request.

- Oregon has continued to develop and refine our GIS processes. During PY 03, Oregon purchased upgrades to all of its ESRI Arc software packages.

- Oregon has 2001, 2002, and 2003 annual ES-202 data geocoded and available for special projects in support of our state and local WIBS and others needing GIS based information. The number of requests for this type of data is growing and coming from a wide variety of customers such as economic development zones, business associations, one-stop and related workforce entities, and governmental planning agencies. Oregon will not geocode ES-202 data before 2001 because the addresses in the data are of such poor quality that the resulting information does not meet Oregon's standards for quality information.

- Oregon developed and made available an internal intranet GIS based ES-202 application and database in October of 2003.

- *Around the State* and the *Farm Labor Bulletin* are distributed in Spanish at the same time they are distributed in English. OLMIS now has a total of 93 LMI or economic related articles and publications translated into Spanish and available in the Spanish Zine.

- The measurable customer outcome for this grant component was the number of presentations and visits with the State and local WIBS by Research staff during the program year. Research staff gave 46 formal presentations to various WIBs around the state and filled over 300 requests for information of various types during PY 2003. During PY 2003, Research staff visited with every WIB in the state.

- Estimated costs associated with this component of the grant were $128,250 (plus funding from other sources) and have not varied significantly from the plan.

B. Customer Satisfaction Assessment

- Feedback from our WIB customers indicates that the current level of contact is satisfactory. Oregon Research staff will continue to attend WIB meetings and provide information as needed.

- Oregon also sent letters to both the state and regional WIBs requesting input into new publications and asking for feedback on ongoing Research efforts to supply them with information. The response indicated a high level of satisfaction with the services provided.

C. Recommendations for Improvements to Core Product

- Based on feedback from WIBS, Oregon will be developing or assisting in developing, more regional, focused information for local WIBS.

6. Improve and Deploy State-based Workforce Information Delivery Systems

A. Accomplishments Compared to Plan

- Oregon added a glossary of LMI terms and definitions to OLMIS in December 2003.

- Oregon has completed a prototype of a Business Information Center and demonstrated it for two focus groups. Further development of the tool is underway.

- Oregon is still working on development of a Business Tracking Tool. However progress has been slowed by the difficulty in transposing the ES-202 database from a "time slice" database to a "time series" database.

- As mentioned elsewhere, Oregon delivered an intranet based tool for accessing GIS-based ES 202 data to internal Research Staff in October of 2003.

- Oregon delivered an Access tool containing year 2002 GIS-based ES-202 data to internal staff, and is now in the process of adding 2003 ES-202 data.

- Oregon has provided public access to staff presentations (PowerPoint slideshows) on OLMIS.

- Oregon has developed working prototypes of on-line training for the OLMIS tour, and is continuing to develop on-line training.

- OLMIS Classroom lessons were updated as needed.

- Oregon modified the site management tools to allow for regional custom content and special reports.

- Oregon has purchased FogBugz bug tracking software to improve the development team's capabilities in tracking and fixing OLMIS "bugs".

- Skill sets developed using the Skill Explorer tool can now be saved by users.   iMatch and the OLMIS Skill Explorer both use the same skill sets.

- Customer outcomes for this grant component were the maintenance and growth of OLMIS usage as measured by customer visits and page loads.. During PY 2003, Oregon quit counting clicks to other websites from OLMIS.   A result of this change was a decrease in the count of OLMIS page loads by 15% compared to PY 2002 and the number of visitors to the site decreased by 11%. However Oregon feels this is a more accurate count of OLMIS usage.

- Estimated expenditures for these activities were expected to be $258,222 and have not varied significantly.

B. Customer Satisfaction Assessment

- Oregon uses several different methods for assessing customer satisfaction with OLMIS. We use the feedback garnered through the "Write Us" feature available on the OLMIS home page. We use anecdotal

information and feedback from Research and other Employment Department staff located in the field that have contact with both our business and job seeker customers. Finally, in July 2003, we introduced an online Internet based customer satisfaction survey to OLMIS.

- These assessment methods indicate that our customers have a high degree of satisfaction with the variety of information and tools available within the OLMIS website and with the information itself.   88% of the survey respondents indicated that they understood the information presented on OLMIS, while 80% said the information was timely enough for their purposes. 77% indicated that they easily found the information they were looking for, and 80% indicated that the information had sufficient geographic detail.   As indicated previously, 80% of respondents would give OLMIS a grade of B or better.

