

# **State of California**

## **PY 2004 Workforce Information Grant Plan Annual Report**

September 28, 2005

### **Introduction**

The Department of Labor, Employment and Training Administration (ETA), has sponsored annual grants to support development of specified “core products” by labor market information (LMI) programs in each state since FFY 1995-6. Core products have typically included infrastructure and product development such as electronic systems, projections, occupational research and career materials.

This grant is an important fund source to support the many value-added labor market information activities that ensure workforce intelligence for the one-stop and workforce system, that are not sponsored by the Bureau of Labor Statistics.

Among the activities sponsored by the Workforce Information Grant are:

- Regional industry cluster data, trends and analysis to support the California Regional Economies Project and other customer needs;
- Occupational skills and trends for the industries selected by the California Regional Economies Project, and the High Growth, High Wage Training Initiatives, to support recruitment and training of workers into these industries, as well as supporting other job seekers and training providers (Health Care, Biotechnology, Manufacturing and Construction industries, to date);
- Visual analysis of data using geographic information systems (GIS) technology;
- Identification of worker shortages and barriers to employment, in order to support recruitment and training of workers;
- Information packaged to respond to the differing needs and capacities of these primary customer groups;
- Delivery of easily interpreted and manipulated information from the Internet;
- Collection and delivery of fundamental data from which to base analyses of the economy, including agricultural and small county data collection and analysis not funded by the Bureau of Labor Statistics;
- Identification of customer needs through the LMID’s customer input network; and
- Ongoing communications and support.

We are pleased to share our accomplishments for the program year 2004-5!

## Core Products and Services--Accomplishments

### *State Workforce Agency Deliverables*

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

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

Maintain and keep current the core tables of the California ALMIS database and any tables necessary for the Workforce Informer Internet application.

***Completed***

Develop the necessary applications to efficiently load data into the ALMIS database. LMID staff will also use these tools to quickly respond to data requests from the local Workforce Investment Boards and other customers.

***Completed***

Generate updated licensing information and load these data into the ALMIS database. Provide appropriate data tables to the National Crosswalk Service Center (NCSC) to be included in ACINet.

***Completed***

- **Planned milestones**

August 2004—Provide public access to the ALMIS database through the Workforce Informer application. ***Completed Labor Day 2004***

December 2004—Develop tools to upload data to and extract data from the ALMIS database. ***Completed timely; ongoing—modules are added to the ALMIS database as needed.***

Continuous—Update the content as new data are released. ***Ongoing timely; converted the California ALMIS database from version 2.2 to version 2.3 in June 2005.***

March 2005—Provide updated occupational license data to the NCSC to be included in ACINet. ***Completed July 8, 2005—The update process required a survey of all licensing entities. Completion was delayed while we continued to solicit information from the entities and key entered their licensing information into the format.***

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

\$112,103 ***Expenditures consistent with plan***

## 2. PRODUCE AND DISSEMINATE INDUSTRY AND OCCUPATIONAL EMPLOYMENT PROJECTIONS.

- **Projected outcome(s) and system impact(s)**
  - Produce State Industry and Occupational Long-Term Projections for 2002-2012; **Completed.**
  - Submit State Long-Term Occupational Projections for 2012 to the ALMIS web site; **Completed.**
  - Produce State Industry and Occupational Short-Term Projections for 2004-6; **Completed.**
  - Submit State Short –Term Occupational Projections for 2004-6 to ALMIS web site; **Completed.**
  - Produce Long-Term substate Industry and Occupational Projections and load them on our web site; **In process.**
  - Attend ALMIS-sponsored projections training to help accomplish these objectives. **Participated in the Skills Based Projections webinar.**

- **Planned milestones**

- Statewide Long-Term Occupational Projections 2002-2012

- Develop and load into ALMIS software NAICS historical time-series, by July 2, 2004 **completed;**
    - Update and load statewide economic indicators, by July 16, 2004 **completed;**
    - Develop statewide industry projections, by August 27, 2004; **completed 8/17/05.**
    - Develop statewide occupational projections, by September 23, 2004; **completed 9/30/05.**
    - Submit statewide occupational projection file to ALMIS web site, by September 30, 2004; **completed 10/6/04.**

