

DISTRICT OF COLUMBIA

PY 2004 WORKFORCE INFORMATION GRANT PLAN

September 30, 2004

A. STATEWIDE WORKFORCE INFORMATION SYSTEM

Over the last four years, the Department of Employment Services (DOES) achievements in the area of workforce development have been noteworthy. We have evolved through numerous changes as we have consolidated five major stovepipe programs into one delivery system, Virtual One-Stop (VOS). Once dilapidated, our physical locations, now called “One-Stop Career Centers” exceed the vision first articulated in our Five Year Workforce Investment Act Plan. Now, customers entering the District of Columbia One-Stop Centers experience a common look and feel-an experience that communicates that they are in a DOES office, but yet it is different from typical government offices. We have gained knowledge, discovered challenges, created new strategies with improved processes, and implemented best practices. In some cases, we have been on the leading edge nationally, since there are not models for much of what we have attempted. Those achievements notwithstanding, we recognize this as an ongoing process and must continue to commit resources to the enhancement and continuous improvement of our delivery system.

The system that is the underpinning of the One-Stops is DC Networks. DC Networks provides the electronic platform for linking the various components of the District’s workforce development system and facilitates employer and job seeker access to employment, training, and educational information.

In the PY 2004 Workforce Information Plan, the District proposes to produce and maintain updated labor market information products and services that are required by the ALMIS Database Consortium, and disseminate standard industry and occupational employment projections and metropolitan area forecasts. Standard information will be accessible in *DC Networks* and in hard copy publications to meet a variety of customer needs.

The dynamic change underway in this Plan is the production of new Labor Market Information (LMI) products and services that are designed to provide job seekers with pertinent information that will assist them in career planning and job search activities. The new products have evolved as a result of discussions with workforce development professionals in the One-Stop Centers who report that the current LMI publication do not communicate information in ways that are understood by many of our customers.

Therefore, three new products will be developed to meet customer needs. The new publications are:

- **Twenty-five “Hot Jobs”**- This brochure will identify the top 25 fastest growing occupations in the District of Columbia and will include information regarding job descriptions, average wages, projected openings, skills, training and educational requirements.
- **Industry Profile Handout** - This publication will highlight the high demand industries in the District of Columbia and include such information as knowledge, skills, abilities and training requirements.
- **Career Exploration Guide** – This guide will help instructors, trainers, students and parents, guidance counselors and job seekers make informed decisions about how to make the transition from school to work and ultimately, a career.

Technical enhancements for DC Networks are being expanded to include a website upgrade, NAICS codes for long-term industry projections, a virtual tour that explains the use of the LMI module, linkages to USDOL “Career Voyagers”, CareerInfoNet and website tutorials.

The District of Columbia Workforce Investment Council will collaborate with the Department of Employment Services and other key stakeholders to collect, analyze, report on and improve LMI’s responsiveness to the employer community and gauge its accessibility and usefulness to District residents. Ongoing staff development will be continued to help staff understand the importance, use and interpretation of LMI and tools for the delivery of effective workforce development services.

B. CORE PRODUCTS AND SERVICES

1. CONTINUE TO POPULATE THE ALMIS DATA WITH STATE DATA

DESCRIPTION OF CORE PRODUCT, SERVICE OR DEMAND ACTIVITY

DOES will use grant funds to maintain the latest version of the ALMIS Database and to continue populating core tables and associated lookup and crosswalk tables with District level data in accordance with guidelines issued by the ALMIS Database Consortium.

The Database will be updated with the latest data at the time that it is released for public dissemination. One-Stop/LMI funds will be used for equipment, software and staff costs for a part-time database administrator to maintain the database.

Additionally, the ALMIS Database administrator will maintain and update occupational licensing data by populating the following licensing files: license.dbf and licauth.dbf.

Licensing data will be submitted through the National Crosswalk Service Center (NCSC) for inclusion on the America's Career InfoNet (ACINet) site.

CUSTOMER SUPPORT

Comments during meetings with various customer groups and feedback from satisfaction surveys indicated that customers are not aware of the wide array of data available in the ALMIS Database and DC Analyzer Module. As a result, greater emphasis was placed on publicizing the usefulness of the Analyzer System. For example, a recent LMI newsletter contained a feature article on the DC Analyzer System and a link to the Analyzer System was recently added to the DOES website. A number of presentations to various user groups have also highlighted the usefulness of the Analyzer Module.

