

State of Utah
PY 2004 Workforce Information Core Products & Services
Annual Performance Report

Accomplishments

Core Product 1

Utah successfully maintained the 2.2 version of the ALMIS Database and populated all of the core tables with state data. The core tables were populated in accordance with guidelines issued by the ALMIS Database Consortium. Utah updated the content of the database in a timely manner. Utah maintained the occupational licensing data and updated the required files. Utah gathered customer feedback through a form that was made available on the Web, a written questionnaire for internal customers, and a focus group for the Utah Economic Data Viewer (UEDV).

- Utah populated and updated the core tables in the ALMIS Database through June 30, 2005.
- Utah maintained its licensing data through June 30, 2005.
- Utah collected information from customers using a Web-based customer feedback form for the UEDV for two weeks in November 2004 and two weeks in March 2005.
- Utah conducted a customer survey of internal customers by December 1, 2005.
- Utah conducted a focus group for the Utah Economic Data Viewer by June 30, 2005.
- Utah counted “hits” to UEDV and the specific interfaces through June 30, 2005.
- Utah continued to maintain the employer database with information from InfoUSA and made it available on the UEDV through June 30, 2005.

Feedback from Customers

Web Survey for UEDV: The survey was on the Web site two times, for a month each time. It was programmed to pop up after the customer built a report. Five statements were on the survey and a five-point rating scale was used to measure the customers’ satisfaction. Customers were able to provide written comments. Information from last year’s survey is provided indicating that our ongoing efforts to improve this product may be working.

- “It was easy to navigate through the system”: 78 percent of respondents rated it above average or outstanding compared with 72 percent last year.
- “It was easy for me to find the information I was looking for”: 70 percent rated it above average or outstanding compared with 63 percent last year.
- “I will likely use the UEDV in the future”: 85 percent of respondents rated it above average or outstanding compared with 92 percent of respondents last year.
- “I would recommend the UEDV to my colleagues”: 78 percent of respondents rated it above average or outstanding compared with 80 percent last year.

- Overall I am satisfied with the Utah Economic Data Viewer”: 78 percent of respondents rated it above average or outstanding compared with 77 percent last year.

Written comments include:

- I think it works pretty well. I think not many people know it exists or how to use it.
- I am part of the training team in the Ogden Employment Center and not only do I use this Web site daily, my co-workers do and I also refer my customers here! This is one of the best tools we have for training assessment and career counseling.
- It’s a great source to gather LMI.
- So far it has been great to use. Good talking tool to use with customers.

Opportunities for Improvements:

- Some customers believe the headings are not clear enough. We need to make the language less technical and more descriptive.
- Some customers want more current information. We are working to improve our processes to get information on the ALMIS database more quickly and efficiently.
- Some customers find it difficult to use the information such as the standard coding systems. We will continue to enhance the UEDV to make this more user-friendly.

Survey results from internal customers using the five-point rating scale:

- “It is easy to update the ALMIS database”: 75 percent of the respondents scored this four or higher.
- “It is easy to understand what needs to be updated”: 85 percent of respondents scored this four or higher.
- “The ALMIS database is updated in a timely manner”: 95 percent of respondents scored this four or higher.
- “Overall satisfaction with ALMIS database”: 95 percent of respondents scored this four or higher.

Core Product 2

Utah developed and disseminated state-level long and short-term industry and occupational employment projections, using the methodology, software tools, and guidelines developed by the Projections Consortium and the Projections Managing Partnership. Utah successfully developed statewide short-term projections for the 2004 – 2006 period. Utah continued to populate the ALMIS Database with the 2004-2006 short-term and 2002 –2012 long-term projections data and submit the data for public dissemination.

Long-term occupational projections were be published in several publications including *Utah Careers*, the *Utah Job Trends* publications, in brochures, on the careers.utah.gov Web site, in the Choices system which is the State of Utah’s career information delivery system, and on our Web site. They were also be highlighted in *TrendLines* magazine and in trainings and presentations. The long-term occupational projections were used for

economic analysis purposes and to help customers better understand where the Utah economy is heading. Short-term projections were highlighted in *TrendLines* magazine. The projections were also used for economic analysis purposes and to help customers better understand where the Utah economy is heading. Utah successfully made long-term occupational projections available in hard copy and electronic formats within 60 days of developing the data.

