

**Kentucky's
Workforce Information Core Products and Services
Annual Report
For PY 2004**

Education Cabinet
Department for Workforce Investment
Office of Employment and Training
Research and Statistics Branch
Workforce Information

Kentucky is pleased to present the 2004 Annual Report on the Workforce Information Core Products and Services achievements.

The Research and Statistics Branch accomplished a great deal during PY 2004. We again completed nearly all of our tasks, and those that are ongoing are consistently maintained. Though we began this program year with reduced staff, we have since been able to fill these vacancies. With additional staff in place we have been able to set our goals even higher for the future. Increased consultation and collaboration with the state board was demonstrated in the development and delivery of the workforce information core products and services outlined in the planning guidance for program year 2004.

Continuing a trend begun in PY 2003, we sustained our efforts in the areas of marketing and customer service. The Research and Statistics Branch created a tri-fold brochure in three different layouts, one for employers, one for job seekers, and one for counselors, which were distributed throughout the state during meetings and training sessions. There were nine sessions held with a total of 512 school counselors and related professionals attending to acquaint them with our informational products. These meetings publicized **Workforce Kentucky**, the Commonwealth's main labor market information delivery platform, along with other available workforce products and services. This marketing effort had a positive outcome resulting in a continual increase in visits to **Workforce Kentucky**, as well as a significant increase in other modes of contact to the Research and Statistics Branch.

During PY 2004, \$20,000 in funding were leveraged with the Department of Training and Reemployment to partner with the U.S. Census Bureau's Local Employment Dynamics Program to produce local employment data for the Kentucky Workforce Investment Board (KWIB). This was the first occasion in a number of years that

other funding sources above this grant were leveraged to deliver workforce information products.

We continue to make our publications available in alternative formats. Program Year 2003 marked the first time that customers could obtain publications in an electronic format. Today consumers are still given the option of downloading publications from **Workforce Kentucky** or receiving them on business card CDs.

1. ALMIS Database

Continued progress was made in populating Kentucky's America's Labor Market Information System (ALMIS) Database. The ALMIS Database is one of the primary statistical databases accessed by the **Workforce Kentucky** application.

In PY 2004, the database was populated with both routine monthly updates and historical revisions for many types of statistics. Some of the data types include: Local Area Unemployment Statistics (LAUS); Current Employment Statistics (CES); Consumer Price Index (CPI); Total and Per Capita Income; Statewide Industry Employment Projections (both short and long-term); Statewide Occupational Projections (short and long-term); Area Development District (ADD) Occupational Projections (long-term); Statewide, ADD, and Workforce Investment Region Occupational Wages; Training Programs and Completers; and Population data. For the first time, Occupational Licensing data was also incorporated into the database in PY 2004.

Another key component in the ALMIS database is the Info-USA Employer Database. The First Edition of the 2004 version, which includes 149,981 employers, was incorporated into the ALMIS Database during PY 2004 and is accessible through the **Workforce Kentucky** platform. The agency continues to receive favorable comments, from both current and new users, regarding the ability to access information on all Kentucky employers.

The First and Second Editions of the 2005 version of the Info-USA Employer Database were also received during PY 2004, however these versions were not loaded on **Workforce Kentucky** due to differences in table structure. In PY 2005 Kentucky will work to resolve these structural issues and convert its tables to the ALMIS 2.3 database structure. Kentucky also plans a major system upgrade to Workforce Informer Version 3.0 (which will be ALMIS 2.3 compliant). Once the tables are converted and the system upgrade complete, the 2005 Second Edition of the employer database and all future editions, will be loaded and accessible on **Workforce Informer**.

Finally, two system upgrades, Workforce Informer Version 2.1 and Workforce Informer Version 2.2, were completed in PY 2004.

2. Long and Short-Term Projections

Short-term industry and occupational projections, originally scheduled for completion during PY 2003, were completed on a statewide basis for the 2003-2005 period in September 2004. A delay in receiving the required data from the University of Kentucky and the University of Louisville necessitated the carryover to PY 2004. These 2003-2005 projections were added to the ALMIS database on **Workforce Kentucky** and published in both printed format and on business card CD.

The vacancy of an experienced staff person for approximately nine months caused a delay in the short-term projections for 2004-2006. The position has since been filled and these will resume in PY 2005.

Long-term industry and occupational projections, issued on a biennial basis, were completed during PY 2003 and therefore not scheduled for PY 2004. A statewide NAICS time series, spanning 1990 to present, was broken out by ADDs to assist with future sub-state projections.

