

Annual Report
PY 2004 Workforce Information Core Products and Services
Arizona Department of Economic Security
Research Administration

Section A. Accomplishments:

1. ALMIS Database

Outcomes achieved relative to plan:

During PY2004, Research Administration continued to populate core data tables of ALMIS (Version 2.2) and continued to maintain the database. Data and related products were provided for public dissemination via Arizona's Workforce Informer. LMI customers were provided access to a full range of state and local labor market information in a timely and efficient manner. Updates to the ALMIS occurred as scheduled by data type and periodicity of revision.

Research Administration staff attended ALMIS and related training and development courses during the PY2004.

Research Administration continued to explore ways to (a) support multiple computer platforms to access a single ALMIS database structure, and (b) link current/expanded business needs to ALMIS database structure. During PY2004, Research Administration allocated monies to secure equipment, software and licensing to further this development. Purchasing and acquisition occurred as expected in PY2004.

Activity conformity to planned milestones:

Research Administration was in general conformity with planned milestones. Research Administration anticipates updating ALMIS from version 2.2 to version 2.3 in PY2005. No earlier planned milestones were compromised in PY2004.

Public Electronic Access to ALMIS Employer Database

Outcomes achieved relative to plan:

Research Administration was successful in providing the ALMIS Employer Database via Arizona's Workforce Informer. Updates were performed within 30 days of receipt and related CDs distributed to various Employment and Training Administration groups.

Activity conformity to planned milestones:

Research Administration was in general conformity with planned milestones. A list of training activities is included under No. 6. Research Administration established security agreements with the use of the CDs. As well, with the Department of Economic Security and with other agencies, Research Administration continued to review and support related security agreements to ensure proper levels of use and security were provided with all ALMIS and other data. Research Administration was in general conformity with all other planned milestones.

Expended: \$155,340

Requested: \$229,466

Variance: \$ 74,126

Explanation of Variance:

Timing issues resulted in expenditures planned for PY2004 that will occur in PY2005.

2. Industry And Occupational Employment Projections

A. Long-term industry employment projections

Outcomes achieved relative to plan:

State level NAICS based industry forecasts were produced for 2004-2014. Additionally, forecasts were produced for the period 2002-2012. Research Administration utilized the Long-Term Industry Projections software developed by the Consortium. Research continued to serve as one of the beta test groups for new and revised versions of forecasting software developed by the Consortium. Research Administration also continued to develop SAS-based models to produce LT forecasts. These data products and information were provided to Arizona's Workforce Informer and ALMIS.

Activity conformity to planned milestones:

Research Administration exceeded planned milestones and was able to produce and provide LT industry employment projections for 2004-2014 and for 2002-2012. Research Administration established a six-month production cycle to coincide with the OES production cycle where updates to data (new and revised) are made possible for state and sub-state regional output.

Research Administration has at times struggled when software updates occur, an experience shared with other consortium member states. There exists little advance notification and coordination/support to states regarding revisions.

B. Long-term occupational employment projections

Outcomes achieved relative to plan:

State level NAICS based occupational projection data were produced for 2002-2012 Statewide. Additionally, data was produced for 2003-2013 for Statewide, Phoenix MSA and Tucson MSA, and Balance of State (rural region). These data products and information were provided to Arizona's Workforce Informer and ALMIS.

Activity conformity to planned milestones:

Research Administration exceeded planned milestones and was able to produce and provide LT occupational employment projections for 2004-2014. Research Administration established a six-month production cycle to coincide with the OES production cycle where updates to data (new and revised) are made possible.

Research Administration proceeded with updating software as revised versions of LTIP were received. Research Administration continues to express the frustration with updates occurring with little advance notification to states regarding revisions. Software idiosyncrasies and

version/patch updates typically cause some disruptions and delays of output and stress limited production resources.