- Utah developed statewide short-term industry projections by May 30, 2005.
- Utah developed statewide short-term occupational projections by June 30, 2005.
- Utah produced and disseminated long-term local-area occupational projections by September 30, 2004.
- Utah populated the ALMIS Database with the long-term projections data by September 30, 2004.
- Utah populated the ALMIS Data base with short-term projections data by June 15, 2005.
- Utah surveyed internal customers by September 30, 2004.
- Utah conducted a focus group to gather feedback for these data by December 1, 2004.

Feedback from Customers

Internal Survey Regarding Short Term Industry Projections

A survey was given to internal customers using a rating scale of 1-strongly disagree; 2-disagree; 3-neutral; 4-agree; and 5-strongly agree.

- “Receive projections”: 80 percent of respondents rated it 4
- “Valuable to customers”: 76 percent of respondents rated it 4
- “Indirectly helps with other jobs”: 76 percent of respondents rated it a 4
- “Overall satisfaction”: 72 percent of respondents rated it 3.5

Internal Survey Regarding Long Term Industry Projections

- “Receive projections”: 84 percent of respondents rated it 4.
- “Valuable to occupational projections”: 96 percent rated it 5.
- “Indirectly helps with other jobs”: 96 percent rated it 5.
- “Process is useful”: 84 percent rated it a 4.
- “Process is efficient”: 80 percent rated it a 4.
- “Overall satisfaction”: 88 percent rated it higher than 4.

*See “Feedback from Customers” under Core Product 3 for feedback regarding occupational outlook publications and other products.

Opportunities for Improvements

- We must further investigate to find out more information about how the short-term industry projections can be valuable to customers and how they can be better used in their jobs. This will be accomplished with an informal focus group and/or brainstorming session.

- We must review our processes for developing long-term industry projections and see if we can improve them. This will be accomplished through an informal focus group and/or brainstorming session.

Core Product 3

Utah continued to improve customer-focused occupational and career information products, incorporating related information such as employment projections, in-demand occupations and supply indicators, wages, career ladder/lattice information, advice and supportive information, and forecasts and trends. All of the information is SOC-based and developed in consultation with intended customers. In addition, Utah conducted a job vacancy survey using the standard methodology developed by BLS.

Utah successfully published the following publications in hard copy format and on its Web site:

- *Utah Job Trends, Utah Job Trends Metro, Utah Job Trends Non-Metro*, which includes information about the occupations in demand in the Utah job market at the metro and non-metro levels. Utah is not publishing areas, which are not supported by the data. Most of the employment in Utah is concentrated along the Wasatch Front in one large labor market.
 - Two additional versions of this publication were developed and distributed: one targeting youth and the other targeting the general adult population.
- *Utah Careers*, a guide which offers all of the above information in one source, plus Holland Code tools to find the right kind of job; advice on writing resumes, interviews, keeping a job, balancing work and family; finding good child care, using our state Career Information Delivery System; education/training options, and more.
 - Two supplements to *Utah Careers* were developed including information targeted to women and older workers. We worked with Utah's Rapid Response Team to ensure current, appropriate labor market information is available in the publications they develop and distribute. We did not develop a separate publication as we found this would be a duplication of effort.
- Utah published information in flyers, posters and brochures.
 - Utah pilot tested a brochure written in Spanish directed to parents.
 - Utah's occupational wage and projections data is published on the state's Career Information Delivery System (CIDS) Choices.

Utah successfully developed and published all of the publications outlined above in hard copy format and on its Web site.

- The employment counselor version of *Utah Job Trends* was published by September 30, 2004.
- The youth version and the general adult version of *Utah Job Trends* were published by September 30, 2005.
- The *Utah Careers* was published by September 30, 2004.

- The posters, flyers, and brochures were supposed to be published by February 28, 2005. They were published by May 2005.
- Utah conducted focus groups to gather feedback on products by March 30, 2005.
- Utah conducted a job vacancy survey during the months of October, November, and December 2004 and published results by February 15, 2005.

Feedback from Customers

Utah Job Trends and Youth Job Trends Focus Group: This focus group was made up of secondary school counselors. They spoke for counselors and youth in providing feedback. The questions asked included the following:

1. What do you like?
2. What types of problems exist?
3. Do these publications meet your needs for occupational outlook information? If not, why not?
4. How do you (or would you like to) use the publications? If you don't why?
5. What one thing could we do to improve these items?

