

# *State of Florida*

## **PY 2005 Workforce Information Core Products and Services Grant Plan**

### **A. Statewide Workforce Information System**

- **The process used to ensure that the SWIB can exercise its responsibility for ensuring that state workforce information policy is responsive to the needs of the state and local workforce investment system.**

Labor Market Statistics meets every other week with SWIB-Workforce Florida, Incorporated (WFI) staff to discuss performance and other workforce information issues. Grant performance is discussed quarterly at the WFI Partners' meeting and feedback is obtained on how Labor Market Statistics is performing in meeting the needs of Regional Workforce Boards. WFI also oversees a customer satisfaction survey in which Labor Market Statistics services are evaluated annually by the 24 Regional Workforce Boards and WFI.

Workforce information grant plans are discussed with WFI on an annual basis and then are presented to the WFI Board for review and approval. This plan is adjusted from year to year based on demand for products and services from WFI and the Regional Workforce Boards.

- **How the statewide workforce information system supports the goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan for state and local workforce development.**

Florida's workforce information system (Labor Market Statistics) supports the WFI Five-Year Strategic Plan in several goals. These goals include: ". . . workforce linkages to economic development, and goals regarding streamlining, performance measurement, and performance-based funding."

In addition, Labor Market Statistics (LMS) is included in the state's vision of WIA and Wagner-Peyser through the following: "Increased employment placements, job retention, and earnings in high skill/high wage jobs. Increased exposure to career opportunities in new, emerging, and expanding high-wage industries and related occupations." Under Workforce Marketing: "Educate individuals about the State's workforce development programs and services, including the job market and employment conditions." Additional goals are designed to help Florida's rural communities: "Addressing the needs of small, rural, and urban inter-city businesses....WFI fosters and encourages these businesses in development of workforce services to meeting their needs for skilled workers."

- **How the grant activities are consistent with the strategic vision of the Governor and the SWIB.**

Due to the organization structure in Florida, the Agency for Workforce Innovation (AWI) leadership, WFI Board members, and the WFI President are appointed by the Governor, ensuring that the Governor's vision is reflected in the WFI Five-Year Strategic Plan. The state vision part of the WFI Five-Year Strategic Plan emphasizes linkages to economic development, performance measurement, performance-based funding, program integration, and continuously improving performance.

New and modified products and services are implemented to further ensure that the PY 2005 Workforce Information Products and Services Grant meets the Governor's vision and WFI's initiatives by focusing on the business and economic development needs of Florida's local communities. Labor market information directly supports linkages to economic development and employer services, performance measures, integration of training programs with job market measures, and continued improvements in performance for Florida's Regional Workforce Boards.

- **The strategy of the SWA and the SWIB for consulting with local workforce investment boards and stakeholders in the workforce investment system to determine customer needs for workforce information.**

WFI, AWI, and Labor Market Statistics jointly focus their efforts on local needs for labor market information products and services. Input is gathered directly from Regional Workforce Boards on their needs for training, publications, and data delivery products. Labor Market Statistics directly solicits this input at training sessions, presentations, and meetings. In addition, Labor Market Statistics receives directions on broad initiatives directly from WFI, to which LMS responds with new, improved, or modified products and services. Feedback by Regional Workforce Boards is given at quarterly Partners' meetings and by the WFI customer satisfaction survey of LMS services for Regional Workforce Boards.

- **The broad strategic approach for workforce information delivery to principal customers.**

The PY 2005 Workforce Information Core Products and Services Grant is the key funding source for delivering workforce information to crucial customer groups. Labor Market Information is covered in the WFI Five-Year Strategic Plan under System Infrastructure, State-Level Administration, and Market Analysis. Labor Market Statistics (LMS) is an integral part of an information infrastructure that supports the achievement of a high/skill high/wage workforce. Delivery includes direct customer service and consultation (phone and e-mail), training, publications, workshops, presentations, exhibits at conferences, and electronic tools. LMS projections and wage data are used to drive the Workforce Estimating Conference (WEC) process. The WEC identifies the statewide demand occupations list that

is part of the regional targeted occupations lists (TOLs) that Regional Workforce Boards use to plan future training programs and evaluate current training offerings.