C. Short-term industry employment projections

Outcomes achieved relative to plan:

State and substate NAICS based industry level forecast data were produced for 2004-2005 and 2005-2006. These data products and information were produced every six-months and provided to Arizona's Workforce Informer and ALMIS. Arizona was successful in producing and distributing sub-state MSA and regional data.

Activity conformity to planned milestones:

Research Administration was successful in producing short-term industry employment projections using STIP software in general conformity with planned milestones.

D. Short-term occupational employment projections—

Outcomes achieved relative to plan:

State level NAICS based occupational projections data were produced for 2004-2006. These data products and information were provided to Arizona's Workforce Informer and ALMIS. Additionally, Research Administration produced output for this period for regions: Phoenix MSA, Tucson MSA, Flagstaff MSA, Prescott MSA, Yuma MSA, and the rural counties in three (3) clusters of Northeast, Southeast, and Western regions. These data products and information were provided to Arizona's Workforce Informer and ALMIS.

Activity conformity to planned milestones:

Research Administration continued to struggle with the Micro-Matrix software in PY2004 as it related to updating revised versions of software. Again, there exists little advance notification to states regarding revisions and software idiosyncrasies and version/patch updates caused some minor disruptions and delays of output.

Expended: \$121,372

Requested: \$120,000

Variance: \$ -1,372

Explanation of Variance:

Expenditures in this area were on track.

3. Occupational and Career Information for Public Use

Outcomes achieved relative to plan:

- * Several forecasting models were revised to include five (5) MSAs and sub-state regions.
- * Occupational projections O*NET SOC based data have been produced.

* Occupational “Career & Technical Education”, referred to as the CTE Project, (earlier referred to as “Priority Funding List”), a resource allocation and curriculum development project, was prepared and awaited production demand request by Department of Education. A request was received prior to the end of the PY2003 and production output occurred in early PY2004.

* Research Administration researched, tested preliminary models, and further developed a statewide model that broadens the concept to an all-encompassing approach beyond the CTE Project. This model was designed to assist local WIBs with developing a plan that targets workforce planning performance objectives in a dynamic economy. Updates to the work plan are possible every six (6) months, which include revised data and forecasts, allowing the plan to be adjusted to the goals as the economy changes. This new model developed as a planning tool for the WIBs was initially referred to as the Training and Education Resource Formula (TERF), but was recently renamed to Training and Education and Resource Model (TERM). This model represents a leading edge product of LMI and is the first of its kind among states to be developed. Research Administration has received strong interest in developing this model for use in other states.

Activity conformity to planned milestones:

Research Administration was successful in providing all updates and revisions to data and software to provide occupational and career information for public use. All data have been revised for NAICS and all occupational projections include O*NET SOC based data. Production and maintenance in PY2004 was in general conformity with planned milestones.

Expended: \$ 79,824

Requested: \$ 91,156

Variance: \$ 11,332

Explanation of Variance:

Staffing issues resulted in the TERM project not being rolled out as planned.

4. Information and support to State and Local WIBs and Other Special Demand Information Products & Services

Outcomes achieved relative to plan:

LMI Manager attended several local and regional meetings held by the LWIBs
NACOG (Northern Arizona Council of Governments)
Maricopa County
Phoenix
Mohave/La Paz
Cochise County
Coconino County
Yavapai County

Research management regularly attended Arizona’s GCWP quarterly meetings and provided presentations on status of new website and other developments during PY2004.

Research management participated regularly and as otherwise needed in Arizona's GCWP subcommittees—

Executive Committee
Economic Development Committee
Technical Steering Committee
Education Committee

Research Administration worked with the Department of Commerce to develop a plan to provide Activity conformity to planned milestones:

Research Administration provided LWIB and GCWP support in PY2004 and was in general conformity with planned milestones. Training and focus group efforts will be further emphasized in PY2005.

Expended: \$ 28,790

Requested: \$ 61,156

Variance: \$ 32,366

Explanation of Variance:

Staffing shortage resulted in a few of the planned activities not being completed.