The summary responses include:

- They like the five star rating scale, they say kids will understand it
- They like the way the publications are written, easy to read
- They like the website on each page giving the users a way to get more information
- They like the occupations grouped by training level

Suggestions for improvements include:

- Make sure that all terms used are simple and understandable
- Put a printer-friendly version on the Web
- Ensure that all information is described and identified fully
- Link occupations to high school courses

How they use it:

- When career counseling or teaching career classes
- Career Day in the schools
- They would like us to send copies to school counselors and train them to use the LMI

Utah Careers Focus Group: This group was held at the University of Utah Career Center and students attended. The same set of questions used with the school counselors was used for this group.

The summary responses include:

- University students appreciate the information in the career guides and will use it
- They would like to see the occupational information linked to college majors
- They liked the layout and look of the publication

- The liked the star rating scale

The most important articles for them are:

- Top Five-Star Jobs
- Skills in Demand in Today's Job Market
- Resumes
- Interviews
- The career chart
- Note: The best single thing about the publication is the career chart

Utah Economic Data Viewer, Occupational Information Tool Focus Group: This focus group consisted of eight employment counselors and one business consultant from DWS. Participants were asked to provide feedback on navigation/ease of use, the data and its presentation, and anything else they wanted to comment on.

The summary responses include:

- Overall they like the system and believe it contains important information that can be used in their jobs
- Simplify or minimize the number of "clicks"
- Make it easier to find the job title you are looking for, especially the ability to use lay terms
- Ability to move data into UWORKS (the administrative system used by internal employment counselors and business consultants)

Opportunities for improvement

- The biggest challenge with getting career information to university students is that they don't usually visit the career center until they are seniors and they don't have time to read or research anything not directly related to their classes. We will try to work with the career centers at the university to see how they recommend this be remedied. We are also working very closely with public education to improve the process of delivering career information to high school students so they can begin preparing as early as possible.
- We plan to meet with the UWORKS coordinator for DWS to see if UWORKS can be directly linked to the appropriate information in the ALMIS database. This will make it much easier for employment counselors to use and access this information.
- We plan to continue to make a wide variety of enhancements to the Utah Economic Data Viewer based on customer feedback. Sometimes we make a change immediately and others take a little longer. We also must prioritize them.
- We are going to continue our efforts to make everything available on the Web and as easily accessible, current, and easy to print as possible. We are in the process of pilot testing an Open Content Management System that allows our division to directly edit and update our Web page without having to have someone in IT

involved. This streamlines this process and empowers us to keep our information as current as possible.

Core Product 4

Utah successfully provided information and support to state and local Workforce Investment Boards (WIBs) and provided other special demand information products and services. Utah continues to maintain a close working relationship with its state and regional councils due to the organizational structure of DWS. Currently DWS has developed a targeted industry strategy that will benefit both the job seekers and businesses. This strategy is endorsed by the state and regional councils. LMI was used to identify industries and show counselors and job seekers jobs that are in demand, which jobs pay well, and how to visualize a career ladder. Utah successfully published several newsletters to communicate information to customers at the state and local levels.

- The magazine-style newsletter *TrendLines* was published every other month and contained state and local information along with articles of general information. Its intent is to give the reader a general idea of what is happening in the economy.
- *TrendLines Extra* a Web-only bullet point listing of economic information was updated each week and was made available only on our Web site.
- The *County Trends* newsletters were published quarterly providing the reader general economic information at the county level. These newsletters are supported by detailed tables, charts, and graphs available only on our Web site quarterly.
- Occupational Wage Flyers were published twice during the year when new wage data was made available. They provide customers with a quick list of occupations and wage information in a flyer format. The flyers are created for the state and sub-state levels.
- Web products were updated regularly including: Fact sheets for each county, E-profiles for each county, major employer lists for each county, and occupations with training potential lists for local areas.

Workforce investment boards (i.e. regional counsels) each had access to a regional economist assigned to their region who developed and produced information and responded to the needs of his/her particular region. The regional economists worked closely with regional councils, employment centers, schools, and a wide variety of other local stakeholders and customers to develop and continually improve products and services to meet customer needs.