- **How workforce information and services are delivered as core services to customers through the state's One-Stop service delivery system.**

Workforce information is delivered to customers via direct customer contact, publications, on-line resources, conferences, and through training and presentations for One-Stop, employer services / economic development, and resource room staff. Data delivery is demand-driven in the sense that training workshops and systems are driven by requests and input of Regional Workforce Boards.

- **A description of the customer consultation and satisfaction assessment method(s) to be used to collect and interpret customer satisfaction information and the principal customers to be consulted.**

Several methods are used to collect customer satisfaction and consumer information. One method of data collection is through an annual telephone survey by LMS of a broad range of customers. These results are reported by major customer group: employers, jobseekers, workforce professionals, and economic development. In addition, customer satisfaction input is collected on-line through the LMS websites, e-mail, and at training sessions. Also, WFI oversees a customer satisfaction survey of LMS services by the Regional Workforce Boards and WFI staff.

- **A concise summary of customer satisfaction findings for the most recent survey of products and services and the effect those findings had on the planned products and services for PY 2005 including how the plan addresses inadequacies or gaps identified by users.**

The most recent customer satisfaction survey conducted by LMS (November 2004) for Florida rated six questions about how information requests were handled. The overall satisfaction rating on a scale of 1 to 5 was 4.8 for all six questions. The same survey also rated the questions across four different customer groups on the same scale. Florida LMS rated 4.7 for employers, 4.8 for workforce professionals, 4.3 for jobseekers, and 4.9 for other data users. Based on these findings, LMS will continue with efforts to make on-line products more understandable to the average Florida jobseeker. The *What People Are Asking* Internet system already provides a simple-to-use method to look at labor market information. This will continue to be refined for jobseekers and employers.

Regional Workforce Boards also rated LMS services very highly in the WFI annual customer satisfaction survey. The different program areas within AWI are rated by all 24 Regional Workforce Boards and WFI staff. On a scale of 1 to 5, LMS was rated 4.8 on responsiveness, 4.7 on timeliness, 4.8 on knowledge, 4.6 on understandability, 4.8 on helpfulness, and 4.7 on overall satisfaction. Labor Market Statistics overall rating of 4.7 was the top rating given to a program entity in AWI. All criteria measured for LMS increased in 2005 over the 2004 survey results.

Customer contacts and services are measured on a monthly basis. For a typical month, LMS answers over 200 requests for information and distributes over 200 requests via broadcast fax and e-mail. Web hits now average over 1.36 million per month for the major Internet systems operated and maintained by LMS.

- **Identify funds leveraged or matched from funding sources other than these grant funds and how these funds will enhance delivery of products and services as part of the state's workforce information system.**

Labor Market Statistics provides Job Vacancy/Hiring Needs surveys to Regional Workforce Boards on a fee-for-service basis. Regional Workforce Boards fund LMS for survey activities, including sample selection, survey management, and occupational estimates presented in tables and graphs. Another example of leveraged funds are LMS publications funded by this grant. For some publications, such as *Career Comics* and *Giving Children Hope and Skills*, the demand from school districts and Regional Workforce Boards cannot be met by the funds allocated. For these, LMS provides copies based on the cost of printing. Production costs are handled from this grant. Labor Market Statistics also receives WIA funds from WFI/AWI for special projects.

## **B. Core Products and Services**

### *State Workforce Agency Deliverables*

#### **1. Continue to populate the ALMIS Database with state data.**

- **Description of core product, service or other demand activity**

Florida will update the ALMIS Database using the very latest industry and occupational projections, wage, industry employment, labor force, population, training provider, economic indicator, and administrative data. In addition, Florida has been instrumental in adding additional tables for inclusion of other labor market information, such as: local employment dynamics, job vacancy, and benefits survey data.

Florida updates the ALMIS Database with the latest national, state, county, metropolitan statistical area (MSA), and Regional Workforce Board data as soon as the information is available. The ALMIS Database has been updated to reflect the new 2003 MSA definitions issued by the Federal Office of Management and Budget for data series that have been reconfigured. Florida's ALMIS Database includes historical data to allow users to do comparisons over time.

