



Iowa Workforce Development

Thomas J. Vilsack, Governor

Sally J. Pederson, Lt. Governor

Richard V. Running, Director

Putting Iowa
to Work

September 28, 2005

Jean Grochowski
U.S. Department of Labor/ETA
Region 5 Chicago
230 South Dearborn Street, 6th floor
Chicago, IL 60604

Dear Ms. Grochowski,

Please accept the attached 2004 Annual Performance Report for the Workforce Information Core Products and Services Grant for the State of Iowa. The report highlights the accomplishments made by the staff in providing workforce information and services to our customers, customer satisfaction activities, and recommendations for the upcoming program year.

If you have any questions on the grant, please don't hesitate to contact Jeff Nall at Jeff.Nall@iwd.state.ia.us or by phone at 515-281-0255. Thank you.

Sincerely,

Richard Running, Director
Iowa Workforce Development

Norma Schmoker, Chair
Iowa Workforce Development Board

IOWA
Program Year (PY) 2004 Cost Reimbursable Grants:
One-Stop Labor Market Information (LMI) Funds
Progress Report July 2004 – June 2005

A. PRODUCTS AND SERVICES

The Policy and Information Division of Iowa Workforce Development continues to recognize the need to provide quality, timely, and reliable labor market information that is responsive to customer needs. To achieve this goal, customer feedback has been solicited in developing new applications for labor market information, outreach has been increased to facilitate a greater understanding of the information, and improved electronic tools are being used to enhance the delivery of products and services.

1) ALMIS Database. Iowa Workforce Development will maintain version 1.1 of the ALMIS database for our current application (IWIN). We will populate and update as required the crosswalk, look-up and core tables of ALMIS database versions 2.2 and 2.3 during PY 2004. Funds will be used for staff time, travel, equipment, programming and database development and related costs.

Milestones:

- Attend meetings of the ALMIS Resource Center Consortium, as scheduled throughout the year.
The following meetings were attended throughout the program year:
Kalispell, MT from 8/3/04 to 8/5/04 (one staff member)
Myrtle Beach, SC from 11/15/04 to 11/19/04 (two staff members)
San Diego, CA from 3/1/05 to 3/3/05 (one staff member)
- Attend ALMIS Resource Center – Data Structure Subcommittee meetings as scheduled throughout the year.
These meetings were attended as part of the ALMIS Resource Center meetings in Kalispell, MT, Myrtle Beach, SC and San Diego, CA.
- Update the ALMIS Database licensing files: license.dbf, licauth.dbf, and lichist.dbf. (December 2004 and December 2005)
These files were updated in December 2004.
- Provide the populated ALMIS licensing files to the National Crosswalk Service Center (NCSC) for display in ACINet. These files will be coded to O*NET SOC. (December 2004 and December 2005)
This was done in June 2004.
- Continue to update the core tables.
(Refer to the table on the following page.)
- Continue to update non-core tables that have already been populated.
(Refer to the table on the following page.)
- Attend applicable ALMIS Database training.
Staff did not attend this training during the planning period.

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ALMIS Table Updates:

Table	Type	Version	Date of Update
BENCHMARK	Lookup	2.3	updated on 6/3/04 so that U.S. data could be loaded
CES	Data	2.3	updated monthly with previous month's data
CIPCODE	Lookup	2.3	lookup table added on 9/14/04
CPI	Data	2.3	updated monthly
EMPDB	Data	2.3	updated on 3/24/05 with 2005 Second Edition; Illinois and Nebraska border county employer records added on 4/7/05
GEOG	Lookup	2.3	added LAUS cities on 9/15/04; added 21 cities for project on 1/3/05
INCOME	Data	2.3	updated to 2002 on 9/10/04
INDUSTRY	Data	2.3	updated to 2003 on 7/12/04; updated through June 2004 on 11/5/04; added records for IWD regions for 1990-2004 on 11/5/04; updated for first and second quarter 2004 on 2/2/05
LABFORCE	Data	2.3	updated monthly with state and U.S. data for the reference month
LENTYPE	Lookup	2.2	uploaded on 10/21/04
OCCCODES	Admin	2.2	uploaded on 9/14/04
OESWAGE	Data	2.3	updated with 2004 Iowa wage data on 11/2/04
POPULATN	Data	2.3	updated with 2001-2004 census population estimates on 4/14/05
PROGRAMS	Data	2.2	updated with 2002 data from Integrated Postsecondary Education System (IPEDS) on 10/28/04
SCHOOLS	Data	2.2	Updated with data from Integrated Postsecondary Education System (IPEDS) on 10/19/04

Expenditures through 6/30/2005:

PY03: \$33,336.21

PY04: \$13,388.11

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- 2) **Industry and Occupational Employment Projections.** Iowa Workforce Development will prepare and disseminate long and short-term industry and occupational employment projections. Data will be prepared using the methodology, software tools and guidelines developed by the Projections Consortium and the Projections Managing Partnership. Sub-state long-term projections will be developed for the 16 Workforce Development Regions.