C. Recommendations for Improvements to Core Product

- No recommendations for change to this core product. However because the basic site architecture is five-plus years old, and there are now improved technological solutions to designing websites, databases, and providing information via the Internet, Oregon has begun the process of completely redesigning the OLMIS website.

7. Fund State Workforce Training Initiatives

A. Accomplishments Compared to Plan

- Oregon provided OLMIS training throughout Oregon during PY 2003. The attendees were a mixture of Employment Department, Community College, and WIA provider staff.

- OLMIS Classroom Lesson plans were updated as necessary.

- OLMIS Training workbooks were updated.

- OLMIS and LMI products have been exhibited and demonstrated at several conferences during PY 2003.

- Various OLMIS Development staff attended GIS for LMI training, Java, and Open Source Development training during the program year.

- The measurable outcome for this grant component is the level of satisfaction indicated by responses to a survey completed by all who attend OLMIS and LMI training.   The survey asks five scored questions

with a range of one through five, with one indicating little or no satisfaction with the training and five indicating strong satisfaction with the training. The average score for all five questions is ~ 4.5, indicating a high level of satisfaction with the training.   This level of satisfaction is similar to that indicated by trainees during PY 02.

- Estimated expenditures for these activities were expected to be $42,346 and have not varied significantly.

B. Customer Satisfaction Assessment

- The survey mentioned above is our method of customer satisfaction assessment.   No changes are indicated at this time.

C. Recommendations for Improvements to Core Product

- No changes recommended for this core product.

Assessing Customer Satisfaction

Specific Performance Measures

1. Number of Publications Distributed

- For the period July 1, 2002 through June 30, 2003 Oregon ordered over 462,000 copies of our different publications (Including but not limited to – CAREERS 2002, Oregon Wage Information, Labor Trends, and Projections) and at the end of this period had an inventory of ~16,000 for a distribution of 446,000 copies of our publications.

2. Number of Presentations Given and Number of Individuals Served (i.e. total audience)

- Oregon staff gave more than 330 presentations to a variety of audiences in 2003. The audience for these presentations totaled over 11,500 people.