- Statewide Short-Term Occupational Projections 2004-6

- Update and load monthly historical time series into ALMIS software by November 12, 2004; **completed 11/12/04.**
    - Update and load statewide economic indicators, by November 29, 2004; **completed 11/27/04.**
    - Develop statewide industry projections, by March 11, 2005 **completed 3/11/05.**
    - Develop statewide occupational projections, by June 10, 2005; **completed 6/17/05.**
    - Submit statewide occupational projection file to ALMIS web site, by June 30, 2005; **completed 6/30/05.**

### Substate Long-Term Occupational Projections 2002-12

- Begin updating and loading historical time series for larger counties into ALMIS software, by August 13, 2004; **completed**.
- Update and load large-county economic indicators, by September 17, 2004; **completed**.
- Begin updating and loading historical time series for small counties into ALMIS software, by October 1, 2004; **completed**.
- Update and load small county economic indicators, by November 30, 2004; **completed**.
- Develop large county industry projections, by February 11, 2005; **completed the ten largest MSA industry projections by 8/15/05**.
- Develop large county occupational projections, by June 24, 2005; **completed the five largest MSA occupational projections by 9/19/05**.
- Develop small county industry projections, by July 22, 2005; **in progress**.
- Develop small county occupational projections, by December 16, 2005; **to follow industry projections**.

***Delays in local projections caused by the conversion to NAICS, using the ALMIS software for the first time, and need to develop a new local review process. In addition, the size of the state, number and diversity of each local area, and need to customize the software for each local area have each added to the challenge. We plan to complete all MSAs by the end of 2005, and the remaining smaller areas by March 30, 2006.***

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

\$497,434 plus leveraged funding **Consistent with plan**

### **State Workforce Investment Board (SWIB)/State Workforce Agency (SWA) Deliverables**

#### **3. PROVIDE OCCUPATIONAL AND CAREER INFORMATION PRODUCTS FOR PUBLIC USE.**

- **Projected outcome(s) and system impact(s)**  
Provide occupational information to assist industry and training providers develop more effective curriculum and training programs, recruit more qualified candidates, and make informed planning decisions about regional economic and workforce development for selected industries. Focus on two high growth training initiative industries—manufacturing and construction. **Completed**.
- **Planned milestones**  
For the project to develop career and recruitment materials in support of the California Regional Economies Project:

- By July 30, 2004, select the industry of study with the input of the California Workforce Investment Board staff and the California Regional Economies Project staff. (**Completed**, focus on Manufacturing.)
- By October 31, 2004, evaluate the occupations that are new, growing, changing or experiencing recruitment and retention problems in the Manufacturing Sector. With the input of the State Board staff and the California Regional Economies Project staff, select the occupations for study. **Completed February 2005—the long-term projections became available December 2005, and the industry and occupational matrices became available in January 2005. These were essential to the occupational selection.**
- By May 31, 2005, develop O\*NET based career profiles for the selected occupations, including for each skills, knowledge, abilities, education, work-related tasks, statewide and regional outlook information to assist employers in recruiting more qualified candidates and provide career and skill information to high school students who are exploring careers and making career choices. **Completed August 2005.**
- By June 30, 2005, format the career profiles into printer ready versions to be published on the LMID web site. **Completed during August 2005. Delay due to extensive amount of materials to be formatted (68 occupations), as well as updates in OES wages that needed to be incorporated.**

Update the California Occupational Licensing data and information on the ACINet web site by March 2005, in conjunction with the On-line Systems Team.  
**Completed July 8, 2005, as described above.**

On a flow basis, during 2004-5, focus on updates and new additions related to the Construction Industry (trades) occupations in the California Occupational Guides. **Completed August 2005 (28 occupations). Also updated 33 California Occupational Guides focused on construction, another Web-based career product.**

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

\$374,426 (plus leveraged resources) **Consistent with plan**

#### **4.A. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE INVESTMENT BOARDS ARE PROVIDED.**

##### ***Provide Public Information Services***

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

Provide public information services, including producing local analyses focused on county level data and the needs of local workforce development agencies as a source of information to identify potential high growth industries and occupations. **Completed**