Milestones:

- Complete statewide long-term industry employment projections for 2002-2012. (February – April 2005)
These projections were completed in July 2004.
- Complete statewide long-term occupational employment projections for 2002-2012. (May – August 2005)
These projections were completed in September 2004.
- Complete sub-state long-term industry employment projections for 16 Workforce Development Regions for 2002-2012. (April – June 2005)
The long-term industry projections for the regions were completed in December 2004.
- Complete sub-state long-term occupational projections for 16 Workforce Development Regions for 2002-2012. (July – October 2005)
The regional occupational projections were completed in May 2005.
- Develop short-term statewide and sub-state industry employment projections for 16 Workforce Development Regions with base year/quarter of 2004:Q4 and projected year/quarter 2006:Q4. (May – July 2005)
The statewide projections were completed in June 2005, and the projections for the regions were completed in August 2005.
- Develop short-term state-level occupational employment projections with a base year/quarter of 2004:Q4 and projected year/quarter 2006:Q4 (August – October 2005)
The short-term statewide occupational projections were completed in August 2005.
- Populate the ALMIS database with the above projections data and submit projections for public dissemination following procedures to be established by the Projections Consortium and the Projections Managing Partnership. (December 2005)
The long-term occupational projections were uploaded into the ALMIS database in July 2005.
- Participate in training opportunities offered by the Projections Consortium and the Projections Managing Partnership. (throughout the grant period)
The staff person who prepares the occupational projections reviewed the skill-based employment projections system on-line in April 2005.

Expenditures through 6/30/2005:

PY03: \$74,142.70

PY04: \$21,834.17

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3) Occupational and Career Information Products. Iowa Workforce Development will continually develop and refine occupational analysis products, which meet customer needs. These products include printed and electronic items as well as presentations on occupations and the labor market. They include information about licensed occupations, the Iowa Workforce Today and Tomorrow publication, state and regional Job Outlooks, and supply and demand information for each Workforce Development Region. IWD also contributes Iowa-specific data to customize the Department of Education's Iowa Choices career exploration computer program, which reaches tens of thousands of students and job seekers throughout Iowa.

Milestones:

- Respond to requests for on-site LMI presentations. Requests are typically received from schools, school-to-work staff, IWD and partners, and various other users (throughout the grant period)
Forty LMI presentations were provided during the planning period to a total of 1,263 individuals. In addition, LMI staff as well as the LMI Project Coordinator attended career fairs where information was distributed to hundreds of job seekers.
- Compile, print and distribute the Iowa Licensed Occupations publication.
Licensed Occupations was completed in October 2004. The 2004 publication will be completed in December 2005.
- Upload a digital version of the Iowa Licensed Occupations publication to the Iowa Workforce Development Internet Home Page (December 2004 and December 2005)
Licensed Occupations 2004 was placed on the Web in October 2004. The 2005 edition should appear on the Web in December 2005.
- Disseminate the 2004 Iowa Workforce Today and Tomorrow (October 2004)
Due to the LAUS changes that were implemented in 2005 and the late availability of the benchmarked labor force series for Iowa, a decision was made to write articles for the new IWIN system rather than produce a hard copy publication.
- Design, layout and print Iowa Job Outlooks for the state and 16 regions. (May 2006)
The Job Outlooks to 2012 will be completed during the Jan.-Mar. 2006 period.
- Continue dissemination of current supply/demand data in existing hard copy and electronic forms for the state and Workforce Development regions. (Quarterly throughout grant period)
The Job Applicants and Openings brochures were distributed as follows:
 - Second Quarter 2004 in August 2004
 - Third Quarter 2004 in November 2004
 - Fourth Quarter 2004 in January 2005
 - First Quarter 2005 in April 2005
- Investigate user need for other occupational analysis products, using SOC and O*Net as appropriate, based on presentations to the Regional Boards.
The Bureau has begun providing occupational information for "industry cluster analysis," a new area of research that has been undertaken by Iowa Workforce Development.

