

VERMONT ANNUAL PLAN  
PY 2005 WORKFORCE INFORMATION GRANT

**I. Statewide Workforce Information System**

- (1) The State Workforce Investment Board (SWIB) in Vermont is the Human Resources Investment Council (HRIC). Federal legislation recognizes only the state WIB in Vermont; however, Vermont legislation predated the federal law and created the structure for the eleven local WIBs that currently exist. The Executive Director of the HRIC and the Chairperson work closely with the Commissioner of the Department of Employment and Training (DET) to ensure a coordinated effort in meeting the needs of employers in Vermont. Policy meetings for both organizations include members from the HRIC and DET. In fact, the Commissioner is a member of the HRIC and sits on its executive committee.

Effective July 1, 2005 the Commissioner of DET will be the Commissioner of the new Vermont Department of Labor (VDOL), which will be formed from the Department of Labor and Industry, and the Department of Employment and Training. The expanded operations of the VDOL will emphasize the integration of state government services for employers and workers.

The Labor Market Information Director will continue to coordinate activities with the HRIC Executive Director to ensure an effective and efficient system for distributing LMI. The close physical proximity of the LMI staff and the HRIC staff make it easy to meet on an ad hoc basis to discuss current issues and needs. The HRIC also provides valuable input on the development of the annual plan.

The LMI Director is a member of the Department's senior staff and helps to shape the program policy for the Department of Employment and Training. Meetings include the Commissioner, Deputy Commissioner and Program Directors and often review issues related to program services. The Commissioner and Deputy Commissioner meet twice a month to discuss activities of mutual interest with the Executive Director of the HRIC.

- (2) According to the state's update of the WIA/Wagner-Peyser Five-Year Plan, Vermont's workforce development strategy has six primary goals:

- Increase the number and diversity of job opportunities available to Vermonters to cushion the economy from the impact of the unavoidable closure of one or more large employers or the demise of a key industry.
- Improve the standard of living and quality of life for all Vermonters by increasing and improving the job opportunities available.
- Build resources through a stronger economy that will support environmental protection, education, and cultural and social growth through strategic investments in programs.

- Achieve geographic diversity in the employment base to spread higher quality jobs across the State and alleviate pressure on transportation resources.
- Develop our educational, training, and technological infrastructures to compete in the knowledge based economy. In the short-term, we will put resources into an aggressive retention and recruitment campaign with the goal of increasing median incomes of working Vermonters.
- Access and adapt our strategies based upon a vigorous pursuit of information and forecasting on emerging economic trends looking out three, five, ten years and beyond.

Labor Market Information provides the infrastructure needed to achieve the goals of the WIA plan. LMI is used by private employers in Vermont to identify opportunities for expansion. It also provides critical information for out-of-state firms to make decisions about locating in Vermont. The type of information frequently requested is: availability of experienced workers and the average wage by occupation. These items are available on the LMI web site for towns and regions in a form that facilitates decision making for new and existing employers. LMI also provides information about local unemployment and the existing economic structure, which is needed to evaluate the potential success of investment in a particular area.

The occupational and industrial wage data distributed by LMI is a key component in helping government planners evaluate the trade-off between development and the impact on quality of life. Vermont is known for having a beautiful landscape that encourages visitors and often attracts new firms to the state. The local economic information from LMI is used to help local government and private employers match their priorities and maintain a high quality of life for Vermonters.

Encouraging economic growth in areas that have lost jobs or have not been successful in attracting development recently is a high priority for the state. This will minimize the adverse impact of growth on the community and help dislocated workers return to the workforce. LMI is the vital information needed to help planners and employers identify the regions where growth is needed and where growth may exceed local needs. Information on employment and unemployment by town, county, labor market area and WIB is available to help in this decision making process.

The last two goals depend on the ability of LMI to analyze recent employment and unemployment trends and project the economic patterns of the future. LMI provides the industrial and occupational projections to help decision-makers identify educational and training needs. LMI combines data from multiple sources through the LED program, and by working with the Census Bureau, to provide detailed demographic and employment data to ensure decisions are based on reliable information.

