State of Ohio
PY 2005 Workforce Information 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.**
  The SWIB sets the vision and core goals of the entire system. These are expressed in the WIA/Wagner-Peyser Two-Year (July 1, 2005 – June 30, 2007) Strategic Plan (http://www.ohioworkforce.org/pub_comment.stm) and Advance Ohio (http://www.ohioworkforce.org/gowpb/AdvanceOhio.stm). It also sets the criteria and structure of the Workforce Areas and the principal responsibilities of partners of the system. It establishes the requirements of memoranda of agreement among partners and a certification process for One Stop Systems. These documents set the foundation for state workforce information policy. Individual area strategies and needs are expressed through required area business plans and a guidance template for their development. The specific connections to drive a responsive workforce information system relative to this grant are:
    1. An LMI/One Stop team providing technical assistance, information tools and templates in addressing the business planning process.
    2. Training in the use of information tools by the Workforce Development Systems for assessment, planning and outcome measures.
    3. *Navigating the World of Workforce Information* workshops and presentational teams for employer outreach to human resource professionals.
    4. Periodic reporting to the State and Local Workforce Boards of products and services.
    5. Satisfaction and input surveys relative to our activities and plans.

- **How the statewide workforce information system supports the goals of the state's WIA/Wagner-Peyser Two-Year Strategic Plan for state and local workforce development.**
  The planning process, by the state and local workforce boards, is the initial input into the designs of Workforce Information Policy and the source of the visions and primary services. Hence, the focus on:
    1. LMI/One Stop teams and coordination,
    2. employer focused services,
    3. business planning information resources and assistance,
    4. training in the use of information tools in support of workforce policy goals, and
    5. an emphasis on information products linked to One Stop Services and coordinated with workforce partners.
    6. strategic planning of the LMI mission alignment with the Office of Workforce Development and the Workforce System.

- **How the grant activities are consistent with the strategic vision of the Governor and the SWIB.**
  The strategic vision of the Workforce Information Grant Plan is a focus on needs of employers, job seekers and the workforce development community. The Workforce

Information Grant Plan provides the information to understand the current state of the workforce, trends into the future, assistance and capacity in the application of the information to planning, and coordination of information with service programs. The strategic vision of the Governor and the SWIB below have the same broad purpose in serving Ohio.

OHIO'S WORKFORCE VISION (from WIA/Wagner-Peyser Two-Year Plan):

Ohio's workforce development system will provide Ohioans with the ability to plan their careers and find employment to which they are best suited. The system will provide Ohioans with the ability to obtain the skills needed to succeed at family-sustaining jobs.

Ohio's workforce development system will provide Ohio employers with the ability to meet their current and future workforce needs and to remain competitive in the world economy.

Ohio's workforce development system will provide Ohio communities with the ability to support, retain, and attract employers and residents through aligned and accessible workforce programs and services.

AND

OHIO'S WORKFORCE Goals (from SWIB- Advance Ohio)

Advance Ohio's goals are for Ohio's workforce development system to:

1. *Promote effective employment recruitment and job searching services.*
2. *Provide the best and most current career information and provide effective career development opportunities.*
3. *Provide education and training services that provide individuals with the opportunity to obtain the skills that employers need for their companies to succeed and that individuals need to succeed in their careers.*
4. *Provide comprehensive services at the State and local level that result in successful employee retention.*
5. *Develop and implement a functional strategic plan*
6. *Provide a full range of workforce services through an integrated and fully functioning local workforce development system.*
7. *Provide comprehensive performance criteria and monitor the effectiveness of State and local programs.*

- **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.**
  There are four fundamental strategies for determining customer needs for the workforce information system:
    1. development and execution of workforce system area plans, with the inclusion of input and outcome assessments,
    2. capacity building through training on the use of information to guide planning and in the provision of services,
    3. employer outreach efforts to market services and obtain assessments of needs, and

4. coordination of information provision with program service providers to assure "fit".

