

**WORKFORCE AND LABOR MARKET INFORMATION (LMI) GRANT
ANNUAL REPORT FOR HAWAII
PROGRAM YEAR 2004**

The following report describes Hawaii's accomplishments during the July 2004 to June 2005 program year, as required by the Training and Employment Guidance Letter (TEGL) No. 1-04.

A. Core Products and Services

1. ALMIS Database:

Staff continued to populate and maintain all core tables for the areas and time periods required within a month of their availability. By June 2005, the database was populated with items that went beyond the core requirements such as including county data, providing additional years of data for the required tables, and filling in other tables. We also collected occupational licensing information, updated the three (3) files, re-coded the occupations to the O*NET SOC classification system, and submitted the data to the National Crosswalk Service Center for placement on the ACINet site in November 2004.

Milestone	Planned	Actual
Populate and maintain all core tables for the areas and time period required	Within a month of availability	Ongoing
Collect, update, submit occupational licensing information to NCSC	November 2004	October 2004
Populate the database beyond the minimum requirements	June 2005	Ongoing
Expenditure	\$46,000	\$45,800

2. Industry and Occupational Projections:

In August 2004, staff completed the statewide occupational projections with calendar year 2002 as the base year and 2012 as the projected year, using the methodology, software tools, and guidelines issued by the Projections Consortium and the Projections Managing Partnership. Approximately one (1) month later, these estimates were incorporated into the ALMIS Database and made available on the Hawaii Workforce Informer (HIWI) website. Staff also compiled the data into tables, produced graphs with accompanying analyses, and printed 350 hard copy publications, which were disseminated in January 2005. The occupational projection data was one of the most frequently downloaded tables on the HIWI website, according to WebTrends, a site that tracks the activities of various websites. Staff also developed sub-state industry and occupational projections using the same methodology for Honolulu MSA, Hawaii County, Maui County, and Kauai County, for the same time period by June 30, 2005. Projection data for the counties will be made available on the HIWI website in September 2005.

During the program year, staff completed short-term industry and occupational employment projections for the State. One was based on 2003/Q2 for 2005/Q2, and the other based on 2004/Q2 for 2006/Q2 using the methodology, software tools, and guidelines developed by the Projections Consortium and the Projections Managing Partnership. Upon completion of

the forecasts, the data were incorporated into the ALMIS Database and made accessible to the public through HIWI.

Milestone	Planned	Actual
State Industry/Occupation Matrix for 2002-2012 Posted on HIWI website	October 2004	October 2004
Publish industry/occupational projections, 2002-2012, State of Hawaii	January 2005	January 2005
Populate ALMIS Database, State, 2002-2012	February 2005	October 2004
Develop sub-state industry/occupational projections, 2002-2012 *	June 2005 *	September 2005*
Complete 2003/Q2 to 2005/Q2 industry and occupational forecasts for State	September 2004	September 2004
Populate ALMIS Database with State 2003/Q2 to 2005/Q2 data	November 2004	October 2004
Complete 2004/Q2 to 2006/Q2 industry and occupational forecasts for State	June 2005	June 2005
Populate ALMIS Database with projections data	June 2005	June 2005
Submit projections to Projections Consortium and Projections Managing Partnership	June 2005	June 2005
Expenditure	\$96,000	\$95,600

* The PY 2004 Workforce and Labor Market Information (LMI) Plan covered Honolulu MSA only for completion in June 2005, but it was expanded to include Hawaii County, Kauai County, and Maui County, extending the completion date to September 2005.

3. Occupational and Career Information Products:

Hawaii's Research and Statistics (R&S) Office continued to produce a variety of occupational analysis products. Several reports featuring selected occupational groups were produced and disseminated on our HIWI website during the program year. They included: Hot Jobs in Hawaii 2005 (November 2004), a flyer based on occupations with the most job openings in the state; biotechnology-related occupations (February 2005), both in report and flyer format; and Hawaii's Hot 50 (March 2005), a poster of the top 50 occupations in the state, with the most annual openings by educational/training level.