Utah's regional economists produced two hard copy newsletters called *County Trends* for each county and updated information on the Web site four times during PY 2004. Utah published the *TrendLines* newsletter every other month and published *TrendLines Extra* each week. The regional economists updated county fact sheets for each county and economic and demographic profiles for each county. Utah continues to gather customer feedback by sending out a card every other year to customers receiving hard copy publications, to see if the customer wants to continue his/her subscription (see the results of the PY2003 information below, we plan to gather new information in PY2005). This also helps us clean up our mailing lists.

- Utah used customer feedback to improve its Web site, Web interfaces, publications, trainings, and presentations through June 30, 2005.
- Utah's regional economists served regional and state workforce investment boards through June 30, 2005.
- Utah published the *TrendLines* newsletter six times during PY 2004 (every other month).
- Utah published *TrendLines Extra* each week during PY 2004.
- Utah published *County Trends* newsletters in December 2004 and June 2005, the information was updated on the Web in March 2005 and September 2005.

Feedback from customers (from PY2003)

Customers have demonstrated support for these products and services formally and informally. We regularly receive informal feedback verbally and in writing for these products and services. An example of a formal survey on the County Trends Newsletters showed the following scores based on a five point rating scale (1=poor; 2=unsatisfactory; 3=OK; 4=average; 5=outstanding):

- The information in this publication is... 4.34
- Its usefulness to me is...4.29
- Overall, I think this publication is...4.29
- Themes of written comments show that customers like the local, county-specific information; comparison of the local economy to the state and nation; current information; easy to read and understand; and interesting and useful information.

Another example of a formal customer feedback survey showed support of the Regional Economists. Following are results from the survey:

- 80% of customers agree or strongly agree that they know who their regional economist is and how to contact them.
- 70% of customers agreed or strongly agreed that the regional economist responds quickly and effectively to data or other information requests.
- 75% of customers agreed or strongly agreed that presentations and publications from the regional economists are useful and valuable.
- Themes of written comments show that customers like the knowledge and availability (for staff and employers); the presentations and personal visits to the regions; they know the areas well; current information; helpful, patient, and friendly; explain the meaning of economic information; lively interesting presentations; helpful with Regional Council; and *TrendLines* magazine and other publications.

In addition, external customers rated the presentations by regional economists a 4.2 (out of a possible 5) overall.

Opportunities for Improvements

- We are currently in the process of creating a new newsletter that will eventually replace the County Trends Newsletter. Conceptually the new publication will be targeted to business customers and will contain local economic information as well as input from the business consultants, such as upcoming workshops/seminars, resource information, and special topics. We believe this will better meet our customer's needs. We plan to have a focus group once we get a pilot newsletter in place.
- The regional economists have implemented a plan to ensure we are providing excellent support to economic development staff statewide. The Governor of Utah has listed economic development in the state as his number one priority. In order to support the Governor, we plan to further develop existing relationships we have with economic development staff and make contacts to develop relationships with those we do not know as well. As we develop these relationships we will gather information formally and informally about how we can better meet their needs.
- We recently signed a contract with the Census Bureau to get LEHD data for the State of Utah. We believe this will be of great benefit to the local areas of the state. We are also researching the ACS data to see how it can be incorporated into the products and services we provide. In addition, we are conducting another vacancy survey and plan to conduct a benefits survey this year. All of this new information should provide even better insights into the Utah economy and its sub-state areas that will support all of our customers.

Core Product 5

Utah continually improved, developed and deployed a publicly accessible state workforce electronic information delivery system. This system, called the Utah Economic Data Viewer, allows customers to easily access information they need from the ALMIS Database. Utah has not been able to develop and deploy a Web interface for the current employment statistics data. It was necessary to perform more work than was expected to maintain and update the infrastructure of the site. The existing interfaces that access labor force information, career/occupational projections information, employment and wages information, occupational wage information, and population data were maintained and enhanced. Utah successfully continued to develop, maintain, and enhance Web interfaces so customers will be able to easily access information from the ALMIS Database. Utah also gathered customer feedback (see the feedback described under Core Product 1 and Core Product 3) and is using it to improve the system.

- Utah developed a Web interface for county and local information by June 30, 2004, but it has not yet been deployed.
- Utah maintained the Utah Economic Data Viewer through June 30, 2005.