3. Number of OLMIS Page Loads and Customer Visits

- The accompanying charts compare PY 02 OLMIS page loads and visitors to PY '03 OLMIS page loads and visitors.   There was a drop in page loads and visitors from PY 02 to PY 03. However with the change in how page loads and visits are counted, it is unclear whether there has indeed been a decline in usage or if the decline is due to the series break, or both.
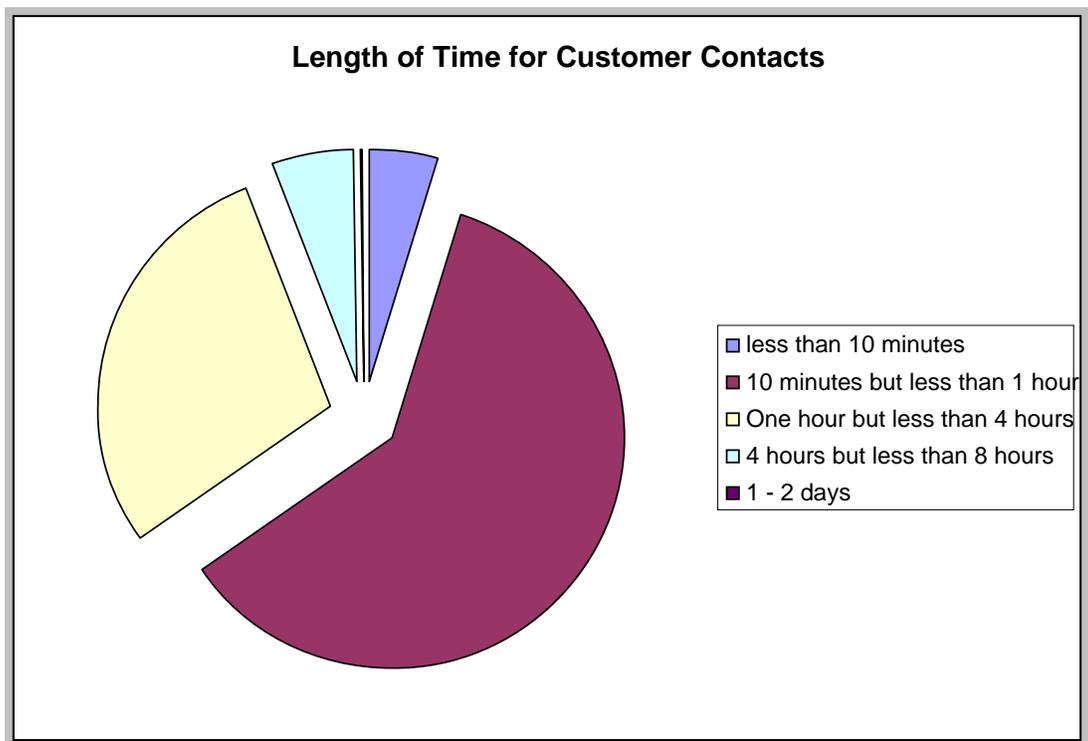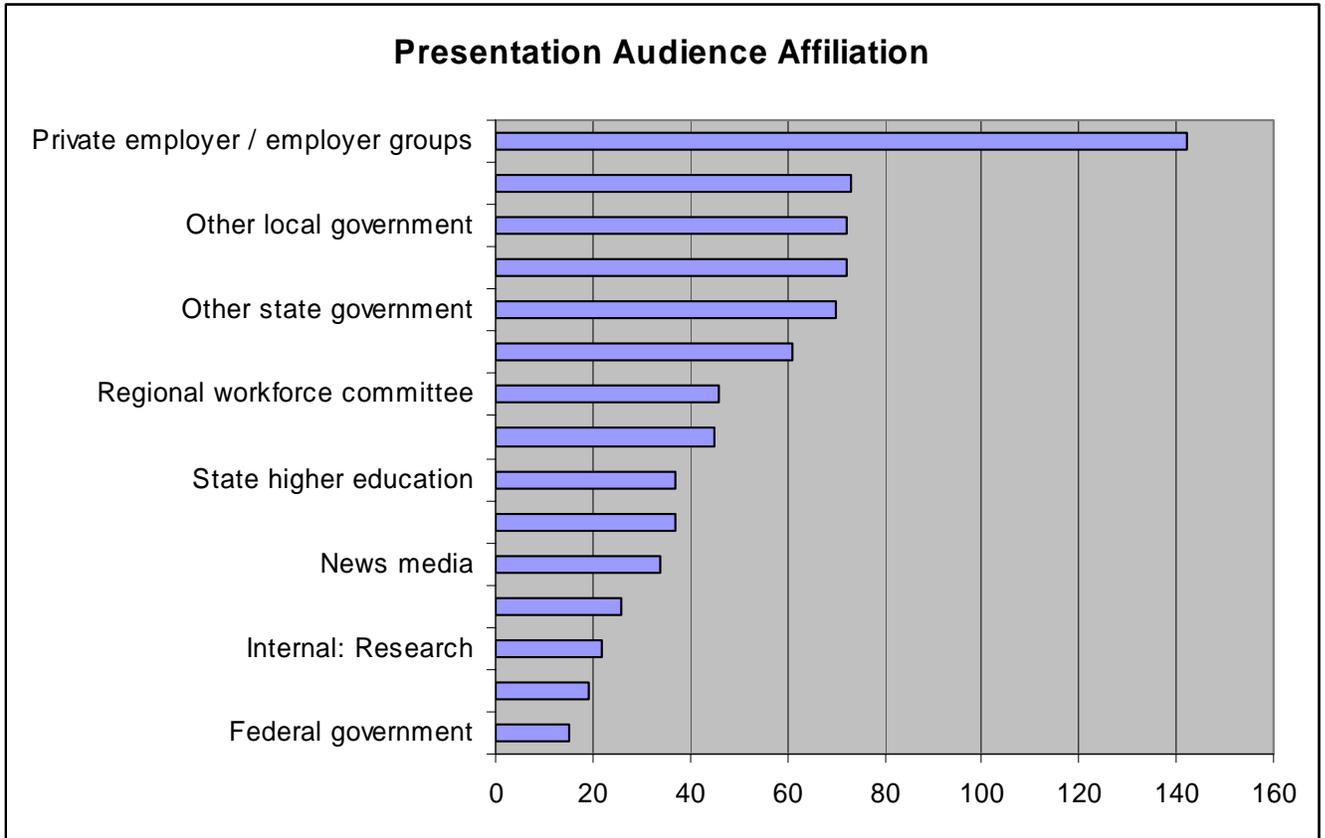
OLMIS Page Loads Per Month