Florida uses the ALMIS Database as the source for many Internet-based products and as the core database for responding to requests from Regional Workforce Boards and economic development. The ALMIS Database currently drives three major Internet systems: *Florida Research and Economic Database* (FRED), *What People Are Asking* (WPAA), and *Employ Florida Marketplace*. FRED remains the main LMS delivery

system for the ALMIS Database in Florida. A detailed description and information on the use of these systems is found in deliverable 5 – Maintain and enhance electronic state workforce information delivery systems.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Customer satisfaction of the ALMIS Database is shown through the use of the products and services that are driven by the database. Based on the most recent available data (April 2004-March 2005), the FRED system had 6.9 million hits, while WPAA had 477,000 hits. Clearly, these systems are very successful in reaching a broad customer base. With the start-up of Employ Florida Marketplace, information in the ALMIS Database will now reach a far greater audience, including everyone who accesses job listings or posts a job order using this system. The FRED and WPAA systems have an on-line customer satisfaction form, to evaluate system content and to answer system inquiries. In addition, customers' questions are used to enhance the ALMIS Database Internet delivery systems.

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**

The ALMIS Database supports education about the labor market, and increased exposure to career opportunities by providing database information on labor market conditions by industry, occupation, and area, and by providing projections, wage, and occupational characteristics information to a broad group of customers.

- **Principal Customers**

The ALMIS Database serves all customer groups but is concentrated in workforce development professionals, economic development, employers, and jobseekers. Other customers included teachers, career counselors, education administrators, economic analysts, and planners.

- **Projected outcome(s) and system impact(s)**

The projected strategic outcomes of updating the ALMIS Database with state, county, MSA, and Workforce Region data are: improved economic analysis and career decision making, market-driven economic development, and One-Stop service delivery. The ALMIS Database impact will be more accurate and timely information infrastructure availability, increased users for database content and easier linkages to existing and proposed data sources.

- **Planned milestones**

Florida updates the database tables continuously and simultaneously with data production and release schedules. This assures that the latest data are always available in the database.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

ALMIS Database updates are estimated to cost \$94,620. No equipment purchases over \$5,000 are planned.

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

- **Description of core product, service or other demand activity**

Florida is one of the few states to produce state and local projections on an annual basis. Long-term projections are produced for the state and 24 workforce regions. Florida will produce long-term projections for 2014 for a 2006 release. Short-term projections will be produced to 2005-2007 for Florida. Florida will continue to update the NAICS industry database used in both long-term and short-term projections.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Industry and occupational projections are one of the most-requested types of information based on web requests. There were 12,000 web requests for Occupational Employment Statistics (OES) projections information in the previous contract year. In addition these data are required by Florida statute as an input into the Workforce Estimating Conference and for planning and budgeting of state and federal education training dollars.

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**

Long-term projections support increased exposure to career opportunities and education about the market in the WFI Five-Year Strategic Plan by providing data on industries, occupations, wages, educational requirements, and growth/replacement job openings by area.

- **Principal Customers**

Jobseekers, employers, economic development, workforce development professionals, teachers, counselors, economic analysts, the media, legislators, and students are principal customers of industry and occupational projections. Projections are also provided to the Florida Department of Education for inclusion in the statewide career information delivery system, and state projections are used in national systems such as O\*Net and ACINet.

- **Projected outcome(s) and system impact(s)**

The projected outcomes of delivering OES projections are: improved economic analysis and career decision making, economic development, and One-Stop service delivery. Projections are a key component in the Workforce Estimating Conference (WEC), which

convenes bi-annually to recommend high/skill high/wage occupations for Florida's workforce system. The outcome of the WEC is a statewide demand occupations list, which is input for the Regional TOLs. The process assures demand-driven outcomes from Florida's 24 Regional Workforce Boards.

The OES projections system impacts will be more accurate and timely information infrastructure, increased use of information in decision-making, and a market-driven economic development and workforce system.

- **Planned milestones**

Long-term projections for 2014 at the four-digit NAICS industry level for the state and substate areas will be worked on during the contract period and completed by the fall of 2006. Short-term projections will be completed during the contract period.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

Long and short-term projections are expected to cost \$203,585 in personnel costs and associated expenses.