Each of these have been incorporated in the Workforce Information Grant Plan.

- **The broad strategic approach for workforce information delivery to principal customers.**
  The core strategies are:
  1. Easy access through browser-based technology to a wide range of workforce information and tailored to workforce needs,
  2. Increased capacity of the workforce system to use workforce information in planning and service delivery (the provision of training and technical assistance).
  3. Coordinated teams for employer outreach and integration of information with service programs.
  4. Assessment of needs and feedback on services/products.
  5. Maintain the capacity to address ad hoc requests.

- **How workforce information and services are delivered as core services to customers through the state's One Stop service delivery system.**
  There are several primary initiatives in the Workforce Information Grant Plan that coordinate and integrate services through the One Stop service delivery system. These are:
  1. Capacity building through training on the use of information to guide planning and in the provision of services,
  2. An LMI/One Stop team providing technical assistance, information tools and templates in addressing the business planning process,
  3. LMI/One Stop employer outreach teams to market services and obtain assessments of needs, and
  4. Provision of information by workforce investment areas.

- **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.**
  We collect customer input and assessment at all of our training and workshop presentations and will continue this effort. Also, we had important implications arise from a pilot brand equity/penetration survey and look forward to expanding this methodology to more One Stops. Finally, we survey customers on select publications for content and design assessment. Over this past year, we have worked cooperatively with the ODJFS One-Stop service delivery programs in the design and delivery of LMI components to their services. We will continue this alignment effort.

- **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 2004 including how the plan addresses inadequacies or gaps identified by users.**
  There are three distinct experiences we had with customer consultation and satisfaction assessment that will guide further efforts. These are:
  1. A brand equity/penetration survey completed in conjunction with the Cleveland City/Cuyahoga County Workforce Summit. We plan to repeat this type of survey, not only for LMI specifically, but in coordination with One Stop Systems. This will

be particularly instructive for the business sectors the One Stops choose as a business plan focus.

2. We had very substantial feedback on our survey asking for comment about our Ohio Leading Indicators publication. This led to design and content changes to the publication. We wish to repeat this with other key publications.

3. We conducted satisfaction and assessment surveys of our pilot employer outreach efforts to human resource professionals. This led us to coordinate with the One Stop system and expand the capacity to deliver this workshop to employers as a valued product.

4. We plan to follow-up and evaluate additional support to the SWIB initiative of a local board business planning process. We will also support numerous LMI initiatives in support of the Governor's proclamation of September as Ohio Workforce Month.

- **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**

  We have not had and, in the current budget context, we do not plan to have matching funds from other sources. However, we are looking at methods of efficiency and collaboration in the delivery of information services. We have three distinct examples of success that we intend to continue:

  1. We coordinate with the Department of Education on a number of products. A current plan is to develop career posters in conjunction with the Department of Education's development of occupational clusters. Similarly, we are publishing a career newsprint that will incorporate information on program services of the One Stop state partners.

  2. We have established and intend to grow and nurture an LMI/One Stop team to undertake employer outreach plans and workshops.

  3. We provide information for assistance to Industry Cluster Analyses under the auspices of the SWIB. The most recent being on manufacturing (see http://www.ohioworkforce.org/docs/gwpb/Ohio-Manufacturing-Profile-Report.pdf).

We plan to continue to provide technical assistance and guidance to LWIBs in their efforts to conduct surveys of job vacancies and employer benefits.

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**
  Ohio is using the Workforce Informer Administration software to maintain the database and Internet site. All core tables, plus most other database tables, will be maintained on a timely basis as is appropriate for the data, especially in staying current with Ohio's definitions of workforce areas, publications and press releases. *Ohio Workforce Informer* is the Internet application driven by the ALMIS Database that became a new primary LMI web site in June 2004 (see #5 below). State occupational licensing and training data for Ohio are being updated every year.