Provide public information call center services. The LMID call center provides a ready source for assistance with the LMID web site and directs callers to the EDD resource that best suits their needs. Call center staff helps customers to select and understand LMI products and to navigate the LMI web site. The call center staff responds to an average of 300 calls per month, plus a similar number of e-mail requests. **Ongoing**

On an annual basis, produce customized *Planning Information Packets* for Local Workforce Investment Boards. Local Boards use these publications for program planning and targeting of services. These packets contain local summary data on public assistance recipients, lower living standards income levels, and economically disadvantaged persons. **Completed**

Upon request, provide custom data runs from the Quarterly Census of Employment and Wages (QCEW) (formerly called the ES 202). Data are available at the county or sub-county levels for either zip code or city code, and include data fields such as employment, payroll and industry code. These custom QCEW data are most often used for local or regional labor market research and economic industry growth forecasting. **Ongoing**

Coordinate with custom QCEW data requesters to determine their eligibility for confidential data. **Ongoing**

Disseminate industry and labor force data. **Ongoing**

- **Planned milestones**

Local analyses of labor market trends are on-line. **Ongoing**

The annual *Planning Information Packets* are scheduled to be available to Local Workforce Investment Boards on-line in February 2005. **Completed**

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

\$559,806 **Consistent with Plan**

#### **4.B. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE INVESTMENT BOARDS ARE PROVIDED.**

##### ***Coordinate Customer Outreach and Marketing***

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

Direct staff efforts to assess dynamic customer information needs. Direct ongoing customer input into upgrading existing products and developing new products and information services. ***Ongoing.***

- **Planned milestones**

Continue implementation of the division's Marketing Plan and Guidelines for Customer Marketing and Outreach. ***Ongoing.***

Create and house Product and Group Profiles on the Division's Intranet Customer Database for purposes of developing web-based, interactive customer profiles. ***Ongoing.***

Facilitate scheduling, tracking and completion of post-implementation product evaluations for both new and existing products. ***Ongoing.***

Continue attendance at statewide conferences to exhibit and demonstrate products and services. ***Ongoing.***

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

\$206,000 ***Consistent with plan***

#### **4.C. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE INVESTMENT BOARDS ARE PROVIDED.**

##### ***Conduct Original Labor Market Research***

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

Facilitate labor market research, independently and in partnership with public and private research entities, to: advance the study of challenging issues such as labor supply and demand; mine administrative data; and conduct other research of interest to policy makers. ***Completed.***

- **Planned milestones**

Consistent with the President's High Growth Job Training Initiative, produce a report by March 2005 using California Regional Economies Project and Local Employment Dynamics (LED)/ Quarterly Workforce Indicators (QWI) data to identify high growth/high demand industries with a particular focus on Manufacturing. ***This project was proposed based upon a proposal for***

***leveraged resources—a grant proposal that was not funded. Unable to conduct the research within existing funding.***

On a quarterly basis, provide the Census Bureau with regular flows of wage records and QCEW data that comply with the Confidential Information Protection and Statistical Efficiency Act (CIPSEA) – also know as CIPSEA-free QCEW data – to support the Census Bureau’s LED Program. Provide training as requested in the use of the QWI and access to these data via the Internet. Retrieve QWI data to meet the needs of special requests and studies. ***In September 2005, sent data to the Census Bureau through 2005 first quarter.***

Update the California Regional Economies Project database by adding annual average data for calendar year 2003. Provide custom runs from the database, upon request, to meet the needs of the CWIB and Local Workforce Investment Boards in their studies of regional economies by providing linkage to the LED/QWI for select regions. ***Completed in September 2005, to be released to the LMID web site in October.***

Maintain data flow from CalJOBS to support detailed occupational analysis of labor supply issues. Update the system of EXCEL spreadsheets with monthly files that display applicants and openings by industry and occupation, and also display the relationship between applicants and openings. ***Ongoing.***