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- Review existing publications for format, content and users' needs (throughout the grant period)
Iowa WorkNet and the Regional Profiles were reviewed to enhance the content and format of these publications. Regional Profiles were awarded the NASWA publication award for "The Product or Service to Meet the Needs of State and Local Workforce Investment Board Customers" at the national LMI Directors meeting in August. Regional publications will also be prepared as an LMI resource for the Iowa Values Fund. These publications will be based on nine regions defined by local economic developers.

Expenditures through 6/30/2005:

PY03: \$70,491.26

PY04: 31,866.23

- 2) **Information and Support for Workforce Boards.** Workforce information support local Workforce Investment Boards (LWIB's) and the operations of the One-Stop Centers in multiple ways. LMI provides data for needs assessments and to assess the basic economic and labor market trends/environment in which workforce development services are provided, thereby helping LWIB's to more effectively oversee services in their regions.

Milestones:

- Continue production of quarterly LMI brochures for each region. (throughout grant period)
The Job Applicants and Openings brochures were distributed as followed:
 - Second Quarter 2004 in August 2004
 - Third Quarter 2004 in November 2004
 - Fourth Quarter 2004 in January 2005
 - First Quarter 2005 in April 2005
- Research local needs through on-site presentations, focus groups, or surveys. (throughout the grant period)
Input was solicited from local staff and employers for the content of the Business Resource Guide and the Jobseekers Guide. Iowa Workforce Development's local business representatives and regional managers were asked to provide their comments and suggestions on the new IWIN display system. Presentations were made to 14 of the 16 regional boards to provide information about our products and services and how LMI can meet the needs of the local workforce boards. Education packets were provided to the boards with samples of regional/statewide LMI publications. LMI packets were provided to each of the local workforce boards to be included in their 2-year WIA plan.
- Develop regional information in either existing publications or new publications. (throughout the grant period)

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Regional profiles are available on the Web, and are updated annually. Regional information is also included in IWIN, the new LMI display system. Within IWIN, users can access a variety of information by region. They can access an overview of the region, economic data, information on jobs and careers, a list of publications that contain regional data, and contacts for workforce development services available within the region.

- Prepare and disseminate quarterly LMI newsletters (WorkNet). (throughout grant period)
 - WorkNet, Second Quarter 2004 – August 2004
 - WorkNet, Third Quarter 2004 – November 2004
 - WorkNet, Fourth Quarter 2004 – February 2005
 - WorkNet, First Quarter 2005 – April 2005
- Prepare and disseminate 2004 Affirmative Action Data Book for employers.
This publication was distributed in January 2005.
- Prepare and disseminate 2004 LMI Directory e-card (November 2004)
The electronic version of the LMI Directory became available on the Web in August 2004.
- Prepare and disseminate 2004 LMI Directory hard copy (January – February 2005)
This publication was distributed in hard copy in September 2004.

Expenditures through 6/30/2005:

PY03: \$36,369

PY04: \$16,371

- 3) Electronic State Workforce Delivery System.** Oregon's OLMIS system was selected as the replacement LMI display system. Staff has customized this system to meet the needs of our LMI users. The new display system is called Iowa Workforce Information Network (IWIN) and can be accessed at:
iwin.iowaworkforce.org

Milestones:

- Update IWIN as updates are made to the ALMIS database. (throughout the grant period)
As ALMIS tables are updated, the information is automatically updated in IWIN.
- Investigate other resources to be added to IWIN. (throughout the grant period)
Staff have prepared articles and researched a variety of websites to include in IWIN.
- Enhance current LMI page on the World Wide Web (throughout the grant period)
The feature, "What's New in LMI," was added, explanations of the changes that were implemented in 2005 in both the CES and LAUS programs were included, and the Long-Term Industry Employment Projections 2002-2012 were added to the LMI page. IWIN was put into production in April 2005, and will eventually replace the LMI page.

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- Receive requests for LMI through e-mail on the Internet (throughout the grant period)
Approximately 160 e-mail requests for LMI were responded to via the IWD-LMI mailbox and the internal customer tracking database.
- Investigate new LMI Display Systems and secure funding needed to implement.
Iowa decided to adapt the Oregon Labor Market Information System (OLMIS) as its new LMI display system. The state's new Iowa Workforce Information Network (IWIN) went into production on 4/11/05.

Expenditures through 6/30/2005:

PY03: \$41,607

PY04: \$16,709.90

- 4) **Workforce Information Training.** Iowa Workforce Development will introduce LMI to new users and will provide refresher training to other users. We will continue to train LMI professionals and LMI users utilizing a variety of techniques, such as formal classes, on-site seminars, one-on-one sessions, ICN (fiber optics) sessions and user conferences. In addition, IWD continues to contract for a field workforce information coordinator to provide training directly to intermediate (workforce development staff, educators, and others) and end users at the local level. This person is a member of the national One Stop Career Consortium.