***State Workforce Investment Board (SWIB)/State Workforce Agency (SWA) Deliverables***

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

- **Description of core product, service or other demand activity**

The increased importance of demand-driven occupational information is reflected in the myriad of products proposed in the PY 2005 Grant. These include labor supply and labor cost studies, skills-matching analysis for reemployment, job vacancy/hiring needs surveys, benefits surveys, specialized job placement support based on staffing and hiring, job bank transactional data base analysis for supply/demand, and commuting patterns by occupation. The publications under occupational and career products are: *Florida/Area Highlights, Occupational Profiles, Career Posters, Wage Conversion Posters, Benefits Survey Report, Help Wanted brochures, Florida Job Vacancy Comparison Report, and Education and Training Pays Posters.*

Services related to occupational and career information include: skills analysis for demand occupations, supply/demand studies for economic development, and transactional data analysis of occupations from job order data. Florida will also incorporate other ETA sponsored products such as Skill Window and the new Skills-Based Projections System for responding to general information requests and for providing customized economic development products and services.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Over 120,000 copies of *Giving Children Hope and Skills* have been printed since 1999. Over 250,000 copies of *The Florida Employment Forecast* have been produced and distributed since these publications started in 1975. Over 20,000 wage publications were printed and distributed in past program years. Additionally, 10,000 *Occupational Profiles* were printed in PY 2004, along with 10,000 *Education Pays Posters*, 15,000 *Career Comics*, 5,000 *Career Comic Posters*, and 10,000 *Help Wanted* tri-fold publications from the job vacancy/hiring needs surveys. Demand exceeded supply for many of these products. *Giving Children Hope and Skills* was used to develop an on-line career awareness training module for parents and students by Brevard Job Link – Regional Workforce Board 13. Over 10,000 requests for the web versions (in PDF) of these publications were recorded during the prior contract year.

- **Support goals of the state’s WIA/Wagner-Peyser Five-Year Strategic Plan**

These activities support increased exposure to career choice, better education about the market, and increased earnings for Florida’s workers from the WFI Five-Year Strategic Plan.

- **Principal Customers**

Jobseekers, students, parents, career counselors, teachers, education administrators, economic development / businesses, and workforce professionals are the principal customers for these products.

- **Projected outcome(s) and system impact(s)**

The projected outcomes of occupational and career information products are: improved economic analysis and career decision making, market-driven economic development, and One-Stop service delivery. Planned system impacts will be more accurate and timely information on occupations and careers, increased use of information in decision-making, and demand-driven economic and career decisions for major customer groups.

- **Planned milestones**

Publications will be printed and distributed during the grant period.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

Total costs for this deliverable will be \$308,321 including \$75,000 for printing costs.



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

- **Description of core product, service or other demand activity**

Other special products are produced for Florida's 24 Regional Workforce Boards. These include labor supply and labor cost analysis; job bank transactional analysis for labor supply; skills matching analysis for reemployment; special Geographic Information System (GIS) studies for One-Stop Career Center location decisions and economic development site selection; targeted industry selection and industry cluster analysis; targeted industry profiles; job vacancy/hiring needs surveys, benefits surveys, targeted jobs for training programs, customized press releases; rural economic indicators; economic impact and hurricane analysis; special employer surveys; sample design for ad-hoc surveys; support for customer satisfaction surveys, rural economic development analysis, monthly employment press releases; special support for Florida's High Tech Corridor; and census statistics. Publications in this deliverable include: *Product Guide, Labor Market Trends, Pocket Cards, and Jobs Online Posters.*

Labor Market Statistics provides administrative and data support for the Workforce Estimating Conference (WEC) on a biannual basis. The WEC meets to determine the statewide demand occupations list which drives the Regional TOLs used to identify training programs at the Regional Workforce Board level. During PY 2003, LMS assumed the role of administrative entity for this process. In order to enhance WEC processing and submittal, LMS developed a specific web application for use by Regional Workforce Boards. The system allows submittals of additions and deletions to preliminary Regional TOLs, speeding up the review process, and making for efficient communication between Regional Workforce Boards, WFI, and LMS.

