New York State Annual Performance Report on Achievements and Outcomes for PY 2004 Workforce Information Grant Work Plan

1. **Continue populating the ALMIS database with state data**

   Core data tables, except industry projections (our agency does not do industry projections), were updated. Affirmative Action/EEO planning data was added and made available on the website. Completed the re-design of our front end application to query the database to coincide with the agency's re-design of its website and installation of a content manager. Also, regional web pages were incorporated into the re-designed website. Some of the datasets we planned to add were put off in order to complete the re-design of the website using the content manager. These datasets were already available to the public via other databases. We updated to new versions of the database as they became available.

2. **Produce and disseminate industry and occupational employment projections**

   Projections for our 10 labor market regions were prepared in PY 2004. Long-term regional occupational projections were developed using Long-Term Industry Projections Consortium software and industry forecasts from the Governor's Budget Office. These projections were incorporated into the ALMIS database and made available to One-Stop partners and the general public via the NYSDOL website.

   Short-term industry projections for New York State are prepared by the Governor's Budget Office. Staffing patterns from the OES Program or sub-state occupational estimates based on the staffing patterns were prepared on 83 occasions, mostly for local Workforce Investment Boards (LWIBs), board staff, economic developers, or survey analysis. They also were used for rapid response activities and for identifying firms to invite to job fairs, as well as for simply identifying staffing patterns for priority industry clusters for local boards. Staffing data was mapped using GIS for economic developers trying to locate labor for potential employers.

3. **Provide occupational and career information for public use**

   CareerZone (CZ) staff continues to present the career exploration and occupational analysis tool to school counselors, teachers, administrators, career counselors and local workforce investment partner staff and administrators. CZ staff supported the State Workforce Investment Board's Emerging Worker Subcommittee priorities by presenting at Take Your Future to Work Day and three Youth Conferences involving more than 6,000 students. In the process, staff handed out 45,000 CZ brochures. The CareerZone System is visited by 100,000 users each month.

Our local labor market analysts and staff made 180 CZ presentations to local schools, guidance professionals and teachers.

One-Stop Centers continue using CZ as a key tool in delivering career information. CZ staff provided customized training for One-Stop staff. Interactive tools to build resumes, cover letters, and lists of references were added last year to the CZ website to continue to support beginning jobseekers.

CZ provides full-text versions for people with disabilities.

Extensive training sessions were provided around the State to train teachers and counselors in the use of CareerZone and the CareerZone Portfolios; 260,000 portfolios are currently in use.

Six career development classes were delivered to workforce development professionals. In addition, two Master CDF trainers were provided to train counselors who in turn will train local staff.

One-Stop LMI Grant funds were used to develop, update, and disseminate career-related publications. They are available on paper and on the web.

Division staff delivered 12 regional facilitator training sessions on the Real Game series to 180 One-Stop staff, counselors, and educators. The Real Game simulates the world of work and introduces students and adults to using LMI to make career decisions.

The Career Lattice project has developed slowly. The project is designed to develop a series of career paths from entry-level positions to self-sufficiency. These paths are possible because similar skills are required in a number of jobs. Staff prepared a brochure for one lattice which was offered to the Welfare to Work program for review. It could serve as a template for other lattices.

Our NYSDOL website now includes a tool that allows jobseekers to find potential employers that hire workers in their occupation. It is based on a link between the InfoUSA database and OES staffing patterns.

4. Ensure that workforce information and support required by state and local workforce investment boards are provided.

Our 10 field offices (30 staff) served local One-Stop partners, LWIBs, and staff extensively. Services included:

1. Consulted on Occupational Demand Lists. Provided an online tool for adding and deleting occupations. Began research on a new methodology for determining demand lists that can be updated monthly. It is based on QCEW and OES staffing patterns data.

2. Updated labor market conditions information by providing LMI/data of all types.
3. Served on State WIB and LWIB sub-committees; attended board meetings. Staff attended over 100 board meetings across the State.
4. Consulted on designing workforce development surveys for local areas.
5. Analyzed survey results or wrote parts of reports, grant applications and strategic Three-Year Plans on 70 occasions.
6. Presented on various LMI topics to LWIBs or sub-committees 50 times.
7. Provided job opening lists for labor exchange through WDSuite tool daily.
8. Maintained and enhanced the Eligible Training Provider website.
9. Presented workshops at the New York Association of Training and Employment Professionals (NYATEP) statewide conferences.
10. Regional web pages were re-designed and hung live in June 2005. They are now integrated into the Department's website (http://www.labor.state.ny.us/).
11. See section 3 above for training related to CareerZone.
12. Assisted LWIBs in identifying priority industry clusters.
13. Participated directly in 28 Rapid Response workshops involving 1,680 laid-off workers, explaining LMI and websites useful for career planning and searching for jobs. Worked with Rapid Response Team to ensure LMI was included in all presentations regardless of whether LMI staff participates.
14. One field analyst maintains a LWIB's website and another writes a monthly piece on local labor market conditions for another LWIB website.