HOW THE DELIVERABLE SUPPORTS THE GOALS OF THE FIVE-YEAR WAGNER-PEYSER STRATEGIC PLAN

This product supports the District's five-year plan priority of providing the public with more timely, comprehensive and user-friendly labor market information by making the data available to customers using the DC Networks system.

The information available includes information on trends in industry employment and wages; labor force, employment and unemployment; occupational employment and wages; projected industry and occupational employment; demographics and other economic indicators.

The ALMIS database serves as the repository for LMI and other economic data accessed through the automated One-Stop system.

PRINCIPAL CUSTOMERS

The principal customers for ALMIS are program planners, policy makers, job seekers, vocational and career counselors, trainers and students.

PLANNED OUTCOME AND SYSTEM IMPACTS

Timelier updating of the database and greater awareness of the data contained in the database is expected to reduce the number of telephone and electronic-mail requests for data.

PLANNED OUTCOMES

Core tables - Ongoing
Licensing data - February 2005

ESTIMATED COSTS **\$ 33,066**

Geographic Solutions ADA software:	2,839
Geographic Solutions ALMIS data updates:	20,085
ALMIS Database Administrator:	9,715
Hardware:	0
Software:	0
Training:	427

2. PRODUCE AND DISSEMINATE INDUSTRY AND OCCUPATIONAL EMPLOYMENT PROJECTIONS

DESCRIPTION OF CORE PRODUCT, SERVICE OR DEMAND ACTIVITY

Grant funds will be used to produce District-level short-term and Washington PMSA long-term industry and occupational employment projections using the methodology, software tools, and guidelines developed by the Projections Consortium and the Projections Managing Partnership. For PY 2004, long-term projections will be produced with calendar year 2002 as the base year and 2012 as the projected year, in coordination with the BLS National Projections for the same time period. Short-term projections will be developed for the District for the 2004 to 2006 period.

Current year grant funds will be used to populate the ALMIS Database with the 2004-2006 short-term and 2002-2012 long-term projections data and submit the data for public dissemination following procedures established by the Projections Consortium and the Projections Managing Partnership.

Since the District has no industry employment data for sub-state areas, the District will produce a metropolitan area forecast instead of sub-state forecasts.

CUSTOMER SUPPORT

Comments from the Workforce Investment Council, user groups and feedback from satisfaction surveys indicated that customers would like more information on educational requirements and skill levels included in the projections publication. The inclusion of more information on educational requirements will be a priority for the next projections publication.

HOW THE DELIVERABLE SUPPORTS THE GOALS OF THE WAGNER-PEYSER FIVE YEAR STRATEGIC PLAN

This product supports the District's five-year plan priority of providing the public with more timely, comprehensive, and user-friendly labor market information by making data on long and short-term industrial and occupational demand available to customers using the DC Networks System. This activity also forms the basis for the development of the Demand Occupations Training Provider List identified in the plan.

PRINCIPAL CUSTOMERS

The principal customers of projection data are program planners, policy makers, job seekers, vocational and career counselors, trainers, and students.

PROJECTED OUTCOMES AND SYSTEM IMPACTS

In addition to web-based distribution, selected projections data will also be included in the monthly brochure and distributed to over 5,000 customers.

PLANNED MILESTONES

Long-term industry projections - May 31, 2005
Long-term occupational projections - July 15, 2005
Short-term industry projections - August 19, 2005
Short-term occupational projections – September 30, 2005
ALMIS Database update and public dissemination – October 21, 2005

ESTIMATED COSTS	\$76,500
Long-term industry projections:	51,000
Short-term industry projections:	25,500

3. PROVIDE OCCUPATIONAL AND CAREER INFORMATION PRODUCTS FOR PUBLIC USE

INTRODUCTION

The Department of Employment Services' mission is to provide its customers the most comprehensive, current and relevant workforce information available. In order to accomplish the mission, DOES proposes to develop and issue user friendly LMI publications, increase the usage

of the DC Networks system by its One-Stop Career Center customers, provide easy access to the DOES website for additional LMI data, and enhance labor market information through expanded outreach efforts at specific venues such as job fairs, community meetings, and school events.

Employment trainers at the DOES One-Stop Career Centers indicate that many job seekers who seek staff assisted services do not know how to interpret and apply labor market information as it is currently presented. Therefore, in order to close the gap between available labor market information and job seeker needs, we propose a different format and product presentation for the One-Stop Centers customers and partners.