Another initiative is support of the Rural Economic Development Initiative or REDI. Labor Market Statistics provides analysis of economic factors effecting rural communities and these are used to concentrate resources in those areas in greatest need of economic development assistance. LMS will be providing support of REDI by coordinating with WFI and the Governor's office of economic development analysis. A part-time rural labor market analyst is funded for REDI support. Special employment impact analyses for rural counties have been provided during the PY 2004 and this service will continue to be offered.

LMS provides web-hosting services to economic development. The High Tech Corridor website links to LMS, where the website is hosted and updated using LMS data in the form of tables and graphs.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

During PY 2004 LMS produced 110 individual GIS studies at the request of Regional Workforce Boards or economic development, over double the number done in PY 2003.

Press releases were prepared for Florida and 10 substate areas on a monthly basis and these have been well received by the AWI Communications Office, Governor's Office, and the 10 Regional Workforce Boards. Requests for web publications in PDF format numbered 12,000 during the prior grant timeframe.

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**

These activities support increased exposure to career choice, better education about the market, high skill/high wages, improved workforce board performance, and increased earnings for Florida residents from the WFI Five-Year Strategic Plan.

- **Principal Customers**

The major customers for this deliverable are: Regional Workforce Boards and staff, economic development, One-Stop and resource room staff, employers, planners, the media, and jobseekers.

- **Projected outcome(s) and system impact(s)**

The projected outcomes of support to state and Regional Workforce Boards are: improved economic analysis and decision making, market-driven economic development, and One-Stop service delivery.

Planned system impacts will be more accurate and timely information for use by state and Regional Workforce Boards, increased use of information in decision-making, market-driven economic and career decisions for major customer groups. Other impacts include improved performance for Florida's Regional Workforce Boards, better earnings for Florida's jobseekers, easier transition to employment for students and jobseekers, and a more competitive and skilled workforce for Florida's employers.

- **Planned milestones**

All publications will be printed and distributed during the grant period. Technical support will be provided in a timely manner as requested by the state and Regional Workforce Boards. Other products and services will be provided on time to the complete satisfaction of the requestors. Labor Market Statistics will respond to every Regional Workforce Board request in a timely manner.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

These activities are estimated to cost \$606,086. The majority of grant funds are allocated to this section ensuring that all 24 Regional Workforce Boards needs are met.

## 5. Maintain and enhance electronic state workforce information delivery systems.

- **Description of core product, service or other demand activity**

This deliverable is becoming more important and is replacing print data delivery. The Internet allows access to data 24/7 enabling customers to customize their requests to meet their immediate and specific needs. The data in these systems is always the latest available and the systems continue to reach more customers. Florida provides a wide array of electronic workforce information delivery systems to meet the needs of a diversified customer base. These systems include: Labor Market Statistics website, FRED, WPAA, Florida Wages, Labor Dynamics, and the newly released Employ Florida Marketplace.

Florida's Labor Market Statistics website was reconfigured last year to conform to state and ADA standards. This site provides users with all labor market statistics data and publications, and links to other useful workforce related sites. Data and publications are released on the website prior to hardcopies being printed or mailed, thus allowing customers to download data and publications immediately after release.

Florida will continue the development and enhancement of the *Florida Research and Economic Database* (FRED) Internet system. FRED is a self-service system that delivers data products that relate directly to the WFI Five-Year Strategic Plan. Data in FRED include employment and wage by industry and occupation, labor force, training providers, economic indicators, population, and the employer database. Special Internet jobseeker and employer modules were developed for FRED. The system now links to several job search sites through web crawling technology.

The FRED system has many uses including economic development, One-Stop planning and delivery, job development, employer services, and economic analysis. It is designed for use by jobseekers, economic development, businesses, and workforce professionals as an easy way to assemble many types of labor market information.