5. Arizona's Workforce Informer Internet Web Site

Outcomes achieved relative to plan:

Data and related products were provided to the public via Arizona's Workforce Informer website. ALMIS data core files were updated to the database as data became available and all LMI products and articles were provided to the website. Since the deployment of Arizona's Workforce Informer, Research Administration has continued to expand data and products to the website and to develop new features to enhance the website.

Enhancements to the website during the program year 2004-05 were:

- Help! I've Lost My Job – a one-stop, one-click button on the Workforce Informer with critical information needed by one who has recently lost their job.
- Expanded the capacity of the Hot News box on the front page with a scrolling / drop down menu
- Related Sites page: lists links to LMI and Workforce Informer Sites in other states
- Contact Information: provides phone numbers, mailing addresses, fax number, & email information for contacting our office

Research Administration staff were sent to GIS training and development seminars and related conferences. Efforts in PY2004 also included development/testing of GIS applications in Research Administration, especially since the BLS program has been coding Quarterly Census of Employment and Wages (QCEW) data and Census data has been resourced for eventual GIS

applications. Research Administration aims to leverage efforts of BLS and Census in providing GIS applications/products to LMI users and discussed possible options with other stakeholders.

Activity conformity to planned milestones:

Arizona's Workforce Informer was launched as planned. Updating and revising products and data to the website to support the public's efficient access was in general conformity with planned milestones.

Expended: \$ 94,103

Requested: \$121,157

Variance: \$ 27,054

Explanation of Variance:

Staffing issues resulted in the some of the planned activities not being performed.

6. State workforce information training activities

Outcomes achieved relative to plan:

Research Administration staff combined efforts to provide promotion and LMI training to One-Stop Career Centers, Job Service, and Local Workforce Development Area (LWDA) staff and other DES program staff.

Training/Presentation topics included but were not limited to the following:

- LMI—Where to Get it, What to do with it (Information Access and Uses)
- LMI for Planning
- Arizona's Workforce Informer—Data & Information for YOU
- Economic Trends in Arizona
- Arizona's Employment Forecast
- Where Are the Jobs? Arizona's Fastest Growing Occupations!
- Career Exploration

Research Administration provided limited customized LMI training to serve four targeted groups, in response to the initial rollout of the new Arizona Workforce Informer website. Presentations were provided upon request for business and workforce development groups.

The following chronology represents the major presentations that were conducted in PY2004:

Month	Day	Presentation to:
August	17	WDA Rapid Response Round Table
September	23	2004 Training Expo
	23	City of Phoenix
	24	Maricopa Workforce Connection
October	4	Phoenix Workforce Connection, West
	14	Maricopa Workforce Connection

	19	Jobing.Com
	21	City of Phoenix
	22	Peoria Workforce Connection
	26	Department of Education
November	15	Phoenix Workforce Connection, University Drive
	17	Coconino County WIB
	30	BLS
December	1	EMA
	3	MetroTech
	6	MOPAZ WIB
	14	FAC
	18	KFHX (small business radio)
January	15	KFHX (small business radio)
	18	Stewart Davis Law
February	10	LMI w/ Rick Van Sickle in MOPAZ
	19	KFHX (small business radio)
	23	Jobing.Com
	24	Cochise WIB
March	17	Coconino County Workforce Connection
	19	KFHX (small business radio)
	23	DES Region III Program Spvr Mtg. Flagstaff AZ Employers Advosory Council Career Expo
	30	2005
	31	Mohave County One-Stop Center
April	16	KFHX (small business radio)
May	10	Procurement Assoc.
	21	KFHX (small business radio)
	27	Cochise WIB
June	21	KFHX (small business radio)

Other Activities with Presentations/Discussions:

Governor's Office of Strategic Planning and Budget -- Monthly
Joint Legislative Budget Committee's Financial Advisory Committee -- Quarterly
Dept of Commerce Economic Research Advisory Committee -- Quarterly
Arizona's Business Education Advisory Council -- Quarterly

Activity conformity to planned milestones:

Research Administration provided training and support activities during PY2004 to present the rollout Arizona's Workforce Informer and how to access and LMI data and information. Training activities were in general conformity with planned milestones. However, training and focus group efforts will be further emphasized in PY2005.