Continued expanding accessibility to Operating System data for LMI and program management purposes. The Division of Research and Statistics (R&S) continued to provide LWIBs with real-time management reports based on operating statistics. Reports reside on a password-protected web server that queries the OSOS data warehouse. Reports provide information on customers by WIA funding stream or by provider/offering. Additional reports are provided for Labor Market Analysts – summary data or job openings and occupations and available job seekers in OSOS.

System enhancements continued in PY 2004 initiated at the request of end-users, the LWIBs or regional staff of the Workforce Development and Training Division. They included:

- additional Displaced Homemaker requirements
- inclusion of New Hires database results
- inclusion of changes requested by LWIBs
- provided a similar web application for labor exchange evaluation processes and reports. Data from this application is shared with LWIBs at the regional level.

Market penetration rates by LWIA were provided to WIBs, both for individual customers and firms. This was directed by the SWIB as part of its Systems Indicators effort.

R&S continued to geocode the QCEW data for the purpose of mapping this information for customers.

New York prepared monthly estimates of jobs by industry for areas not funded by BLS and published them online.

Published our newsletter, "Employment in New York State" each month in PY 2004.

A new round of WIB wage data was intended for PY 2004 but was not completed. It will be done the first half of PY 2005.

Maintained the Eligible Training Provider website. Continued revamping and expanding the site.

5. Maintain and enhance electronic state workforce information delivery systems

Re-designed the Department's website, including the LMI portions, under new content manager software. It includes a new search engine. Analysis of search topics should eventually tell us what our customers cannot easily find on the site and then allow us to improve the site by making it more intuitive. Because the re-designed site went live on June 10, 2005, our web unit had no time to devise reports summarizing the search topics or web metrics.

Web metrics generated prior to the re-design were used to better understand our users' needs, and used to guide the re-design.

Maintained/administered the web server for the statewide workforce development system's website.

The customer satisfaction questionnaire triggered by the "Customer Feedback" button on our old website yielded only eight responses in six months, so we discontinued it when the site was re-designed.

InfoUSA's employer database continued to be provided to the public on our NYSDOL website. The usefulness of the data was enhanced by linking the employers to the OES staffing patterns and offering a search tool for customers to search for firms which would likely employ persons in their occupation. The latest version of the database was loaded as it was received. InfoUSA was properly cited as the source of the data.

6. Support state workforce information training activities

(Much of section 3 of this report deals with training related to CareerZone and occupational and career information.)

Efforts to offer Career Development Facilitator training to One-Stop partner staff and Wagner-Peyser staff was put on hold as new program administrators came on board and re-evaluated their priorities.

The online Resource Room Template used by Wagner-Peyser staff was eliminated with the web page re-design. It was replaced with online job search tools under the "Career Services" button.

Field analysts participated in the following training activities:

Consulted with LWIBs concerning occupational demand lists;
Updated LWIBs on labor market conditions, provided LMI/data of all types;
Served on State and LWIB committees; attended board meetings;
Consulted on designing workforce development surveys;
Participated on One-Stop Center certification teams;
Consulted on grant applications and Three-Year Plans;
Presentations to LWIBs or sub-committees; and
Presented workshops at NYATEP statewide conferences.

We investigated participating in the Longitudinal Employer-Household Dynamics (LEHD) Program. Our state UI law prohibits sharing the required datasets with the Census Bureau. We proposed that the law be amended to permit our participation.

The Division of R&S held two training sessions for its field analysts. The sessions provided updates on WIA-related activities and priorities, as well as training on BLS programs; training R&S will be required to provide to our One-Stop partners and customers; the retrieval and use of Census data; career information; and a brainstorming session on enhancing our LMI website.

All of our Division's analysts (in the central office and the field) have taken the LMI Institute's Basic Analyst class. Additionally, some staff attended the Advanced Topics class offered by the Institute.

7. Consultation and customer satisfaction assessment

a. Description of methods

Step 1: Maintain the Customer Requests Database. We maintain a database of all customers contacting the LMI system. Requests for information, consultation, or data (received by either Central Office or the field staff network) by phone, letter, personal visit, or e-mail are recorded in this database. From the database we choose a sample of customers to be queried concerning their satisfaction with our products and services.