An adjunct to FRED is the *What People are Asking System*. While the FRED system is optimal for use by economists, labor market analysts, workforce development program planners, job developers, and workforce system administrators, it may be too complex for many of Florida's jobseekers. Based on this need, in PY 2001, Labor Market Statistics piloted a project with Broward WorkForce One Employment Solutions. This included developing a website using ALMIS Database inputs, screened by projections and wage data, in order to present the top jobs in an area. The system used *frequently asked questions* to structure data extractions and tables.

The first web-based *What People Are Asking* data delivery system was very successful. Florida will continue to update and develop this system for all of Florida's 24 Regional Workforce Boards. Using simple and easy to understand language, the system delivers ALMIS Database information to employers and jobseekers in table and graphic formats.

The main focus of this product is to close data gaps between traditional labor market statistics and the needs of customers in the field.

Florida has also incorporated the ETA supported Estimates Delivery System (EDS) as a major Internet-based delivery vehicle called *Florida Wages*. This system allows users to access the most up-to-date occupational wage data by industry and geographic region.

Florida is also a member of the Local Employment Dynamics partnership with the Census Bureau and is involved in the LED data, mapping, steering committee, and the Market-responsive Education & Employment Training System (MEETS) projects. LED data is available through the LMS website which presents the eight Quarterly Workforce Indicators (QWIs) for the state, counties, MSAs, and Regional Workforce Boards.

*Employ Florida Marketplace* was just released and is the state's answer to a comprehensive electronic workforce delivery system; providing users – jobseekers and employers with an easy-to-use labor exchange system. *Employ Florida Marketplace* incorporates a subset of the ALMIS Database for delivering labor market information as an integrated component of a labor exchange system.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Customers are very appreciative of the wide array of electronic state workforce information delivery systems provided by WFI, AWI, and LMS. Currently the LMS website is still the front door that users visit the most when seeking Florida labor market statistics. Based on the most recent available data (April 2004-March 2005), the LMS website had 8.0 million hits, and FRED had 6.9 million web hits. Florida Wages delivery system ranked third with 800,000 hits. Tracking for WPAA started last program year and indicated 477,000 annual hits, an increase over the 161,000 hits recorded last year. Total hits for these systems were over 16.3 million over the last 12 months of available web hit data.

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**

These systems support the strategic goals of education about the labor market and workforce services, increased exposure to career opportunities, universal and user-friendly access to state workforce information, and an increased number of high skill/high wage jobs in Florida's labor market. The systems meet these goals by providing information on market conditions by area, providing linkages to several other types of local and national data, providing easy to access data, and increasing customer access to consumer information about the best career paths.

- **Principal Customers**

Principal customers include: employers, jobseekers, Regional Workforce Board staff, resource rooms, One-Stop staff, career counselors, the media, economic development, economic analysts, and students.

- **Projected outcome(s) and system impact(s)**

The projected outcomes of electronic information delivery systems are: improved economic analysis and decision making, market-driven economic development, demand-driven One-Stop service delivery, a larger customer base, and better overall performance by Regional Workforce Boards.

Planned system impacts will be more accurate and timely information for use by state and Regional Workforce Boards, demand-driven economic and career decisions for major customer groups, better earnings for Florida's jobseekers, easier transition to employment for students and jobseekers, a more informed data user community, and a more skilled and competitive workforce for Florida's employers.

- **Planned milestones**

All electronic workforce information delivery systems will be updated on a monthly basis or as soon as new data become available, and will always contain the latest releases for wage, employment, unemployment, and projections information.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

Total cost for the support and enhancement of FRED, WPAA, and other systems are estimated to be \$196,350.

## **6. Support state workforce information training activities.**

- **Description of core product, service or other demand activity**

Florida has been prominent in developing LMI training for workforce professionals. Available training includes: LMI for employer services, LMI training for placement and resource room staff, LMI For Grants, LMI for Business, LMI for Workforce Board and Economic Development Board Members, Census Training, and training in the O\*Net Assessment Tools. The O\*Net training will include linking identified occupations to occupational projections and wage data. Florida uses a case studies approach in training. Regional Workforce Board staff are consulted before training is designed and case studies that fit their customer profiles or employer needs are developed for each local session. Florida also conducts sessions on state or local labor market conditions and LMS products and services for Regional Workforce Boards. LMS partners with the Florida Department of Education to conduct workshops for teachers, career counselors and education administrators. National presentations have been given to: NAWB,

NASWA, NGA, BLS, and ACCRA (national economic development and research organization). Florida has trained Regional Workforce Board Labor Market Analysts staff in labor market information products and services with detailed hands-on training on how to use automated products.