As part of this strategy, the Department of Employment Services (DOES) plans to take a proactive approach for it has become apparent that DOES needs to be more attuned to customer needs in its development and dissemination of labor market information.

Staff working with customers have indicated that many of the unemployed customers have literally no idea what the “hot jobs” are in the metropolitan area, and many of these same customers are seeking employment in low demand occupations. This same customers group are not attuned to the training and educational demands of certain occupations. Therefore, in implementation of this plan we propose to enhance the available data with simple outlines of what training and education requirements are needed for certain types of careers.

DESCRIPTION OF CORE PRODUCT, SERVICE OR DEMAND ACTIVITY

The District will continue to produce the following customer-focused occupational and career information products:

HIGH DEMAND INDUSTRIES AND OCCUPATIONS IN THE DISTRICT - This publication includes projected annual openings, wages and training requirements for use by workforce development staff and training providers in determining occupations appropriate for WIA training.

DISTRICT OF COLUMBIA INDUSTRY AND OCCUPATIONAL PROJECTIONS, INCLUDING THE WASHINGTON METRO AREA - This publication includes base year and projected industry and occupational employment, openings, growth rates, and industry and occupational employment analysis. These occupational information products and services have been developed in consultation with the District's Workforce Investment Council (WIC) and the department's Workforce Development Bureau.

In addition, the following new workforce development products will be provided for public use:

BROCHURES/HANDOUTS

TWENTY- FIVE “HOT JOBS” - This brochure will identify the twenty- five fastest growing occupations in the District Of Columbia and for each occupation include job descriptions, average wages, projected openings, required skills and the training and educational requirements

for the occupations. This brochure will present LMI in formats that our customers can easily understand and utilize.

For example, it will include such information as what jobs are in demand in the District of Columbia, what skills are needed, how much do the jobs pay, what kind of training will be needed for the job. The brochure will provide the answers to the most asked questions by the job-seeking customer:

- What jobs are in demand?
- How much does the job pay?
- What skills do I need?
- What companies are hiring?

INDUSTRY PROFILE HANDOUT - This publication will highlight high demand industries in the District of Columbia. The industries identified will include such data as the knowledge, skills, abilities and training needs as well as the projected employment outlook and wage data for each demand industry.

According to the March 2004, 9002 report, the DOES submitted to the US Department of Labor, the top five industries in the District of Columbia are: Health Care, Professional/Scientific, Public Administration, Retail Trade and Accommodation and Food service. In order to meet the need for more public information about those industries DOES will produce brochures covering four of those areas- Health Care, Retail Trade, Business Services and Accommodation, and Food Service.

CAREER EXPLORATION GUIDE - The Department of Employment Services will develop an in-depth and comprehensive publication that will include career counseling and labor market information that will assist high school students make the transition from school to work.

CUSTOMER SUPPORT

The Workforce Investment Council, (WIC), One-Stop staff, employers and job seekers have all been involved in providing feedback on both the type of workforce development information needed, as well as various formats and delivery systems they suggested were the most understandable and useful.

Moreover, the Department of Employment Services has also convened workgroups on such issues as labor market information, data collection, and reporting and marketing. The comments received by stakeholders have also been reviewed by the WIC and is being incorporated in LMI to enhance the products and services that meet customers needs.

In order to better prioritize the development and dissemination of labor market information products, DOES plans to shift to a proactive approach by engaging in extensive one-on-one consultations, informal focus group discussions, user surveys and other communications that will increase the visibility of its available products and services.

HOW THE DELIVERABLE SUPPORTS THE GOALS OF THE STATE'S WIA/WAGNER-PEYSER FIVE YEAR STRATEGIC PLAN

The improved workforce development products support the WIA/Wagner-Peyser Strategic Plan by providing access to relevant and easy to understand labor market information. Individuals looking for jobs or planning a career, businesses seeking employees, students seeking career guidance, training providers developing curriculums and One-Stop staff assisting customers will find the identified products extremely useful.

DOES' new products and system enhancements supports the WIA/Wagner-Peyser Five Year Strategic Plan in the following ways:

Provide a wide range of customers with LMI in less technical terms and presentations that can be better understood by information stakeholders (job seekers, employers, small businesses, students, teachers and the general public).

Provide informational products and formats for private sector employers.

Encourage job seekers and informational stakeholders to think and plan regionally as the economic hub.

Provide universally accessible information and services through the use of web-based technology.