In June 2005, we updated and redesigned the Career Directions brochures, featuring computer and data processing, construction, healthcare, retail trade, and travel and tourism. Three (3) other flyers covering construction themes were compiled in October 2004 for a Construction Career Exposition sponsored by the Department of Labor and Industrial Relations' Workforce Development Division (WDD) and the U.S. Department of Labor Bureau of Apprenticeship and Training. One report contained construction occupational projections with job descriptions and OES wages, while another provided educational and training requirements and O*Net skills information along with employment and average wages for white collar construction jobs. The third flyer highlighted the low percentage (fewer than 25 percent) of women in construction occupations and their wages. The

occupational reports were developed based on growth rates, number of openings, and/or in informal consultation with the Workforce Development Council (WDC) and WDD. The reports were available in electronic and paper form.

Long-term projection data tables covering the 2002-2012 period for the state were finalized and compiled into a publication in January 2005, and short-term state forecasts for 2003/Q2 to 2005/Q2 for the state and Honolulu MSA were completed by September 2004. Analyses of both sets of data were organized into two (2) respective reports, and hard copies were distributed and the information placed on the HIWI website.

Occupational employment and wages for the state and Honolulu MSA covering the results of the 2004 OES wage survey was available through HIWI via a link to the Bureau of Labor Statistics in June 2005.

Milestone	Planned	Actual
Produce results of 2003/Q2 to 2005/Q2 forecasts for the State	September 2004	September 2004
Publish results of 2002-2012 occupational projections for the State	January 2005	January 2005
Produce results of 2004 OES survey, State and Honolulu MSA	June 2005	June 2005
Produce more than five reports featuring selected occupations, industries, areas	Ongoing to June 2005	October 2004, November 2004, February 2005, March 2005, June 2005
Expenditure	\$64,500	\$66,200

4. Provide workforce information and support required by the State, the State’s Workforce Development Council (WDC) and local Workforce Investment Boards (WIBs):

Through continual meetings, phone contact, and joint projects, the R&S Office provided information and ongoing support to the WDC, the One-Stop Centers, and the Workforce Investment Boards (WIB). We participated in developing the 2-year Workforce Investment Act (WIA) plan, particularly the Labor Market Information (LMI) component. R&S staff also conducted informational sessions on the unemployment estimation redesign and various survey and projections programs, and participated in technical workgroup meetings during PY 2004.

The HIWI, our internet delivery system of labor market information, is the primary means of providing local LMI data and support to the local WIBs. The ALMIS Database drives HIWI, and most of the data is collected at the county level, which matches our LWIB geography. LWIBs have access to the most current labor market information available. Staff also has pages for each county on HIWI for easy one-stop access to data focused around geographical areas rather than by subject matter.

This past year we researched the biotechnology field, identifying occupations that were relevant, because members of the WIBs were interested in pursuing the development of this

industry in the state. Gathering the limited amount of information available, we were able to produce a report that included current developments; the number of biotechnology related jobs; the knowledge, skills, and abilities needed; education and training requirements; and average annual wages.

The R&S Office also continued to provide hard copy publications of all printed reports to the WDC and One-Stop Centers. Publications are also available on HIWI.

Milestone	Planned	Actual
Maintain local pages on HIWI	Ongoing throughout the program year	Ongoing throughout the program year
Confer with LWIB and One-Stop Center staff	Ongoing throughout the program year	Ongoing throughout the program year
Identified biotechnology occupations and their employment, wages, and knowledge, skills, and abilities requirements	December 2004	February 2005
Develop 2004 wage information by area and industry **	June 2005	September 2005**
Expenditure	\$65,500	\$67,100

** State data was completed and a link to the BLS website was provided through HIWI, but the county data still pending. Inadequate staffing caused a delay in reviewing and disseminating OES data for the neighboring counties.

5. Maintain and enhance the state electronic workforce information delivery system:

Staff updates for the ALMIS database and the workforce information is accessible through our Internet delivery system, HIWI (www.hiwi.org), on a continual basis.