Core Product 6

Utah successfully supported state training activities by conducting labor market information training for all Department of Workforce Services One-Stop staff in the state. Utah developed, and continually improves, our internal training specifically for employment counselors and business consultants. This activity provides direct support of One-Stop Centers by training staff to utilize economic information to assist job seeker and business customers. Utah supported the training and development of its own staff by participating in training offered by the LMI Training Institute.

Utah's Workforce Information Division coordinated with state boards through the regional economists who provide training to staff in the regions. We coordinated with Utah's Career Resource Network committee and provided support for training for school counselors in the state. Utah also provided trainings for the public called "Breakfast with Your Economist." During these two-hour sessions a regional economist presents local information and an economic update to customers who sign up for the training/presentation in advance.

Utah reviewed and improved existing training developed for business consultants and employment counselors. Utah presented training for business consultants and employment counselors during PY 2004 on demand. Utah successfully developed and presented a minimum of two presentations to local area groups such as chambers of commerce, economic development and workforce investment boards in each of the five regions. Utah offered re-certification training for Utah teachers and counselors.

- Based on feedback gathered from customers, Utah reviewed and improved training for business consultants and employment counselors by June 30, 2005.
- The LMI training in Utah is part of the Department of Workforce Services (DWS) core curriculum. Usually we are notified about one month prior to the training; there is not a set schedule. We conducted trainings on demand for the Department of Workforce Services through June 30, 2005.
- Utah conducted trainings on demand in coordination with Utah's Career Resource Network committee (Department of Education) through June 30, 2005. We provided five trainings with them during PY 2004.
- Utah presented a minimum of two presentations in each region for groups such as chambers of commerce and economic development during PY 2004.
- Utah attended and participated in the LMI Forum in Portland, Oregon in October 2004.

Feedback from Customers

External Presentations: Regional economists and other Workforce Information team members presented information to many different customers including WIBs, chambers of commerce, economic summits, and other groups.

Participants were asked to rate the presentations overall, on a 5-point scale, with 5 being the highest rating: 1-poor 2-unsatisfactory 3-okay 4-above average 5-outstanding. There is a noticeable improvement in the scores compared to last year.

- 11 percent of participants rated the presentations 3 (last year it was 15 percent)
- 34 percent of participants rated the presentations 4 (last year it was 39 percent)
- 55 percent of participants rated the presentations 5 (last year it was 43 percent)

Comments included:

- They want more information and they want to gain an even better understanding of it.
- They want to know more about the information.
- They want the information tailored more for their individual needs.
- Various issues that are directed toward the specific presenter such as more interaction with audience, better equipment, etc.

Internal Training for DWS Employment Counselors

Participants were asked to rate the training based on the questions below. A rating scale of 1 – 5 was used with these definitions: 1-poor; 2-unsatisfactory; 3-okay; 4-above average; 5-outstanding.

- The objectives of the presentation were clear: 87 percent of participants gave a rating of above average or outstanding.
- The content met my expectations: 85 percent of participants gave a rating of above average or outstanding.
- The subject matter content is applicable to my job: 96 percent of participants gave a rating of above average or outstanding.
- The presentation has helped me increase my ability to perform current and future job tasks: 93 percent of participants gave a rating of above average or outstanding.
- The time allotted for questions was: 77 percent of participants gave a rating of above average or outstanding.
- The information in the materials are useful and will be helpful in my job: 96 percent of participants gave a rating of above average or outstanding.
- The instructor's presentation skills and professionalism were: 87 percent of participants gave a rating of above average or outstanding.
- The instructor's ability to engage the class and encourage participation was: 85 percent of participants gave a rating of above average or outstanding.
- Overall I thought that this presentation was: 89 percent of participants gave a rating of above average or outstanding.

Summary of comments included:

- They liked the visual presentation, materials, and instructor.
- They liked learning about wages and occupational information.

- The like have information available on the Web.
- The appreciated the knowledge of the instructor and his/her ability to communicate well.

Opportunities for Improvement

- We continue to review and update the trainings each year incorporating new information and adjusting the training to better meet customer needs.
- We encourage the economists and research analysts who are presenting information to take seminars or trainings to improve their presentations skills.
- Some of the improvements we are working on in the other core products will help improve the customers/participants understanding of how to find and use the data they need.
- We are working on publishing our information to meet specific needs such as the women's career guide, the youth career guide and the older workers' guide.