Staff Workforce Information Training and Development:

Rick Van Sickle
LMI Forum, October 25-28, 2004

Jack York
Short Term Forecasting Methods Seminar, January 2004
Longitudinal Employment Dynamics (LED)/ Quarterly Workforce Indicators (QWI) Program Seminars,
February and September 2004
ALMIS Database Seminar, August 2005

Pedro Morales
SQL Training, July 30, 2004
LEHD Program, August 31-September 3, 2004
ALMIS, October 2004

John Fan
Mapping Arizona Communities, March 22-24, 2005
LEHD Program, August 31-September 3, 2004

Richard Wendt
UI Benefit Financing Seminar, October 19-22, 2004
Quantitative Methods for UI Forecasting Seminar, May 23-27, 2005
DB2 SQL Proficiency Training, July 21, 2005

Development of a Customer Satisfaction Assessment Strategy—LMI Products and Service

Outcomes achieved relative to plan:

Research Administration developed, distributed and otherwise made available customer satisfaction surveys during PY2004. Arizona's Workforce Informer required a great deal of attention and customer support to LMI customers. Initial website deployment incorporated feedback and broadened to include other groups. A customer satisfaction survey was developed for and applied to the website for customer feedback. Survey information and data was collected, tabulated, and statistically analyzed for meaningful interpretation toward improving LMI products and delivery of services.

Activity conformity to planned milestones:

Information received has and will provide general guidance for Research Administration's LMI products and services and outreach efforts. Research Administration was in general conformity with planned milestones.

Additional activities, products, and services were performed during the 2004-05 period:

Several additional Arizona LMI publications/products:

* LMI Directory – *Annual update*

- * *Growing and Declining Industries* by county from ES202 data—Updates produced each quarter for each county region.
- * *Employer Size Distributions* by county from ES202 data—Updates were produced each quarter for each county region.
- * *Detailed Unemployment Insurance Claims and Claimant data*—Updates produced each month. Prior to being made public, UI data is undergoing a process of validation. To support this effort and to integrate where needed, Research Administration has established a “core team” which is currently working with the UI Administration programming staff to document and assist the validation process. A substantive amount of the data, referred to as Characteristics of the Insured Unemployed, has not yet been provided to Arizona’s Workforce Informer, due to the validation processes being incomplete by the end of the program year.
- * Assistance and support was provided to the Department of Labor, Employment and Training Administration (DOL ETA) State Unemployment Insurance Benefit Financing Model (SBFM) in Arizona. Research Administration provides continued or on-demand assistance with this model, and it should be noted that this model is expected to assist other state agencies, legislative planning, and beneficiaries of local distributions. Additional products and information are possible for use in improved local planning of UI distributions.

Expended: \$51,961
Requested: \$61,156
Variance: \$ 9,195

Explanation of Variance:

Some of the activities related to the feedback of the focus groups did not occur.

Section B. Customer Satisfaction Assessment:

The methods used for collecting customer satisfaction information and for interpreting the collected information in PY2004 were as follows:

- Customer survey form provided to Arizona’s Workforce Informer web site to collect comments
- Customer survey form provided at LMI presentations and training sessions
- Arizona Workforce Informer web site application (WebTrends) that provides comprehensive and summary reports on most requested/downloaded LMI products and data, etc.
- Telephone and in-person feedback provided by LMI customers
- All survey and website data collected was tabulated, statistically analyzed and summarized for identification of improvements

An assessment of the principal customers’ satisfaction with the product or service:

1. ALMIS—customers are excited to have access to this data. Customers have expressed eagerness to have access to the broader cross integration of data between states for which the ALMIS is being developed. Arizona’s GCWP and LWIBs have provided many complimentary comments regarding the electronic access to LMI employer data and related products.
2. Industry and Occupational Employment Projections—
 - a. This data has high demand and LMI customers (policymakers, government agencies and private companies, education, economic developers, training providers, and One-Stops) provide a significant amount of comments via telephone requests, in-person comments, and during meetings.
 - b. Customers/users of this data and information want more local data
 - c. Customers/users of this data express appreciation for Research Administration’s timeliness and frequency of updates
3. Occupational and Career Information for Public Use—
 - a. NAICS and O*NET data are in high demand and primary customers, such as education, One-Stops, and training providers express need to have more local and recent data.
 - b. Increased attention has been drawn to (and expressed demand is high) for incorporating LMI data into curriculum development, training programs, and public service-provider program planning.
4. Information and Support to State and Local WIBs and Other Special Demand—
 - a. Research Administration continued to work with representatives of local areas to further identify and develop products to support their needs.
 - b. Research Administration continued to develop and provide substate data and LMI products beyond the core deliverable requirements to further assist and support local areas. More data at substate level is also planned.
5. Arizona Workforce Informer Internet Web Site—
 - a. LMI customers have expressed with enthusiasm their praise for providing all LMI information via Arizona’s Workforce Informer.
 - b. PY2004 experienced continued development. LMI customers have been finding information on our website and proving positive feedback
 - c. Arizona’s GCWP and LWIBs have provided many complimentary comments regarding the electronic access to LMI data and related products
 - d. Both casual and sophisticated users have increasingly provided general praise for providing the abundance and altered formatted data and information.
6. State Workforce Information Training Activities—
 - a. The method used for collecting customer satisfaction with state workforce training activities was a feedback form provided to all participants.

- b. Customer satisfaction feedback was quantified on a 5-point scale in four areas, with 5 being the highest satisfaction level.
- c. Participants could also add and score additional areas with the same scale, and also add comments and suggestions.
- d. The scores were compiled, and the average overall score was 4.4 across all areas.
- e. Comments are not so easily summarized and quantified but generally reflect the same trend as the numerical scores.
- f. Suggestions and comments are reviewed and implemented when and where feasible.
- g. LMI clients expressed demand for GIS related applications.

Activities to be undertaken to add customer value to the product or service, where needs for improvement are identified:

- Arizona in PY2004 provided “local” data in several of its products
- Research Administration plans to work closely with the production cycles of BLS programs to, in most cases, include as frequent distribution of LMI data and product updates.
- Collaboration with stakeholders in PY2004 was planned to provide assistance with training and development of web site and products.
- Research Administration plans to collaborate with the Department of Commerce in developing focus groups did not occur in PY2004. This activity is pending receipt of leveraged funds in PY2005.

Section C. Recommendations for Improvements or Changes to the Suite of Core Products:

Recommendations based on accomplishments—
Core products

- Industry and occupational employment projections have been aligned with production cycles of data collection sources.
- Software (consortium-produced) used in production output should be documented and communication regarding updates well coordinated to front-line user groups in states. Additionally, the output format required of states to provide ETA (at the federal level) should be well communicated to the states and within the capacity of the software to produce.

Recommendations based on customer satisfaction assessment findings—
As expressed by our regular users of LMI, of key importance are the following:

- Accurate data and information
- Local data and information
- Timeliness of data and information
- Training should be provided and targeted for specific type of users

Recommendations based on consultation with customers—

Resulting from direct feedback from our customers, Research Administration will enact the following changes or produce and provide LMI clients the following:

- Job Fairs
- Job Opportunities 2004-2014
- Combined Data File (occupation projections, wages, & training requirements combined in one file for ease of reference)
- Applying for Government Jobs update
- Employers Only Page
- Direct Link to Arizona's Job Bank
- Glossary Page
- Additional local data and information
- Additional training and outreach targeted to specific customer groups
- Related Web Sites
- Help! I've Lost My Job! <one-stop, one-click button>