PRINCIPAL CUSTOMERS

The principal customers for our workforce development products will be job seekers, employers, trainers, career counselors and the Workforce Investment Council

PLANNED OUTCOMES AND SYSTEM IMPACTS

The intent of these additional products/services is that LMI will be more accessible and user-friendly and will enable customers to make better informed decisions about careers, education and training alternatives.

At the conclusion of the program year, DOES in collaboration with the WIC will analyze the collected customer survey data and if appropriate revise the LMI products to meet customer's needs.

These products will enable the Workforce Investment Council to improve strategic planning, assist job seekers with career decision making, employers with job matching, and provide relevant information to individuals interested in pursuing training opportunities.

PLANNED MILESTONES

February 2005 – 25 “Hot Jobs”

April 2005 – Industry Profiles

September 2005 – Career Exploration Guide

November 2005 – High Demand Industries and Occupations Publication

December 2005 – Industry and Occupational Projections Publication

ESTIMATED COSTS **\$ 146,270**

25 “Hot Jobs”	10,000
Industry Profiles	30,000
Career Exploration Guide	55,000
High Demand Publication	10,000
Projections Publication	41,270

4. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE BOARDS ARE PROVIDED

To ensure the active, continued involvement and support of a broad-based collaborative, the District of Columbia Workforce Investment Council, with representation of key employers, agency heads, state policy makers and other interested parties, has been appointed by the Mayor of the District of Columbia through an Executive Order and officially sworn in to serve pursuant to the terms and agreements of that order. As such, the D.C. Workforce Investment Council is directed to provide the leadership needed to create an effective system to serve the workforce development needs of the District’s residents and regional employer community.

To address two of its strategic goals related to workforce information, the WIC has established an Employer Involvement/Labor Market Information Committee. The committee will review and approve the District’s labor market information products and services, explore innovative approaches to presenting informational formats and assess customer satisfaction with products. The committee will accomplish its work by working closely with the District’s state employment agency, the Department of Employment Services, Office of Policy Analysis and Labor Market Information and the Workforce Development Bureau. The activities will include:

- Providing technical assistance in designing labor market information products & services;
- Encouraging the active involvement of stakeholder groups in assessing customer satisfaction;
- Determining informational needs; and
- Collaborating on continuous improvement strategies

DESCRIPTION OF CORE PRODUCT, SERVICE OF DEMAND ACTIVITY

In keeping with its strategic goal to be responsive to employer and job seeker needs in a timely and effective way, the DC WIC is required to provide training in high demand occupations within the state and local areas. In order to meet this requirement, the DOES, using statewide projections data developed under core product two of this grant, will identify the demand occupations and provide wage data as well as education and training information for those high demand occupations. The wage data, education and training data expands the current scope of information currently provided.

Regularly scheduled meetings and employer forums, in collaboration with the DCWIC and labor market information specialist will inform WIC members and stakeholder groups of available LMI products, implications for usage, obtain feedback on improvements and address any questions and concerns.

As other sources of funding become available, additional LMI products and services will be provided to support the WIC in developing policies to guide the District's strategic planning process for enhancements in workforce development programs and the economic outlook for the District of Columbia. Included in these additional LMI products will be the identification of high growth industries in the local area and the identification of occupational skill requirements in the high technology industry.

CUSTOMER SUPPORT

As a result of a comprehensive consultation with the DOES, the WIC has indicated the need for timely labor market information in the most useful format possible. They were particularly interested in local wage data, training needs and both short and long term projections.

DOES will continue to seek input from the WIC and other stakeholders to determine labor market needs and based on that input develop a strategy for meeting those needs.

HOW THE DELIVERABLE SUPPORTS THE GOALS OF WIA/WAGNER-PEYSER FIVE YEAR STRATEGIC PLAN

This activity supports the WIA/Wagner-Peyser Five Year Strategy Plan by providing for the dissemination of information to policy makers, workforce development staff and customers for use in making informed decisions.

This activity further supports the WIC objective of providing accurate and relevant workforce development information. By providing information that reflects wages, industry and occupational projections the WIC will have the information needed to better address the workforce development needs of the District.

PRINCIPAL CUSTOMERS

The principal customers for this type labor market information will be job seekers, employers, job seekers, researchers, economic development planners and the Workforce Investment Council.

PLANNED OUTCOMES AND SYSTEM IMPACTS

The WIC will use this information to guide its' policies and decision making for future job training based upon projected business growth.