  Two hurdles this program year are: 1) conversion of the database to version 2.3 as part of the Workforce Informer product upgrade scheduled for summer 2005, and 2) a minor realignment of Ohio's One Stops/Workforce Investment Areas, effective July 1, 2005.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**
  The customers of the product are internal staff who populate the database and partners in the workforce system who demand local area data. The focus is to keep all the economic and labor market data as current and as geographically encompassing as possible. Consultation with the board resulted in the strategic approach to analyze demand for economic development regions and metropolitan areas, but to also supply as much local data as qualitatively possible. The Ohio Workforce Policy Board is scheduled to reorganize workforce development areas, effective July 1, 2005. The database will be updated to accommodate the shifts to the new designations.

- **Support goals of the state's WIA/Wagner-Peyser Strategic Plan and Advance Ohio**
  Ohio is committed to a streamlined workforce development system that is business-driven and worker-centered. The ALMIS Database drives the *Ohio Workforce Informer* internet application with pages that focus on needs of employers, job seekers, and researchers. The data provided in the application also support many of the goals outlined in Advance Ohio in creating a comprehensive workforce development system.

- **Principal Customers**
  Employers, job seekers, economic developers, workforce boards, researchers, job developers, career counselors and others through *Ohio Workforce Informer*.

- **Projected outcome(s) and system impact(s)**
  Remain current with existing data and backfill data for reconstructed areas to better meet the needs of the workforce development system.

- **Planned milestones**
  1. Occupational licensing data for 2004 are expected to be sent to the National Crosswalk Service Center (NCSC) this fall for posting on America's Career Information Network, as well as posting on the LMI Classic web site (at http://lmi.state.oh.us).
  2. Construct and add data for the newly defined One Stop areas (summer 2005).
  3. Add 2004-2006 industry and occupational projections files for the State of Ohio (summer 2005).

4. Add 2002-2012 industry and occupational projections files for major metropolitan areas (December 2005).
5. Add 2004-2014 industry and occupational projections files for the State of Ohio (June 2006).
6. Add annual average 2004 summary of quarterly employment and wages (fall 2005).
7. Update BLS occupational wage estimates as 6-month panels released.
8. Update data from the Integrated Postsecondary Educational Data System (IPEDS) for 2004 (spring 2006).
9. Obtain data on secondary vocational training programs and completers.

- **Estimated costs:** $150,000

2. **Produce and disseminate industry and occupational employment projections.**
   - **Description of core product, service or other demand activity**
   BLMI continues to produce and disseminate industry and occupational projections for substate areas: 2002-2012 reports for 12 economic development regions (complete in summer 2005) and the 8 major metropolitan areas (post by December 2005). State short-term (3Q-2005 – 3Q-2007) and long-term (2004-2014) industry and occupational projections will be produced and transmitted to meet the ETA PY 05 deliverables of June 30, 2006. We will populate the ALMIS Database with all these files. Historical data for job outlook analysis had been converted to NAICS coding and time series will continue to be maintained in NAICS.
   - **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**
   Job outlook information consistently ranks as one of the top two labor market items requested by our customers. In response to requests from the workforce boards, listings of jobs with "high employment prospects" will continue to be included in all of the reports.
   - **Support goals of the state's WIA/Wagner-Peyser Strategic Plan and Advance Ohio**
   Job outlook information helps students choosing a career and job seekers looking for their first or next best job in selecting a career that will be in demand by employers. One of the goals of Advance Ohio in creating a comprehensive workforce development system is to provide the best and most current career information possible. This core item covers the production of that information.
   - **Principal Customers**
   Employers, students, job seekers, economic developers, workforce boards, researchers, job developers, career counselors and policy makers.
   - **Projected outcome(s) and system impact(s)**
   Employers are able to hire workers skilled in what they need and job seekers can be productively employed. A better match of workers to job opportunities should result in less job search time and a better return on training investments.
   - **Planned milestones**
     1. Post the short-term outlook to 3rd quarter 2006 on the web (summer 2005).
     2. Complete the posting of job outlook (2002-2012) for economic development regions (summer 2005).
     3. Produce and post the job outlook (2002-2012) for the eight major metropolitan areas by December 2005.