Produce and disseminate a report on Agricultural Employment and Earnings Trends in the San Joaquin Valley by September 2004, using the Statewide Agricultural Labor Report produced in September 2003 as a model. ***Completed September 2004, presented at a University of California, Davis-sponsored conference, and published on their web site at that time. Staff has continued to expand on the data analysis. A revised version will be published on our Labor Market Info web site September 2005.***

On an ongoing basis, monitor the Nurse Workforce Initiative (NWI) project related to health care in California. ***Ongoing.***

By September 2004, provide data to researchers at the University of California, Los Angeles, to support their evaluation of the NWI. ***Ongoing. In addition to the support of the UCLA evaluation of the NWI, LMID staff has supported other UCLA projects, including the Public Planning School and the Anderson Business School and Forecast.***

Produce quarterly statistics on New Business Formation in California by September 2004, December 2004, March 2005 and June 2005. ***Ongoing; process is being converted to a PC SAS system.***

Produce and disseminate a report in response to AB 2410 (Chapter 1042, Statutes of 2002) regarding the Entertainment Industry by December 2004. **Completed and released on the LMID web site in June 2005. Delays due to the external review process.**

Working with the ten-state Supply/Demand Consortium, contribute to the design and implementation of a web-based delivery system for occupational and industry data on education and program training completers, employment projections, and industry supply/demand measures. Prepare computer programs to produce California data to load on the Consortium web site, which can also be used by other states to produce and load their data. **Completed**

Using LED data, present a detailed research report at the statewide and regional levels by June 2005. The report would:

- Develop profiles of both workers and industries in the State.
  - Identify high growth industries and occupations within those industries and analyze the findings in terms of skills sets required to fill these jobs and their likely effect on supply-demand situations in the labor market.
  - Track exit and entry rates of workers by industry, gender, age and geography.
  - Analyze average earnings of core employees who show a relatively stronger attachment to the labor market compared to new hires earnings.
  - In the context of job creation and job destruction, measure the proportion of new jobholders and describe the industries hiring them.
  - Identify industrial sectors engaged in advanced manufacturing and analyze their potential labor market impact. **Staff activities proposed here were intended to be presented at a national ACCRA conference held in San Diego in June 2005. Staff analyses were redirected to provide other requested research at the conference, as well as additional work required to support the LED-mapping project that was demonstrated at the conference.**
  - **LMID staff has guided customers in their use of the Local Employment Dynamics Web site, and assisted them in understanding the interface and workforce indicators.**
- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$235,234 (plus leveraged resources). **Consistent with plan.**

#### **4.D. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE INVESTMENT BOARDS ARE PROVIDED.**

**Collect and deliver agricultural employment data**

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

This deliverable allows EDD to produce a unique data series that tracks activity in an industry that is significant in California and for which data are not available elsewhere. The resulting data series is used to track the overall economic health of agriculture within the State, enabling Local Workforce Investment Boards and other key users to obtain a complete industry employment picture for the State or local economies on which to make informed decisions. ***This ongoing activity is up to date.***

- **Planned milestones**

Produce monthly agricultural employment estimates for California and six geographic regions—ongoing monthly activity. ***Updated historical monthly data through 2004. Reviewing first quarter 2005; monthly data to follow.***

Disseminate data in the California Agricultural Bulletins via the Internet and in print—ongoing ***First quarter 2005 bulletin is in production.***

Benchmark the employment data to the ES-202 file of universe employment—annually, by March 2005. ***Ongoing, up to date.***

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

\$90,874 (plus leveraged resources) ***Consistent with plan***

#### **4.E. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE INVESTMENT BOARDS ARE PROVIDED.**

***Produce Maps for One Stop Decision Makers***

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

Following the pilot of the interactive mapping system on the Intranet, the system will be evaluated. If determined to be effective and beneficial to customers, plans will be developed to move it to the Internet for use by external customers. The LMID has also developed a GIS Strategic Plan (2001-5) to guide the development and production of GIS services for customers. ***The pilot is on schedule, but move from the intranet to the Internet will be accomplished in the future.***