As a member of the Workforce Informer Consortium, staff has been involved in the maintenance of the Workforce Informer (WI) system. Staff participated in conference calls with the contractor and other consortium states regarding issues pertinent to the system and also attended a Workforce Informer Users Group meeting in Portland, Oregon. Our staff also participated in the enhancement testing of the WI system and compiled feedback for acceptance of its functionality.

Staff was instrumental in working on the development of the State Department of Labor and Industrial Relations' website, and ensured that the HIWI site was linked and conformed to the department's website. This required a change in "the look and feel" of our site to comply with the department's site, involving changing the color scheme, altering the banner heading and icon, and layout format.

Staff continues to make enhancements to the HIWI system. More content is being added, more publications are being converted to html files, and information is being updated on a

regular basis. Our intent is to provide current and reliable labor market information to our customers--job seekers, employers, workforce development planners, and the general public—on a user-friendly system. There were almost 92,100 visits to the website during the program year.

Milestone	Planned	Actual
Maintain and support the Workforce Informer system	Ongoing to June 2005	Ongoing to June 2005
Expenditure	\$85,553	\$90,800

6. State Workforce Information Training Initiatives:

This past program year, staff took advantage of every opportunity to market HIWI, our LMI website. The focus was on demonstrating the system to increase employers' awareness of the system and to assist them in accessing various local labor market information. We participated in a large construction exposition which was attended by over 1,100 participants in the fall of 2004. We attended job fairs and set-up displays at 3 community colleges (Honolulu, Windward, and Kapiolani) and participated in annual conferences such as the Chamber of Commerce, Society for Human Resource Managers, Career and Technical Education to demonstrate our data. We also presented "talks" at a networking forum of public agency personnel on Kauai; spoke about our job projections to a state nursing advisory board; emphasized our survey data collection needs to about 100 members of the Hawaii Employers' Council, with the assistance of the BLS regional commissioner, Mr. Richard Holden; explained our LMI data to the Hawaii Career Counselors Association personnel on two (2) different occasions; and spoke with pending graduates of the Chaminade University regarding their future job prospects. In May 2005, several staff members trained three (3) Guam staff individuals on the ALMIS Database, long-term industry projections, and OES wage survey.

Various staff members were sent to several training sessions that were sponsored by the LMI Training Institute. These included the LMI Forum in Portland, Oregon and the optional "Website Development and Maintenance" training following the forum. During the same time period, they also participated in a Workforce Informer User Group meeting. Over the course of the program year, staff also attended Labor Force Programs Overview training and a Local Employment Dynamics presentation in Honolulu conducted by the BLS, Census workshop on how to access Census data, and a local bank's business outlook forum to keep abreast of the local economy, and a Skills-Based Projections Webinar training.

Milestone	Planned	Actual
Undertake various training initiatives	Ongoing throughout the program year	See below
Explained Industry Projections to Nursing Advisory Board		August 3, 2004
Chamber of Commerce Employment Law Conference LMI Display		August 4, 2004
Society of Human Resource Managers Conference LMI Display		September 30, 2004
Presented LMI at Kauai Networking Forum sponsored by the Kauai Workforce Development Division		October 14, 2004
Construction Exposition LMI Display		October 20, 2004
Career and Technical Education Conference LMI Display		November 3-4, 2004
Honolulu Community College Job Fair LMI Display		December 1, 2004
Explained Industry/Occupations Projections to a Task Force on Nursing		January 2005
Presented Survey Needs and LMI to Hawaii Employers Council		March 31, 2005
Windward Community College Job Fair LMI Display		April 7, 2005
Chaminade University Senior Week Talk		April 20, 2005
O*Net Presentation to Hawaii Career Counselor Assoc. members at East-West Center		April 23, 2005
Kapiolani Community College Job Fair LMI Display		April 27, 2005
O*Net Presentation to Hawaii Career Counselor Assoc. members at Hon. Comm. College		June 23, 2005
Attend training	Various throughout the program year	See below
Census workshop on accessing Census data		August 10, 2004
First Hawaiian Bank Business Outlook Forum		October 13, 2004
Website Development and Maintenance Workshop in Portland, Oregon		October 24, 2004
2004 LMI Forum in Portland, Oregon		October 25-27, 2004
Workforce Informer Users Group Meeting in Portland, Oregon		October 27-28, 2004
Skills Based Projections Webinar		March 14, 2005
Labor Force Programs Overview by BLS		March 29, 2005
Expenditure	\$17,500	\$19,700