4. Produce the state 2005-2007 short-term and 2004-2014 long-term projections by June 30, 2006, populate the ALMIS Database, and distribute according to procedures established by the Projections Managing Partnership (June 2006).

- **Estimated costs:** $150,000.

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

- **Description of core product, service or other demand activity**
  The following are products that will be produced and/or updated based on the job outlook information: industry sector posters, "Top Jobs" newsprint editions, occupational outlook for the Ohio Career Information System (OCIS), and a report on skills-based projections. BLMI will also pilot a job vacancy survey for Cuyahoga County and post occupational licensing data on the LMI Classic website. Resources and guidance will be provided to local One Stops who desire to conduct job vacancy and/or employer benefit surveys. In addition, the LMI Bureau staff will produce and update 4 pamphlets about responses to the 4 types of unemployment (that is, frictional, structural, cyclical and seasonal) based on labor market information.

  BLMI will also undertake a major new research effort to better assist employers and job seekers to more efficiently compete in job match screening for potential interviews. This will be accomplished by research into key words and phrases by occupation and occupational family for improved job search, resumes and career planning. This applied research project will use America's Job Bank (AJB) transactions data to identify the terminology (i.e., key words and phrases) used by employers to select candidates for job interviews.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**
  The occupational trends pamphlet remains a very popular item and is rated highly by the Ohio Career Education Association. The projections coordinator has represented state government as a member of the state board for more than a decade. The industry sector posters have been particularly well received; suggestions for additional sector posters have been made.

- **Support goals of the state's WIA/Wagner-Peyser Strategic Plan and Advance Ohio**
  These products support the goal of improving access to career information and assist employers by better guiding education and training investments toward jobs that will be in demand. More current data on job vacancies and employer benefits will complement existing data to better support an integrated workforce investment system. One of the goals of Advance Ohio in creating a comprehensive workforce development system is to provide the best and most current career information possible. Information on key words and phrases used in the labor exchange process will provide insight into what skills and job requirements are in demand, and how that demand changes over time. Those persons planning their careers will be better advised as to what training and skills to acquire. Job seekers will know, as a result of this innovative applied research, which talents to highlight when writing their resumes, through the empirical analysis of key words and phrases from the AJB transactions data. The applied research project will provide the SCOTI labor exchange system, the Labor Market Information (LMI) web sites, and the Ohio Career Information System (OCIS), with the first empirical data and analysis to help job seekers gain more employer job interviews. Such guidance has increased

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relevance in the case of electronic resumes, where resumes are first scanned by software for key words and phrases by occupation or occupational family before any human hiring manager personally reviews the resume.

- **Principal Customers**
  Employers, students, job seekers, workforce boards and other policy makers.
- **Projected outcome(s) and system impact(s)**
  Students and adults seeking a new career will have more informed choice. Employers will be able to hire workers skilled in what they need and job seekers can be productively employed. A better match of workers to job opportunities results in shorter job search time, a better return on training investments and less need for payment of unemployment compensation benefits.
- **Planned milestones**
  1. Distribute about 100,000 copies of "What's Hot in Ohio," an occupational trends pamphlet, during the program year.
  2. Update industry sector posters for construction, manufacturing and health care with occupational job openings and wages. Expand to cover other industries. In addition to these three sectors, the Ohio Workforce Investment Board has also identified food service/accommodations, agriculture, trade, transportation, business services, utilities, education, information technology and government as key sectors to focus on.
  3. Print "Top Jobs" newsprint editions for students and an adult audience.
  4. Conduct a pilot job vacancy survey for Cuyahoga County and publish a report in 2005.
  5. Prepare a report on skills-based projections in 2005.
  6. Post occupational licensing data on the LMI Classic website.
  7. Support local One Stops in job vacancy surveys.
  8. Support local One Stops in employer benefit surveys.
  9. Prepare and update 4 LMI pamphlets about responses to the four types of unemployment, such as reducing job search time (frictional unemployment), making training investments (to address structural unemployment), cyclical and seasonal unemployment, using labor market information.
  10. Conduct research into key words and phrases used in occupational matching and provide guidance through SCOTI and other systems to help reduce job search time.
- **Estimated costs:** $220,000