The measurable outcomes will be an increase in publications that address the WIC's workforce information needs; the new products will enable the WIC to reach out to their affiliated partner organizations with these LMI products and services.

PLANNED MILESTONES

DOES will meet with the WIC on a monthly and on an as needed basis.

ESTIMATED COSTS \$5,000

LMI Presentation Materials 5,000

5. MAINTAIN AND ENHANCE ELECTRONIC STATE WORKFORCE INFORMATION DELIVERY SYSTEMS

The LMI module of DC Networks currently includes career information, employment trends, occupational, industrial data, wages, licensing and certified occupation information, annual job openings, geographic and regional information, annual average wages, training and education needed, skills, knowledge, abilities, and other job-related information.

The departments DC Networks system also provides the electronic network that links the individual One-Stop Career Centers into an integrated structure. It has been designed to provide a web-based tracking system, reporting and case management system for use by staff as well as customers.

In 2003, the department implemented several important enhancements including:

- The upgrading from Version 5.0 to 6.0
- Enhanced system navigation tools which allow staff and customers easier access to the many available folders
- A customer menu that includes a “Question and Answer” section
- Modules including Training Providers, Case Management Services, Job Order Entry and Occupational Information have been programmed to use the standardized O*Net codes
- The addition of the Department of Labor module “Career Voyagers”, a site which provides comprehensive career information for students and other job seekers.

The Department of Employment Services will continue to make enhancements to its electronic workforce information delivery system so that the system will be even more comprehensive, accessible and user-friendly.

We also plan to significantly improve both the quality and quantity of the information offered on the LMI module of our Virtual One-Stop website by offering new features and an enhanced format for more customer-friendly access to workforce information.

Emphasis will be directed toward more streamlined information access for various customer groups, incorporating universal access and customer choice as key components.

In addition, the strategic approach to the delivery of workforce information will be a gradually diminishing reliance on hard copy publications and an increasing usage of electronic methods.

DESCRIPTION OF CORE PRODUCT, SERVICE OR DEMAND ACTIVITY

The Department of Employment Services plans to improve the delivery of its electronic state workforce information delivery system by adding numerous technical enhancements that include:

Upgrading to the virtual LMI website version 6 .2

Adding a NAICS code to the long term industry projections

Including a virtual tour that explains how to use the LMI module

Including a “wizard” format that will enable individuals to find a career using labor market information

Including a comparison profile that will enable the user to compare data from the occupational and industrial data from different geographical areas

Including a Frequently Asked Questions (FAQ) section

Adding the Department of Labor module “Career Voyagers”, a site that provides comprehensive career information for students and other job seekers.

Including a link to the CareerInfoNet website on the Career Services module

Including the CESER [LMI@WORK](#) tutorial on the website. This tutorial will guide staff and customers thru the basics of interpreting and using LMI data and utilizing LMI to make informed decisions in career planning and job search activities

CUSTOMER SUPPORT

The Workforce Investment Council, workforce development system staff and other stakeholders have indicated that having a user friendly web site system that provides accurate, timely, relevant and comprehensive workforce data is an absolutely critical element in our One-Stop service delivery system. More importantly, our customers have indicated that they would like to see more easily accessible and understandable LMI data.

These products also support the District of Columbia's Workforce Investment Council recommended attributes of accessibility, clarity, geographic detail and importance.

HOW THE DELIVERABLE SUPPORTS THE GOALS OF THE WIA/WAGNER-PEYSER FIVE YEAR STRATEGIC PLAN

The enhancements to the website supports the WIA/Wagner-Peyser Five Year strategic plan by providing:

A wider range of customers with LMI data in less technical terms and presentations that can be better understood by such information stakeholders as job seekers, employers, students, teachers and the general public.

Informational products and formats that work with and respond to private sector employers and providing a stronger incentive to participate in efforts that will provide them with qualified reliable workers

Universally accessible information and services through the use of web based technology

The streamlining and seamless delivery of labor market information to the customer through electronic input

Customers who need career counseling, educational or supportive services will be provided with access to web sites that provide comprehensive career counseling, financial aid and educational information

PRINCIPAL CUSTOMERS

The principal customers for our workforce development products will be employers, Workforce Investment Council members, workforce development staff, students, job seekers, economic planners, training providers and researchers.

In short, anyone with access to the Internet and an interest in labor market information will be a potential customer.