B. CUSTOMER SATISFACTION ASSESSMENT

During PY 2004, the Hawaii R&S Office used the following methods to solicit customer satisfaction feedback of our products and services: written surveys, personal interviews, training evaluations, and a tracking system of requests and usage. The information that we received were tabulated and evaluated, and this information will be taken into consideration for the future development of products that will address our customer's needs.

In PY 2004 questionnaires accompanied all reports distributed by our office. We asked about usage, format, timeliness of information, and any improvements for the product. Although only a few surveys were completed and returned to us, they indicated that customer satisfaction is quite high for our products. About 90 percent of our publication survey respondents indicated that they were satisfied with our reports. About 70 percent were very satisfied with our products. Approximately 70 percent rated the usefulness excellent or good and all agreed the information was timely for their needs.

Although a large percentage of our customers have access to the reports through our HIWI website, there is still a strong demand for hard copies of the publications. In particular, persons using our publications as reference materials preferred hard copies of reports such as the Employment Outlook for Industries and Occupations and our Best Job Opportunities, both involving job projections and the latter integrating skills and wages with projections. Our Hawaii's Hot 50 poster was another document that was highly requested by educators, job counselors, and WDD personnel.

Participants of our training sessions were also asked for feedback on evaluation forms to assess their level of satisfaction. Overall, attendees were satisfied or very satisfied with our presentations, found them understandable, appropriate in length, and appreciated the handouts.

In PY 2004, staff participated in eight (8) career fairs and conference displays and five (5) training workshops to improve awareness of our LMI products. These events provided us with valuable feedback to properly assess the needs of our clients. The feedback obtained from our meetings indicated which publications were useful to certain segments of users and what data items were lacking. It also gave us an opportunity to inform these individuals that we had more information than what was published, and that the information was available on request. The consultation and feedback process also provided us with suggestions for this year's planning grant. Overall, customers found our products useful and timely for their needs and were very satisfied with our HIWI website.

In general, customers want to see more occupational wage information – by industry and area, and as much local data as possible. Customers told us that they found our integration of multiple data items such as wage and projections as well as skills and training as convenient and comprehensive sources. They appreciated our consolidation and presentation of the information for their consumption, helping them to understand the data rather than just producing reference tables. They found the brief, concise brochures to be very comprehensible, compared to the long and tedious reports. We have addressed their information needs in our core products and services work statements.

We continued to monitor the types of information being requested by tracking phone calls and mail/e-mail received from job seekers, employers, workforce development agencies, and the

general public. The overwhelming majority of requests concerned occupational wages followed by job projections. Customers were told whether the information they were seeking was available, where they could find it, and how they could access the information. Nearly all were satisfied with the product or service provided.

Staff also monitored the usage of our HIWI website, using Web Trends. Based on fourth quarter statistics, the HIWI had about 33,500 unique visitors, who made almost 92,100 visits during PY 2004. The career/job search query page, besides the HIWI home page, was the page most often visited. The wage files by occupation and industry were also popular entry pages. The files most frequently downloaded concerned industry and occupational employment and wages and current jobs in demand.

Even though we had an online survey inquiring about the content, navigation, and usefulness of the HIWI system, we did not receive many responses. However, one of the enhancements of the Workforce Informer System included adding a rating scale at the bottom of each online article or publication. From these ratings, we learned that the large majority of articles or publications would be recommended to others. Some of the more popular topics viewed were the jobs with the most openings, unemployment and labor force estimates, job count by industry, and wages by industry and occupation.

To better serve our HIWI website customers, we added the following feature, "Did you find what you are looking for?", that allowed customers to electronically submit requests for information they were seeking on the website.