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**
     The Bureau of Labor Market Information (BLMI) will continue to assist the SWIB and LWIBs in achieving their strategic vision by providing training and support in preparation of their business plans. A formal BLMI/Local Operations Team will continue to support One Stops and outreach to employers using LMI. Pilot seminars for employers in "Navigating the World of Workforce Information," conducted last program year, are now regularly scheduled training sessions advertised on the website. BLMI has periodically prepared a number of ad hoc published reports to meet state and local board needs. This service will be continued.

     BLMI will expand its wage record follow up to measure work retention and earnings for selected time periods after placement. This builds on follow-up analysis that BLMI has

been doing for the Ohio Rehabilitation Services Commission (see *Monthly Labor Review*, May 2004). New wage record, follow-up reports will begin to address Trade Adjustment Act (TAA) training programs. BLMI has also been working with North Carolina on the prototype for analysis of unemployment insurance records to detect SUTA "dumping." A memorandum of understanding for Ohio to become part of the Longitudinal Employment Dynamics (LED) project is pending final approval.

BLMI is committed to improving communication with the SWIB and LWIBs. We will continue to build on experiences gained through our key role in the Cleveland Workforce Summit, September 2004, under the President's High Growth Job Training Initiative, and better identify the role of labor market information in marketing workforce development for the continuing Youngstown Health Workforce Summit and the Cleveland and Licking County Workforce Summits. For example, two new LMI reports are planned for the second Cleveland Workforce Summit – that is, a resource guide and a sub-baccalaureate, postsecondary training investment report. Events and products are being planned for "Workforce Month" this September.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**
  Numerous consultations were held in PY 2004 with Local Operations to plan appropriate training and support for One Stops, especially with regard to their business plans. BLMI conducted training for key local operations staff to train more field staff and to help conduct the regularly scheduled employer seminars.
- **Support goals of the state's WIA/Wagner-Peyser Strategic Plan and Advance Ohio**
  A major goal is a workforce investment system that is business-driven and locally controlled. The local business plans are business-driven and aligned with the needs of the regional economy. The plans will continue to be prepared with significant LMI data. Another goal is to measure program achievements in terms of customer outcomes and increased local accountability. The SWIB has targeted goals for adult, dislocated worker and youth employment and earnings. BLMI will support these goals by measuring outcomes for selected groups using wage records. Performance criteria are goals of Advance Ohio as well.
- **Principal Customers**
  State and local workforce investment boards.
- **Projected outcome(s) and system impact(s)**
  Effective business plans will be comprehensive and ensure integrated systems that will provide service to all individuals seeking help. Accountability and communications will be improved through semi-annual reports.
- **Planned milestones**
  1. Publish and distribute semi-annual reports to the SWIB, LWIBs and One Stops.
  2. Participate in regional meetings of state and local boards and/or prepare information for use at meetings as requested.
  3. Continue to support local staff at LWIBs in updating business plans.
  4. Follow up with activities identified as priorities.
  5. Prepare special reports to highlight workforce development month in September 2005 (e.g., location quotients for EDRs and skills-based projections).
  6. Use options with wage record analysis to test follow up on workers impacted by mass layoffs (e.g., shutdown at Phillips Display) or those who have exhausted their unemployment insurance benefits.

7. Publish data on Business Employment Dynamics (BED).
8. Continue to market the workforce tools and data that are available in innovative ways (e.g., job search advice column).
9. Negotiate MOU with the U.S. Census Bureau for Ohio's entry into the Longitudinal Employment Dynamics (LED) program that links household and business data.
10. Continue to support local workforce summits in Cleveland, Youngstown, and Licking County with special reports, such as the Cleveland resource guide and the training investment report.