We will continue to evaluate new sub-county data sets from other sources such as the Department of Education that may be made available through our GIS services. ***We have evaluated other data sets, and have added a few to the mapping applications that provide better location information. The system will allow generation of maps with QCEW data, CalWORKS data, UI Claim data and selected census demographics data. All applications have LWIA boundaries as part of the application. The user is able to view and query data and print maps.***

- **Planned milestones**

Geo-code One Stop Career Center locations, and modify Local Workforce Investment Areas map boundaries to include semi annual updates by September 30, 2004 and February 28, 2005. Provide maps of Local Workforce Investment Areas to the CWIB including One-Stop locations, incorporating semi-annual updates by December 31, 2004 and June 30, 2005. ***Geo-coding of One-Stop Career Centers has been accomplished as planned. Individual maps of the 50 Local Workforce Investment Areas (LWIA), including One-Stop locations, were completed by February 28, 2005. In May 2005, a state map in several formats was provided showing the LWIAs and One-Stop locations. We have received many compliments on these maps. The California Workforce Investment Board recently requested 100 copies of the CDs containing the maps so they can provide a set to each Board member.***

Update LWIA maps within 30 days of changes to area boundaries. ***Completed as planned.***

Respond to ad hoc request for geo-spatial analyses, including maps, on an ongoing basis throughout the year. ***This has been accomplished as planned. Over 90 maps have been created this year to date for customers including One-Stop decision makers and Local Workforce Investment Boards. Staff also conducted analyses using GIS, conducted geo-coding in support of mapping requests, provided mapping assistance, and prepared data files for use in all projects. Examples of the above include producing maps of Local Workforce Development Areas with One-Stop locations, and producing mapping and analysis for the Workforce Investment Act Veteran's Employment Related Assistance Program and the Workforce Investment Act Governor's 15 Percent Discretionary funds. In addition, our Local Labor Market Consultants respond to local request by either creating maps themselves using the Business Map Pro software, guide customers to the Interactive Mapping application on our web site, and help the customers with its use.***

Evaluate new sub-county data sets from other sources that may be made available to customers through our GIS services. ***We are evaluating several data sets that may be made available in a mapping format that will allow select customers to interact with the map, searching for and displaying data of interest and creating a final quality map of an area of their selection.***

Develop an interactive mapping system for the LMI Intranet, including training Labor Market Consultants to create maps for One-stop customers and Local Workforce Investment Boards by October 1, 2004; provide CWIB staff with access to this system October 29, 2004; and conduct an evaluation of the system by October 29, 2005. ***Accomplished as planned. The California Workforce***

***Investment Board staff has access to the Interactive Mapping System and to the Help system with data notes, instructions and videos on the use of the tools for exploring the maps and data. Local Labor Market Consultants have been trained on the Interactive mapping application and continue to monitor its evolution.***

Conduct an evaluation of the system by October 29, 2005. ***This evaluation is on schedule. Initial feedback has been positive. Suggestions from the Labor Market Consultants have been incorporated to make the system easier to use. Formal survey and evaluation to be completed by October 29, 2005, as planned.***

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

***\$275,535 Consistent with plan***

#### **4. F. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE AND LOCAL WORKFORCE INVESTMENT BOARDS ARE PROVIDED.**

***Produce small county industry employment data.***

- **Projected outcome(s) and system impact(s)**  
Continuing the production of these small area industry employment estimates allows the partners in the workforce development system to have access to consistent sub-state industry employment data across the State to assist them in making strategic and operational program decisions. This outcome is in keeping with the ETA's strategic goal of generating the most current and local information, and also supports the President's High Growth Job Training Initiative that requires the analysis of industry data in order to identify high growth areas.  
***Monthly ongoing completion as planned.***

- **Planned milestones**

Produce monthly estimates of industry payroll employment on a regular schedule, usually on the second Friday of each month.