Milestones:

- Analysts attend training sessions (throughout the grant period)
Two members of the staff attended the LMI Forum in Portland, Oregon in October 2004.
- Continue “Using LMI On Your Job” training as requested (throughout the grant period)
Four sessions of this training were provided. (IWD staff and partner staff in Region 9 received this training.)
- Continue refresher training and workshops using modules developed in prior years and updated to fit the audiences (throughout the grant period)
Eighteen training sessions were provided to 618 participants. Most of these sessions were based on the modules that had been developed during the prior years.
- Using LMI for Career Decision Making
A wide variety of occupational and wage-related materials were distributed to job seekers at career fairs.
- Resources for Building Career Awareness
Six workshops were conducted on this topic from Sept. 2004 through June 2005. The final workshop was provided in conjunction with the Institute for Excellence in Teaching. The Institute extended from June 13-17, 2005, and was given to teachers in the Bettendorf and Pleasant Valley School districts.
- Resources for Serving Job Seekers
In February 2005, training was provided on “Career Transitioning after a Layoff” to job seekers at the Quad City Times Career Fair.

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- Resources for Employers and Economic Developers
In August 2004, ten employers received training on “Changing Demographics and Recruitment and Retention.” In Sept. 2004, twelve employers received training on “Writing Better Job Descriptions.”
- Career One-Stop Refresher
In October 2004, two training sessions were held for 27 IWD and partner staff in Waterloo to update them on “Using LMI Resources on the Job.” In January 2005, two sessions were provided to staff at the Burlington, Ft. Madison and Keokuk offices on the same topic.
- Develop and deliver new hands-on training to agency staff (October 2004 through April 2005)
In December 2004, LMI training was provided to the Disability Program Navigators at an orientation session.
- Conduct training on new LMI Electronic Display System (April – September 2005 depending on receipt of any new system)
LMI staff have started to provide IWD staff with an overview of the new IWIN system. Formal training sessions will be provided when the information on the current LMI page has been collapsed into IWIN.

Expenditures through 6/30/2005:

PY03: \$73,599

PY04: \$29,732

B. CUSTOMER SATISFACTION ASSESSMENT

Iowa’s Labor Market and Economic Research Bureau provided access to the new LMI display system in April 2005. By the end of the planning year, IWIN was receiving over 2,000 visitors per month. Currently, staff are beginning to familiarize users with the system, and have asked for their comments and suggestions. During the next year, the entire content of the LMI page will be incorporated in IWIN. During the past year, there was a total of 972,000 page or file downloads from the LMI page.

A Customer Tracking Database is being used by LMI staff to identify customers and to coordinate responses to customer requests in an efficient and timely manner. Since a large number of inquiries are received from the news media, the use of this system ensures that responses are consistent and directed to the appropriate staff.

A group of Iowa Workforce Development (IWD) staff, partners and employers was asked to provide their comments on the content and quality of the *Business Resource Guide* and the *Job Seeker Guide*. These *Guides* were new during the planning year, and designed as resources for employers and job seekers. Customer feedback was also solicited on the *Regional Profiles*, which have been used for WIA two-year planning purposes. The *Regional Profiles* won the

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2005 NASWA LMI Communication and Publications award for a product or service that “meets the needs of State and Local Workforce Investment Board Customers.”

The LMI Project Coordinator continued to receive favorable evaluations on the wide variety of workshops that she conducted during the year. Workshop participants consistently commented on how much they had learned and how much they valued the resources that were made available to them. A large proportion of the workshop participants were school counselors, job seekers, students and teachers.

For the past two years, Iowa has been the master contractor for the Employers Database. In August 2005, national usage counts were obtained from ACINet for the past six months:

Searching by Occupation – 79,904 visits, viewing 1,025,838 employer records
Searching by Company Name – 34,674 visits, viewing 140,786 employer records

C. RECOMMENDATIONS FOR IMPROVEMENTS TO CORE PRODUCTS

Plans are underway to move everything that is currently on the LMI Page into IWIN, the new LMI display system. This should occur by Spring 2006. The Job Outlook brochures are also being redesigned. These publications are used heavily by job seekers, program planners, students and teachers, and are prepared biennially.

Once IWIN completely serves as the replacement for the LMI Page, training on the new system will be provided to IWD staff and partners. The training will be provided in two parts. The first phase of the training will consist of an overview to familiarize staff with the various kinds of information that can be accessed from IWIN. A more advanced training session will follow that will be based on scenarios that illustrate how the information can be used.