- **Estimated costs:** $220,000

5. **Maintain and enhance electronic state workforce information delivery systems.**
   - **Description of core product, service or other demand activity**
   Ohio Workforce Informer is the Internet application that is being used to provide electronic public access to the ALMIS Database. The system is hosted and supported by a contract with CIBER, Inc. Two major enhancements that are planned for PY 2005 are: 1) changing the default for all data from SIC to NAICS, including an improved "industry explorer" module and 2) more access to occupational licensing data within the product. Ohio will continue cross-sharing data with West Virginia for bordering metropolitan areas. Data will be reconstructed and displayed to accommodate the minor reconfiguration of workforce development areas effective July 1, 2005. The City of Cleveland and Cuyahoga County are merging and will be renamed WIA 3; Summit and Medina Counties will be renamed to WIA 2; and Clermont County will become part of WIA 12.

   Ohio LMI Classic is the original website designed for Internet access to labor market data. It will remain in operation, but selected data will no longer be maintained here if they are now available on *Ohio Workforce Informer*. At the same time, there are certain customized applications that are not driven by the ALMIS Database that will need to be updated (EDEPS) or new customized applications that may be developed (e.g., local cost of living measures). A new application that is under development by a national workgroup with Ohio participating is the Occupational Supply Demand System (OSDS). This prototype Internet application assists training and education program planning by analyzing occupational supply/demand relationships.

   - **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**
   Ohio Workforce Informer has a "Feedback" option for automatic e-mail messaging to the website administrator. There is also an "executive oversight" committee that makes suggestions. In response to suggestions in PY 04, "focus" pages for employers, job seekers and researchers were added. We will continue to respond to suggested enhancements and requests for additional data display. There is a multi-state product "User Group" that continues to confer regularly to plan enhancements to better meet customers' needs.

   - **Support goals of the state's WIA/Wagner-Peyser Strategic Plan and Advance Ohio**
   A strategic goal of the SWIB is to improve access to an expanded range of services and information. The roll-out of *Ohio Workforce Informer* in June 2004 was a major step in helping to achieve that goal. The improvements planned this program year for *Ohio*

Workforce Informer and *Ohio LMI Classic* will continue to advance these objectives. *Ohio Workforce Informer* also addresses many of the goals of Advance Ohio.

- **Principal Customers**
  Employers, students, job seekers, economic developers, workforce boards, researchers, job developers, career counselors and policy makers.
- **Projected outcome(s) and system impact(s)**
  The systems are designed to be available 24/7 for a minimum of 98.7 percent of the time. These minimum service standards will continue to be maintained under contract in program year 2005 for *Ohio Workforce Informer*. *Ohio LMI Classic* is hosted internally. Implement design changes that will get customers to the information desired more quickly.
- **Planned milestones**
  1. Three upgrades to the Workforce Informer software.
  2. Continue monthly cross-sharing of data with West Virginia.
  3. Reconstruct data for revisions to the workforce development areas.
  4. Convert the display of Local Area Profiles to a NAICS basis.
  5. Update the Economic Development Profiles with the 2004 annual employment and payroll data.
  6. Implement the OSDS System.
  7. Add a "Quick Links" interface to assist customers in quickly reaching the information desired.
  8. Expand upon the "EEO tutorial" to access demographic data from the Integrated Postsecondary Educational Data System (IPEDS).
- **Estimated costs:** $150,000

6. **Support state workforce information training activities.**
   - **Description of core product, service or other demand activity**
     An LMI Training Institute section (http://lmi.state.oh.us/Jobs/LMITrainingInstitute.htm) on our web site advertises the training opportunities and provides registration information for the *LMI Pro Suite* and *Navigating the World of Workforce Information* employer seminar. BLMI will solicit and report participant evaluations of training sessions and follow-up survey information. This information will be used to maintain high quality content in training activities.