OLMIS Visitors Per Month

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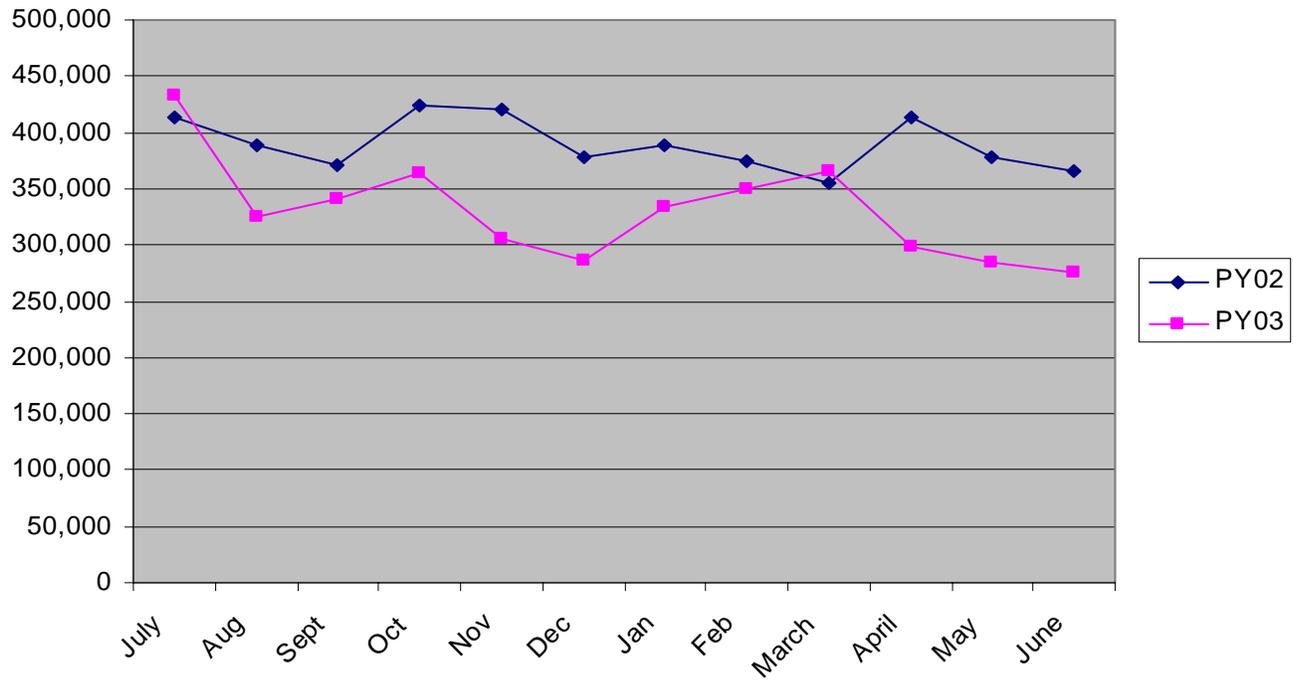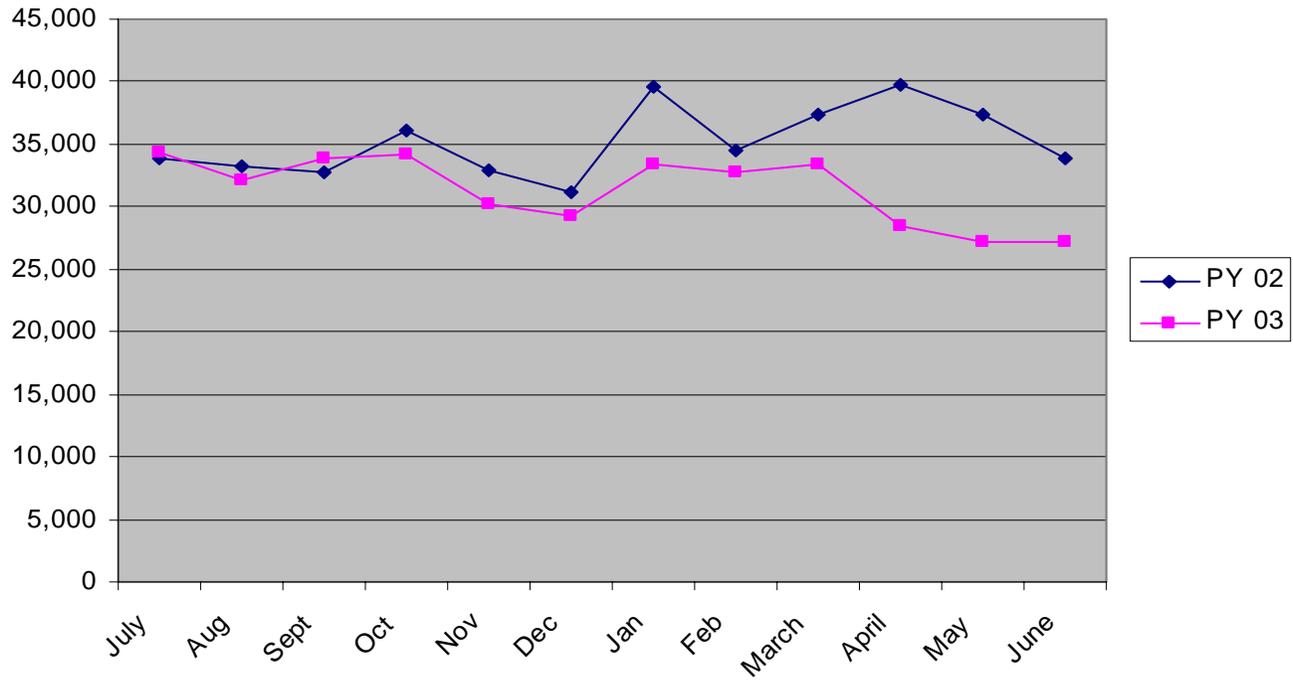
4. Track, Count, and Categorize Customer Contacts for a Four-Week Period