3. Continue to Publish Occupational Analysis Products for Customer Needs

Kentucky Occupational Outlook to 2012

Occupational projections data from base year 2002 to the year 2012 were incorporated into **Workforce Kentucky** and were also published in the *Kentucky Occupational Outlook to 2012*. This publication was completed in July 2004 and released via internet, in paper copy, and on a business card CD. The publication was well received, with approximately 3,000 electronic downloads from January 2005 to June 2005 and about 75 paper copy distributions. These copies were requested by a wide variety of customers, including job seekers, students, employers, and various other economic and workforce entities.

Kentucky Career Profiles

The update to the *Kentucky Career Profiles* was completed in January 2005 as a carryover from PY 2003. The updated version details 150 occupational titles as opposed to the 250 detailed by its predecessor. The new version reflects the change from the Occupational Employment Statistics (OES) coding system to the Standard Occupational Classification (SOC) system. As the work on the publication progressed, the conversion from the Standard Industrial Classification (SIC) system to the new North American Industrial Classification System (NAICS) also mandated a change in certain areas of the publication. Because of these changes, this publication has been essentially crafted from scratch rather than merely updated. This is one of our more popular publications, detailing job descriptions, educational requirements, locations of training, skills, abilities, knowledge, tasks, activities, work context, advancement opportunities, working conditions, outlook opportunities, earnings data, locations of employment,

industries of employment, alternate occupational titles, and related occupations for a list of 150 occupations ranked by fastest annual growth rate and most annual job openings concurrently. This data is extracted from a variety of sources, including O*Net, America's Career InfoNet, Kentucky ALMIS data, and Bureau of Labor Statistics, and then arranged to best fit scenarios within the state of Kentucky. Approximately 10,293 copies were downloaded from **Workforce Kentucky** and around 150 hard copies were distributed from February 2005 to June 2005.

Kentucky Career Outlook Kit

The Kentucky Career Outlook Kit is a mini disc that contains the *Kentucky Occupational Outlook* and the *Kentucky Career Profiles* in an easy-to-use format. These discs are the size of a business card and easy to send through the mail or distribute at meetings or training sessions. The menu screen and content of the disc was greatly enhanced in the newest version. This task was carried over from the PY 2003 and will continue to undergo enhancements in the future.

Skills-Based Projection Application

The Skills-Based Projection Application is a product of the Projections Workgroup and generates information on current supply, projected demand, skills gap and replacements for job requirements (knowledge, skills, and generalized work activities) by integrating short-term and/or long-term occupational projections with the Department of Labor's Occupational Information Network (O*NET) data. The Research and Statistics Branch will use this innovative new feature in conjunction with **Workforce Kentucky** to assist users in assessing career outlook based on projected data. This is a carryover from PY 2003 and will continue to advance throughout PY 2005.

4. Ensure That Workforce Information and Support Required by State and Local Workforce Investment Boards Are Provided

To ensure ongoing collaboration and consultation with the Local Workforce Investment Boards, Research and Statistics Branch representatives attended all Workforce Investment Board and Business and Industry Committee meetings. These meetings provided the branch staff with opportunities to market and present workforce information, elicit the exchange of ideas, and address the information needs of the local boards. During the year, the branch provided regular support to the local WIA professionals in meeting their needs for workforce information products and services. The branch assisted the WIA in writing the Kentucky State two-year WIA plan. Finally, the state WIB Executive Director and the LMI Manager had ongoing dialogues regarding the creation and use of workforce information to meet the needs of WIA customers.

2003 Kentucky Total and Nonwhite Population and Labor Force Data by County

This publication was completed in December 2004 and shortly thereafter was made available on **Workforce Kentucky** and in printed copies. It is utilized by Kentucky employers to complete their annual affirmative action reports and is one of the most requested pieces of labor market information. We distributed 83 printed copies and had requests for 2,676 electronic copies during the period from January 2005 thru June 2005. Additionally, the 2002 publication was downloaded 2,382 times between July 2004 and December 2004.

2004-2005 Kentucky Labor Market Information Directory

This directory provides a staff contact listing as well as detailed information regarding reports, publications, and data produced by the Research and Statistics Branch. This was a carryover from PY 2003 and was completed in January 2005. Between February 2005 and June 2005, 3,684 electronic copies of this publication were downloaded from **Workforce Kentucky**. Staff also distributed approximately 115 printed copies.