     We are planning a feasibility assessment to move toward distance learning and creation and expansion of tutorials available from the LMI web site. These materials will expand upon the concepts introduced in "Recruiting Central," currently available on the LMI Classic site at http://lmi.state.oh.us/Jobs/RecruitingCentral_files/slide0002.htm.

     During calendar year (CY) 2004, the Ohio LMI Bureau staff trained 59 workforce professionals (i.e., intermediaries) at 3-day, LMI Pro Suite computer training seminars that made the participants sophisticated consumers of Internet labor market information. Furthermore, these labor market analysts tutored and trained 521 unemployed and underemployed persons in 1-day, short –term workshops throughout CY 2004 to improve with LMI the clients' job search skills. Also in CY 2004, LMI Bureau analysts trained 51 human resource staff members from private sector companies in the proper applications of LMI data relevant to these businesses during half-day, training seminars. We will continue to team with intended customers in the design, application and delivery of such

seminars as we did in working with the Office of Local Operations for new courses this past year.

For PY 2005, the LMI Bureau plans to maintain the same output level of trained workforce professionals, private sector human resource staff members, and unemployed and underemployed labor force participants, who will all be able to access web-based, LMI resources and apply this labor market information effectively. The training technique will continue to utilize half-day computer workshops for employer personnel staff, 1-day Internet training for unemployed and underemployed labor force participants, and 3-day computer seminars for intermediary workforce professionals. Furthermore, the LMI Bureau plans to assess the feasibility of developing distance learning, video supplements to these training efforts, whereby 2-minute training videos about critical concepts and applications will supplement the basic workshop curricula shown on the LMI web sites (at **http://www.ohioworkforceinformer.com** for the Ohio Workforce Informer and at **http://lmi.state.oh.us** for the LMI Classic site).

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**
  The *LMI Pro Suite* training has consistently received high marks from evaluations. These will be continued and reported in the annual report. The pilot training seminars for employers also received very positive evaluations and have become a regularly scheduled class. BLMI will continue to solicit feedback from participants to ensure that training topics remain relevant and are presented at a high-caliber level.

- **Support goals of the state's WIA/Wagner-Peyser Strategic Plan and Advance Ohio**
  A goal of the SWIB is to assist employers in obtaining skilled and productive employees. The new *Navigating the World of Workforce Information* seminars targeted for employers and the *LMI Pro Suite* training, geared toward intermediaries, support this goal. The training also supports improved access to an expanded range of services and many goals of Advance Ohio.

- **Principal Customers**
  Employers, job seekers, economic developers, workforce boards, researchers, job developers, career counselors and other labor market intermediaries.

- **Projected outcome(s) and system impact(s)**
  Employers, One Stop partners and others will be more effective in accessing the desired economic and labor market data and in assisting customers.

- **Planned milestones (t**hrough the Ohio LMI Training Institute)
  1. Train 50 intermediary, workforce professional staff members in the availability and use of LMI data.
  2. Conduct 8 *Navigating the World of Workforce Information* business outreach sessions for human resource professionals to serve up to 50 employers.
  3. Conduct 5 *LMI Pro Suite* training sessions to serve up to 50 workforce intermediaries.
  4. Conduct a feasibility assessment to develop distance learning, Internet video supplements about critical LMI concepts and applications to interject within the text curricula for all training seminars shown on the Ohio LMI Training Institute web pages at http://lmi.state.oh.us/Jobs/LMITrainingInstitute.htm.
  5. Continue and expand coordination of existing/new training seminars with the SWIB and workforce development partners.
  6. Report results of training evaluations.

- **Estimated costs: $256,463**

C. Consultation and Customer Satisfaction Assessment

One of the goals of Advance Ohio is that the system will provide comprehensive performance criteria for workforce development programs and will monitor the effectiveness of State and local programs. The Workforce Investment Council (WIC) is currently soliciting ideas from around the country on performance measures with input from Ohio and has been issuing quarterly reports. ETA has also been working on LMI components of common measures. BLMI will continue to follow these developments and plans on implementing the recommendations.