- Oregon measured the number of contacts Research staff had with customers during October 2003 and from that estimated the number of contacts for the program year.

- During this month, Oregon had 714 different customer contacts ranging in length from less than 10 minutes to over 2 days.   This results in an estimate of over 8,500 customer information requests in a year. The charts below and on the next page provide additional information on these contacts.

Length of Time for Customer Contacts

Legend:
- less than 10 minutes
- 10 minutes but less than 1 hour
- One hour but less than 4 hours
- 4 hours but less than 8 hours
- 1 - 2 days

Presentation Audience Affiliation

A horizontal bar chart titled "Presentation Audience Affiliation" with categories labeled: Private employer / employer groups, Other local government, Other state government, Regional workforce committee, State higher education, News media, Internal: Research, Federal government. The horizontal axis ranges from 0 to 160 in increments of 20.

Customer Satisfaction Measurement

1. Oregon has implemented a Customers Satisfaction Information System. This system encourages customers to submit information about their level of satisfaction with our services, and allows specific customer groups to use the same set of tools to provide us that information.

2. All publications now have a built-in customer satisfaction survey included in the publication along with directions to an on-line customer satisfaction survey specific to that publication.

The response rate varied widely across the publications. Oregon received 29 responses for the Industry Projections, 6 responses for the Occupational Projections, 36 responses for Licensed Occupations 2004, 6 responses for Portrait of the Workforce, 200 responses for the Oregon Wage Information 2004, and 819 responses for the Local Labor Trends survey.

Of the two surveys with meaningful response rates, 87% of respondents to the Oregon Wage Survey indicated satisfaction or strong satisfaction with the publication.   83% of the Local Labor Trends survey respondents either agreed or strongly agreed with the statement "Overall, I am satisfied with this publication".

3. All presentations now contain a slide that asks the audience to complete one or more of the following sentences:

- One thing I'd like to know is ….
- Where can I get more info about …?
- I'd like to get regular reports on ….
- Something I learned today that I can use is ….
- A good topic for next time is ….

4. OLMIS Customer Satisfaction Survey

- The OLMIS Customer Satisfaction Survey was posted in July 2003.   It has been posted several times since then, for about three months at a time. To date we have approximately 100 responses to the survey.   Results of this survey may be found in section 6. B above.

Currently Oregon has expended $322,056 through August.   This does not take into account monies obligated but not yet vouchered. However Oregon will have expended the entire grant amount by December 30, 2004 as activities around grant core products continue.