Disaggregate MSA level industry data into county breakouts annually, July 2005.  
***Completed July 2005 as planned.***

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

***\$146,681 consistent with plan***

#### 4. MAINTAIN AND ENHANCE ELECTRONIC STATE WORKFORCE INFORMATION DELIVERY SYSTEMS.

- **Projected outcome(s) and system impact(s)**
  - Launch the new ALMIS [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) on-line application. Continue to enhance portal pages targeted toward specific customer groups collecting information of interest in one location. **Ongoing**
  - Prepare articles and content to populate the new Web site, [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov). **Ongoing**
  - Maintain the [www.CALMIS.ca.gov](http://www.CALMIS.ca.gov) web site to provide functionality not initially available through the *LaborMarketInfo* application. **Ongoing**
  - Maintain and enhance the LMID's Intranet Customer Database (ICDB) web site to track customer requests, provide contacts for product marketing, and track product inventory. **Ongoing**
  - Continue to maintain the web-enabled [www.WorkSmart.ca.gov](http://www.WorkSmart.ca.gov) (both English and Spanish versions). Develop and add information as requested by job seeker customers and the intermediaries who serve them. **Ongoing**
  - Develop and provide on-line access to the ALMIS database to generate California profiles of industries and occupations identified as part of the State Board's High Growth-High Wage Priorities. **Deferred pending vendor's development of the Industry Profile module for the Web site.**
- **Planned milestones**

Maintain and update existing systems, ongoing.

Launch and continue to populate the new [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) web site. **Completed Labor Day 2004.**

Merge significant portions of the CALMIS web site into the [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) web site to eliminate any redundancy, by December 2004. **Continuing—the migration is delayed to study the layout of the old information on the new Web site to make it easier for the customers to find it. Referral pages are added to the old web site to ensure that the customer will find the information they need.**

Publish High Growth Industry profiles on-line, to facilitate customized data queries, by February 2005. **It was necessary to defer this activity. The Workforce Informer vendor is developing an industry profile module for the application for all consortium states. Several issues delayed their development of this module. We anticipate it will be completed and we will**

**add the module and high growth industry profiles during the 2005-6 program year.**

**Additional accomplishments:**

**Launched a module on the LaborMarketInfo web site that allows customers to rate/recommend articles published on the site, e-mail the article or a link to colleagues. Completed February 2005.**

**Enhancement to the LaborMarketInfo web site based on customer input—when the site was launched, access to Excel data files was limited, assuming that the query function of the Data Library would replace that need. Based upon the customer input, these excel files are again maintained and access is now provided through the Data Library in addition to the query function.**

**Developed “CodeFinder” and made the function available on the LaborMarketInfo Web site to assist customers in their search for occupations when they do not know the official Standard Occupational Code title—finds occupations based on lay titles. Also offered the code for this application to all Workforce Informer consortium members.**

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

**\$343,254 Consistent with plan, although there was a delay in vendor billing for development activities which required us to carry money into the next fiscal year. That contract has now been paid off.**

## **5. SUPPORT STATE WORKFORCE INFORMATION TRAINING ACTIVITIES.**

- **Projected outcome(s) and system impact(s)**  
On-line training tools for the [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov) web site; ad hoc training based upon customer need related to labor market information products and services, including assistance using the new web site.

**This year, LMID staff converted the training tools available to EDD staff and other users to help pages on the Web. As an additional step, LMID’s outstationed Labor Market Consultants visited all 168 comprehensive One-Stop Career Centers in the State and reviewed the publications and computer applications in each center’s resource room. Following the reviews, the consultants changed settings on resource room computers so requests for LMI would go directly to the Job Seeker page on [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov). Staff also offered training and technical support to One-Stop Career Center staff to help them give greater assistance to the customers who use their service.**

- **Planned milestones**  
*Reviews scheduled for 2004-5 were completed before August 31, 2005..*
- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$50,000 (Leveraged with other funds) ***Consistent with plan***

## **Customer Satisfaction Assessment**

### **Methods for collecting customer satisfaction information and interpreting the collected information:**

- Written customer surveys,
- Focus Groups,
- LMI Advisory Group, and
- Direct customer interaction in more than 400 meetings, conferences and workshops

The Division's customer satisfaction surveys are quantitative, asking customers to rate products and information services on a five-point scale, with five being the highest possible score. We track customer responses overall, by product and by customer group.