Step 2: Analyze our web customers based on log analysis software on the Department's web server. The major part of our customer base retrieves information from our website. Log analysis software was used to track the volume of customers using the database, the specific pages being viewed, and IP address of customers viewing the pages. The information was valuable in developing the re-designed website that was launched in June 2005.

Step 3: Encourage more responses to our customer satisfaction questionnaire on the LMI part of the Department's website. Contrary to original plans, a pop-up questionnaire was not used. An optional feedback button was put on the old website. It was discontinued on the new website because it got only eight responses in six months.

Step 4: Collect satisfaction/improvement data through our new search engine. The search engine will allow us to judge what LMI customers want. It will be key to determining the demand for LMI. The search engine will track what people are searching for and thereby document demand for specific types of LMI. It will allow us to return the information most likely desired by the customer when they type atypical terms into the search engine. Based on continuous review of what customers search for, we will adapt the delivery and presentation of LMI. Our web unit did not have time to develop reports on searches because they were installing the agency-directed content manager software and re-designing the Department's website.

Step 5: Assess customer satisfaction among businesses. We will evaluate the frequency of use of web pages under "LMI for Business" (increases or decreases may indicate satisfaction or dissatisfaction) and conduct a survey of a small sample of businesses taken from the Customer Requests Database (see Step 1 above). We will determine what can be done to improve services or publications after evaluating responses.

Step 6: Assess customer satisfaction among individuals. We surveyed a sample of individuals (jobseekers, unemployed persons, students, etc.)

from the Customer Requests Database (see Step 1 above). We will evaluate results of the customer satisfaction questionnaire from individuals using the website. We will determine appropriate adjustments and implement as necessary.

Step 7: Assess customer satisfaction of the Workforce Development System partners. We will survey the State Workforce Board, local boards, Wagner-Peyser staff, Workforce Development Division staff, and training providers. We will use evaluation forms after training sessions in which we participate. We will evaluate web user customer satisfaction questionnaire results from these groups. We will determine improvements and implement as necessary.

We asked satisfaction questions via e-mail, and phone. Roughly 55 percent of our sample is questioned via e-mail and 45 percent via phone. However, 65 percent of the responses received were generated via phone.

b. Customer Satisfaction Results:

1. Satisfaction rates by Type of Customer or Organization.

Businesses	99%
Economic Developers	100%
Educators: K-12	100%
Educators: Post secondary	90%
LWIBs/One-Stop Centers	92%
Media	98%
Training Providers	100%
Students	100%

2. Satisfaction rates by Type of Data or Information Requested.

Affirmative Action	93%
Census data/population	98%
Commutation	100%
Cost of Living/CPI	100%
Income/Poverty	98%
Occupational skills	96%
Wages by industry	96%
Wages by occupation	97%
Legislation review	100%
RFPs: writing or reviewing	80%
Welfare to Work	92%
Workforce Investment Act	93%
Technical assistance	100%
Worker protection	83%

Wage reporting	100%
Business expansions/contractions	100%
Career information/Career Zone	96%
Jobs by industry (CES or 202)	97%
Occupational projections/employment	98%
Unemployment rates/resident employment	99%
UI claims/beneficiaries	100%
Applicants in Talent Bank/openings in Job Bank/WDSuite	100%
Training	94%
Other	95%

3. How LMI was used

   We asked customers how they used the LMI they requested. These are the results:

Use	Percent of Respondents
Career Counseling/Planning	12%
Economic Development	13%
Job Recruitment/Staffing	7%
Program Planning/Development	11%
Research	26%
Wage Comparison	19%
Other	11%

4. Response time

   We asked customers if they were served in a timely fashion; 98% were.

5. Suggestions for Improvement

   Suggestions tend to fall into several categories:
   - about data needs or availability
   - about the website; its organization, ease of use
   - other

Comments about data needs almost always relate to wanting more types of data, more detailed data (either by industry, demographic groups or geography), or wanting the data sooner. Unfortunately, many of these are impossible given resource limitations and confidentiality rules. Sometimes users could not find the information even though it was on the website – a hint that the site needs attention.

Comments related to the website have been addressed as time and staff resources permit. We have improved the technical notes describing the development of

various datasets, clarified instructions, and made the organization of the new website more intuitive.

8. Summary

Overall, it was a successful year. While some goals set out in the PY 2004 Plan were not attained, we always set lofty goals and push ourselves to attempt to reach them. This leaves room for improvement in PY 2005.

Customer Satisfaction levels were good. Our efforts will now move toward supplying more complete LMI to more customers in less time, training customers to use LMI on their own as they need it, and do this while maintaining high levels of customer satisfaction. We are pushing our IT staff to develop web metrics and a report summarizing the searches done on our website.