More emphasis will be placed on employer service staff training and LMI for economic development and business in PY 2005. Based on several very successful workshops in program years 2003 and 2004, Labor Market Statistics will enhance training in LMI for economic development and employer services staff training in LMI products and services. Training will include Internet-based systems such as: LMI website, FRED, Employ Florida Marketplace, Florida Wages, Local Employment Dynamics, CHOICES, ACINet, Career InfoNet, O\*Net, etc.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Labor Market Statistics conducted training sessions or gave presentations every month in PY 2004 with employer services or placement staff in addition to presentations to WFI and Regional Workforce Boards. Several presentations and workshops were given to state and regional economic development entities. The total number of workshops, presentations, and training sessions exceeded 30. The average score for training sessions in PY 2004 was over 4.3 out of 5.0.

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**

Training supports education about the market, marketing of workforce system products and services, increased exposure to career opportunities and high/skill high/wage jobs.

- **Principal Customers**

The major customers are One-Stop employer services staff, One-Stop placement and resource room staff, employers and businesses, economic development, Regional Workforce Boards, teachers, rehabilitation and career counselors, and educational administrators.

- **Projected outcome(s) and system impact(s)**

Projected outcomes of LMI Training include improved linkages between assessment tools, occupations, industry data, employers, job orders, and training provider information.

The major system impact of training is increased alignment of workforce programs to the market, and increase performance for Regional Workforce Boards. This will help to positively impact the workforce system, making it more demand-driven.

- **Planned milestones**

Labor Market Statistics will conduct six to twelve training sessions in PY 2005 for customer service or employer services staff for Regional Workforce Boards. Ratings for the training will be 4.4 or better on a 1 to 5 scale, with 5 being excellent.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

Training will cost \$95,782 in PY 2005, mostly in personnel costs.

## **C. Consultation and Customer Satisfaction Assessment**

- **Consultation with Workforce Florida, Inc**

The grant package was submitted to the Director (President) of WFI and will be presented to the State Board (WFI, Inc.) for approval.

- **Customer Satisfaction Assessment**

A customer satisfaction survey will continue to be conducted by Labor Market Statistics (LMS) to collect feedback from customers. This survey will determine if requests for LMI are handled in a courteous, knowledgeable, and timely manner. LMS also will determine if the information provided is easy to understand and meets the customer's needs. LMS receives several hundred requests for labor market information each month by phone. The survey sample will be drawn from the monthly request logs kept by LMS staff. These logs contain requestor contact information including telephone numbers. Responses will be collected by telephone. Responses will be collected from all groups: employers, job seekers, and members of the One-Stop system. Separate satisfaction data will be collected about the Internet systems, either through an on-line feedback process or through focus groups.

The numerical ratings will be compared with the results of surveys conducted during the previous years to determine if service has improved, remained at its previously high level, or dropped. The same questions and format will be used in all surveys.

Each question will be rated on a scale of 1 to 5. Average is represented by a numerical score of three. The confidence level for the results of this survey will be 95 percent.

Another measure of customer satisfaction is derived from the survey conducted as part of the contract deliverables between AWI and WFI to ensure that the agency is meeting the needs of WFI and the Regional Workforce Boards. Each office within AWI is rated by Regional Workforce Boards and LMS received high ratings. These findings are reviewed by the Director of AWI and the Director of WFI, Inc. LMS outperformed all other program areas in this survey.

To ensure good customer satisfaction and open lines of communication, Labor Market Statistics submits a list of Quarterly Accomplishments to the AWI Director's Office for presentation at the Quarterly Partners' meeting and Quarterly WFI Board meeting. This briefing package is one form of communication between the agency and WFI to highlight recent accomplishments and to ensure that projects are on track. In addition, every other Monday, the leadership of AWI, including LMS, and WFI staff meet to review workforce projects.