To assist in better understanding our customers and the information collected, the Division has developed the following tools:

- Marketing and Customer Outreach Guide that describes appropriate customer outreach efforts for specific target customer sectors to assist product marketing and outreach efforts. The Guide is now available to the division staff, and
- Customer Group Profiles for each targeted customer segment. These Profiles are housed on the Division's Intranet Customer Database, and are available for use by staff to better understand the dynamics of various customer segments in the product development and review process

### **Assessment of the principal customers' satisfaction with the product and service:**

In 2004-05, LMID deployed our new website: [www.LaborMarketInfo.edd.ca.gov](http://www.LaborMarketInfo.edd.ca.gov), and disseminated our products and publications primarily via electronic format. The new website provides our customers the opportunity to create a "personal page", that provides us with added insights into their customers interests and satisfaction.

Survey results for 2004-05, indicate that more than half of our customers are “satisfied” to “very satisfied” with the new website. During this same period, we have received an estimated 550 e-mail contacts from customers via the Internet. Many of these are data requests, but they also provide useful comments on our website itself. Other significant findings include:

- Customer satisfactions ratings for the 2004-05, for **Overall Satisfaction with All Products Surveyed** was 4.2, with more than 43 percent of our respondents indicating that they were “very satisfied”.
- Survey respondents reported an overall 4.2 rating for the **Overall Helpfulness of All Products Surveyed**. Nearly 83 percent of our respondents indicated that the products they received were either “helpful” or “very helpful”, and
- The **Overall Satisfaction with LMID Products and Services** rating was 4.2. Nearly 87 percent of our respondents indicated that they were either “satisfied” or “very satisfied”.

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

LMID will continue to expand the use of “targeted” surveys to better assess customer satisfaction with a broader array of information services provided to our customers. Examples include:

- The Division will begin surveying GIS mapping customers by mail in effort to bolster customer satisfaction information, and solicit additional ideas on how to improve this increasingly valuable service.
- The same approach will be taken with respect to the production of Ad hoc data runs and other reports for various customer segments. We plan to survey these customers on their satisfaction with the quality and value of the reports they receive, while also soliciting input into the refinement of future reports.
- Area Services Group will, as a part of their annual One-Stop system review process, disseminate a mail in survey to gain additional customer satisfaction information on products and services disseminated throughout California’s One-Stop system. This will position the Division to better respond to emerging information needs within local workforce investment communities.

**Additional comments**

The Employment and Training Administration might be interested in some of the customer comments we have received. These are specific to our GIS maps and

mapping applications, but are representative of the kinds of comments we get frequently in meetings, telephone conversations and email regarding our services.

Following are some quotes from customers:

- “The maps are great. Thanks so much.”
- In a message to the California Workforce Investment Board (CWIB) from a CWIB staff member: “Good news! LMID has prepared great LWIA maps and they are now on the network. Each of the LWIAs throughout CA is now mapped showing major roads and hi level topography characteristics. Included on the individual LWIA maps are the One-Stop and Satellite locations within each LWIA. Go to the network and look under mapping and you will see the LWIA map folder.”
- “Thanks SOO MUCH!”
- “thank you thank you thank you - this is lovely”
- “Another satisfied customer. Nice job.”
- “The maps are wonderful -- they will 'make' the brochure.”
- “This is truly outstanding work.”
- “Just got back from the Vets presentation in the Directors office. They LOVED the map! Said it really helped tell the story - especially since it showed the concentration of vets. So - thanks again!!”
- “Thanks you so much for your prompt and very thorough response.”
- “I was just talking to the AAs for the two JS Division Chiefs in LA and they liked all that we gave them but stated that the maps were the highlight.”
- “Well, you've done it again. Made us all look like heroes.”
- “I am very pleased with the outcome. I am fully aware that the turn-around time was a short one and I surely appreciate the successful effort. Good ideas are often brainstormed that aren't bound to deadlines and lead times, but I've grown confident that when LMI says, "we'll try" that it is a sincere effort.”
- “Thanks again for taking time to help us. You have more fans to add to your list.”

Additionally, in January 2005, Federal Geographic Data Committee (FGDC) published our success story "Assessing Economic Impact of California Wildfires" on their Website (<http://www.fgdc.gov/publications/success/> )