Kentucky Labor Market Information Newsletter

The *Kentucky Labor Market Information Newsletter* highlights the labor market conditions for the state of Kentucky and provides additional statistics that are of interest to various workforce customers. This newsletter is distributed to 2,100 customers each month. Enhancements to the newsletter are ongoing.

Occupational Wage Data

We produced and published updated occupational wage data for the state, 14 ADDs, and 10 WIAs. Since the OES program now produces estimates every six months, we were able to update our wage data with the most current information. This occupational wage data is accessible through **Workforce Kentucky**. Additionally, spreadsheets containing publishable occupations are available upon request. This data continues to be one of the most frequently viewed areas on our web site, as evidenced by over 250 visitors per month retrieving this wage data. The Research and Statistics Branch also receives numerous phone requests weekly asking for occupational wage data.

Local Employment Dynamics (LED) Program

On August 13, 2004, Kentucky's Quarterly Workforce Indicators (QWI) became available on the Census site. During PY 2004, we sent four more quarters of employee and employer data to the Census. Additionally, procedures to capture and transmit both sets of data are now programmed into place. We are currently learning how to customize the QWI LED data on **Workforce Kentucky**.

GEO Coded Data

The Quarterly Census Employment and Wages (QCEW) unit completed the development of GEO coded data for employers with employment greater than 250 by January 2005. They are continuing the GEO coding of data for smaller employers.

5. Kentucky's Electronic Information Delivery System (Workforce Kentucky)

The improvements made to the **Workforce Kentucky** web site are continuous. All current and historical data originally intended for this web site have been deployed. In addition, the site is augmented with new data as it arrives. With the site officially launched, we began to market and craft it to encourage return visits, a necessity of any internet domain. The appearance and content of the site have been enhanced and new articles have been added. This is an ongoing process. Unemployment Insurance data tables are added monthly in Adobe Acrobat format. These tables have been downloaded for an average above 350 times a month with around 75 paper distributions per month as well. The aesthetics of the site were modified to make it more appealing.

Web traffic appeared to increase in direct correlation with these changes. According to WebTrends software, a utility that monitors site traffic, the average number of monthly visits from PY 2003 to PY 2004 rose by forty one percent from 14,000 to 19,700. This is a substantial increase that we expect to continue with future enhancements and upgrades. In PY 2004 there were 1.5 million page views. This web site is tailored to benefit every type of user or customer within the state or nation, including employers, job seekers, students, career counselors, economic developers, employment counselors, education and training providers, and Workforce Investment Act professionals. Feedback regarding the site improvements has been quite positive.

6. Support State Workforce Information Training

During PY 2004, numerous training sessions were conducted for the many users of workforce information. Employer, economic development, education, community, Workforce Investment Board, and other customer groups were provided instruction that enabled them to utilize the numerous informational resources that are available. Training sessions were provided for several Society of Human Resources Managers (SHRM) groups and nine sessions were conducted for approximately 512 school counselors and related academic professionals to acquaint them with these informational products. Staff provided technical assistance daily to customers requesting specific or general workforce information regarding the web site, publications or upcoming training sessions.

Staff attended essential training provided in various areas, i.e., training from the LMI Institute, Local Employment Dynamics, and the LED Quarterly Workforce Indicators. Staff attended approximately 30 Employment and Training Administration (ETA), Bureau of Labor Statistics (BLS), and state-sponsored training sessions related to statistical programs. While at these events, staff interacted with colleagues from other states who are employed in similar positions and work with comparable workforce information products and services.

Customer Satisfaction Assessment

The Research and Statistics Branch recognizes the importance of customer satisfaction assessment and its role in improving current products and services. The branch was more proactive than ever in PY 2004 in collaborating with customer groups. During all meetings, presentations, conferences, and demonstrations, opportunity was given for customers to provide input. This helped promote ongoing dialogues between the users and suppliers of labor market and workforce information. However, more interaction among the branch and customer groups is needed to assess their needs and improve and/or develop products or services. We have since been able to augment our staff with personnel adept at meeting the needs of our various customer groups.

The funds from the Workforce Information Core Products and Services program provide essential workforce information to Kentuckians. The program enables Kentucky to provide a wide array of print and electronic products to many varied customers. We will continue to assess their needs, and respond to meet them as mandated in Section 309 of the Workforce Investment Act. This commitment will be required to transform labor market and workforce information to meet customer needs more effectively.