PROJECTED OUTCOMES AND SYSTEM IMPACTS

The Department of Employment Services will develop an electronic workforce information delivery system that is comprehensive, user friendly and accessible to anyone with Internet access. The goal is to make the electronic state workforce information system an ever-improving, high quality, customer-focused, web-based information system that will provide our customers with an improved ability to make more informed choices concerning their job search activities and training objectives.

It is expected improvements to the Virtual One-Stop website will:

Provide more timely, comprehensive and user-friendly information to job seeking and employment customers more timely, comprehensive and user-friendly information

Increase the demand for our information as determined by Internet “hits”

Increase the engagement of non-traditional stakeholders, such as school career counselors, in the current system

Provide an incentive to engage local educators and students to contribute articles concerning the local economy and workforce development and employer related issues

Expand the current scope of electronic resources and self help tools currently available to customers and the general public

In general, there should be a significant increase in the number of customers utilizing the website and with the satisfaction of customers as determined by survey results

DOES staff will evaluate/measure product utilization and effectiveness through Internet “hits” and redesign product delivery as appropriate. New products and approaches for electronic delivery will be implemented based on customer feedback and best practices identified from other states.

We currently track the number of “hits” to the overall web site to specific pages, the number of customers who access the site. In addition, we currently have an on-line customer survey that enables us to review and track customer ratings and comments related to our website.

PLANNED MILESTONES

January 2005

ESTIMATED COSTS	\$20,000
Website LMI enhancements	20,000

6. SUPPORT STATE WORKFORCE TRAINING ACTIVITES

INTRODUCTION

DOES and the Utah Department of Workforce Services participated the Department of Labor’s National Business Leadership Partnership (NBLP) initiative. DOES learned from Utah about disseminating and teaching labor market information. During these discussions, Utah explained in great detail how they went about training their frontline staff.

Consequently, much of our training will be based on their “Labor Market Information Tools and Techniques for Employment Counselors” module.

The focus of this training will be to provide LMI training to workforce development professionals that will foster their ability to use LMI, so they can in turn will be better able to develop customer understanding and use of labor market information.

DESCRIPTION OF CORE PRODUCT, SERVICE OR DEMAND ACTIVITY

DOES trainers will design and deliver labor market information training that will provide an overview of LMI and teach the workforce staff to understand, access, interpret and apply various types of labor market information.

The Department of Employment Services will also provide the web based ALMIS Institute LMI tutorial and the CESER LMI@WORK instructional program to assist workforce staff in utilizing applying labor market information to assist customers.

In addition, DOES will deliver occupational and career search training to One-Stop staff thru the use of O*Net assessment tools. This training will be in a wide variety of career development and occupational information resources.

The O*NET training will include learning how to link identified occupations to occupational projections and wages and how to judge interest inventories and assessment tools, among them the O*Net Work Importance Locator and the O*Net Interest Profiler

Through this training One-Stop staff will be better able to understand the various LMI publications and how to utilize the DC Networks system to access and apply LMI.

Input from attendees will be used to produce better LMI and to improve future training sessions.

In addition, in order to stay current with changing program initiatives, the Office of Labor Market Information and Research and the Workforce Development Bureau will continue improving its staff's knowledge, skills and abilities by sending staff to appropriate LMI Institute training courses, forums and conferences.

CUSTOMER SUPPORT

One-Stop staff have indicated a need for more accessible and understandable labor market information and customers have indicated a need for One-Stop staff to be able to more effectively explain LMI to them. Since front line staff provides LMI directly to businesses and job seekers, they are the primary targets of our training efforts.

HOW THE DELIVERABLE SUPPORTS THE GOALS OF THE WIA/WAGNER PEYSER FIVE YEAR STRATEGIC PLAN

Customers need knowledgeable One-Stop staff that can assist them in understanding labor market information. Therefore, it is important that One-Stop staff be well trained in the LMI products and services we provide, so that they can integrate those products and services into their service delivery.

PRINCIPAL CUSTOMERS

The principal customers for this training will be One-Stop staff.

PROJECTED OUTCOMES AND SYSTEM IMPACTS

This training is intended to ensure that One-Stop staff will have improved knowledge of LMI and in order to provide improved service to job seekers and employers

The training will result in increased knowledge and understanding of LMI and will enable One-Stop staff to utilize LMI in their daily work activities.

Through the use of these One-Stop grant funds labor market information will be much more accessible and lead to informed decisions by customers and One-Stop staff.

The success of the training will be determined by the number of workforce development staff trained, their degree of satisfaction with the training as determined by post training surveys and the improved ability of workforce development staff to successfully access and utilize labor market information.

PLANNED MILESTONES

LMI training to One-Stop Centers	November 2004
LMI staff training	to be scheduled

ESTIMATED COSTS **\$47,000**

LMI training to One-Stops	1,000
LMI staff training	6,000
LMI specialist	40,000

PART C

CONSULTATION AND CUSTOMER SATISFACTION ASSESSMENT

The mix of products and services to be funded under this grant were determined through consultation with the Employer Involvement and Labor Market Information (EI/LMI) Committee of the DC Workforce Investment Council (WIC). The EI/LMI Committee is composed of WIC members representing the business community, private workforce development professionals and researchers and public sector LMI and workforce development staff.

The products produced with funding from this grant will be developed in cooperation with the WIC. WIC members and workforce development system staff all recognized these products and services as key elements in our workforce development system and that funding of these activities are vital to the system.

Customer satisfaction with the core products and services will be determined through a combination of user surveys, evaluation forms, training evaluation reports, focus groups and consultation. The specific consultation results and satisfaction assessment strategy for each of the core products is identified below.

1. CONTINUE TO POPULATE THE ALMIS DATABASE WITH STATE DATA.

CONSULTATION RESULTS

Comments at meetings with various customers groups and feedback from satisfaction surveys indicated that customers are not aware of the wide array of data contained in the ALMIS Database and available through the DC Analyzer System. As a result, greater emphasis will be placed on publicizing the usefulness of the Analyzer System. For example, the latest monthly newsletter contained a feature article on the DC Analyzer System.

CUSTOMER SATISFACTION ASSESSMENT

Customer satisfaction will be determined from responses to an online customer satisfaction survey available to users of the DC Analyzer system

2. PRODUCE AND DISSEMINATE INDUSTRY AND OCCUPATIONAL EMPLOYMENT PROJECTIONS

CONSULTATION RESULTS

Comments at the LMI workshop and feedback from satisfaction surveys indicated that customers would like more information on educational requirements and skill levels included in the projections publication.

CUSTOMER SATISFACTION ASSESSMENT

Customer satisfaction will be determined from responses to the customer satisfaction survey included with the booklet, responses to the annual survey mailed to subscribers to the monthly brochure and through consultation with individual users

3. PROVIDE OCCUPATIONAL AND CAREER INFORMATION PRODUCTS FOR PUBLIC USE

CONSULTATION RESULTS

In the past, WIC members and workforce development system staff have emphasized the need for more user-friendly publications. As a result, the services of a graphic design firm and a professional writer were enlisted in the development and production of all LMI publications. Customer feedback on the latest publications has been favorable.

CUSTOMER SATISFACTION ASSESSMENT

Customer satisfaction will be determined from responses to the customer satisfaction survey included with the publications and through consultation with members of the EI/LMI Committee and workforce development professionals.

4. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE WORKFORCE INVESTMENT BOARDS ARE PROVIDED

CONSULTATION RESULTS

As a result of a comprehensive consultation with the DOES, the WIC has indicated the need for timely labor market information in the most useful format possible. They were particularly interested in local wage data, training needs and both short and long term projections.

We will continue to seek input from the WIC and other stakeholders to determine labor market needs and based on that input develop a strategy for meeting those needs.

CUSTOMER SATISFACTION ASSESSMENT

We will continue to seek input from the WIC and other stakeholders to determine labor market needs and based on that input develop a strategy for meeting those needs

5. MAINTAIN AND ENHANCE ELECTRONIC STATE WORKFORCE DELIVERY SYSTEMS

CONSULTATION RESULTS

As with the ALMIS Database and ALMIS Employer Database, customers have indicated that the availability of this resource needs to be publicized to a greater extent.

CUSTOMER SATISFACTION ASSESSMENT

Customer satisfaction will be determined from responses to an online customer satisfaction survey available to users of the web-based system.

6. SUPPORT STATE WORKFORCE INFORMATION TRAINING ACTIVITIES

CONSULTATION RESULTS

WIC members agree with the workforce development system staff that there is a real need for ongoing LMI training among workforce development system staff.

CUSTOMER SATISFACTION ASSESSMENT

The success of the training will be determined by the number of staff trained, their degree of satisfaction with the training as determined by post training surveys and the improved ability of workforce development staff to successfully access and utilize labor market information