- (3) The Governor designated the Department of Employment and Training as the primary agency to deliver workforce related services through its network of Career Resource Centers. This designation will be applied to the Vermont Department of Labor effective July 1, 2005. Labor Market Information works closely with the service providers from DET and other state agencies to make the one stop concept envisioned under the Workforce Investment Act effective. Our products are designed to help employers and workers achieve their economic goals. LMI works closely with

program planners and Workforce Investment Boards to determine the best strategy for achieving their objectives. The strategic vision of the State Workforce Investment Board is to provide a framework that links the business and education communities and helps bridge the gap between the workforce of today and the one needed for tomorrow. Labor Market Information is the tool that facilitates the transition by producing occupational projections, current occupational wages and other related information.

- (4) The consultation process to determine customer's needs is based largely on direct contact between the Labor Market Information Director and service providers throughout Vermont. Since the implementation of WIA, the LMI unit has sponsored LMI training sessions for staff from Career Resource Centers, WIBs, Social Welfare Agency (PATH), Vermont Student Assistance Corporation (VSAC), Vocational Rehabilitation, and other public and private social service organizations. The purpose of these training sessions is twofold: help front line staff use labor market information on the Internet, and receive comment and suggestions on the products that are most helpful in serving clients.

In order to make the communication process direct and effective, these sessions are a joint effort of the LMI Director and the VCRN Director (Vermont's Career Resource Network). While it may be somewhat unusual to have program directors providing technical training to staff, it is a very effective way to receive feedback from customers in a small state such as Vermont. Working together, VCRN and LMI are able to provide a wide array of products that satisfy the needs of a diverse group of program professionals.

Consultation with the business community is done through the State Workforce Investment Board (aka Human Resources Investment Council). At least half the members of the state board must be from the business community. Local boards, which are an extension of the state board, also have substantial business representation. The Commissioner meets regularly with the Executive Director of the State Board. The LMI Director meets weekly with the Commissioner at senior staff meetings. The LMI Director also meets informally with the Executive Director of the State Board on topics of interest to both.

The Vermont Department of Employment & Training coordinates activities with the Vermont Department of Labor & Industry, which are of special interest to the business community. This will be facilitated by the merger of the two departments on July First. The new agency will continue to provide information related to the Unemployment Insurance Program and the Worker's Compensation Program. Employer organizations, such as Associated Industries of Vermont, discuss program policy proposals with the Commissioner and Deputy Commissioner. The Labor Market Information Director assesses the need for related statistical information and produces special reports as needed. In addition, the Departments cooperate in producing a monthly newsletter that address current topics of interest to the business community and provides detailed quantitative information to indicate current labor market conditions. Business leaders comment on current issues covered in the newsletter through the appropriate political channels.

Direct communication from individuals is often based on use of the LMI web page. Email comments indicate the overall satisfaction with products and may also request additional details.

- (5) The Internet is the main distribution tool for all types of customers but it is not the only format used. Publications are still available in paper format and we maintain mailing lists for anyone who wants to receive our publications regularly. We also provide email notification when a publication is available in Adobe pdf format on our web site.

Business customers and Workforce Development professionals probably have the best access to the Internet. We promote the LMI web site with bookmarks that are distributed at various conferences and meetings. We have also mailed substantial quantities to libraries where individuals may be browsing various resources. Posters promoting the web are available in the Career Resource Centers where people may investigate different job hunting tools.

- (6) The One-Stop Career Resource Centers have personal computers and Internet access for client use. All our major publications are available in Adobe pdf format on the web. In addition, LMI staff has created dynamic look-up tables that allow individuals to search our database for information. The results are returned in a formatted table with appropriate historical comparisons.

The LMI home page will also remain available separately, providing links to many related sources for educational and career information. Staff in the CRCs has been trained to answer questions about LMI resources accessed through the Internet. LMI staff maintains our web site and has expanded the array of products available to customers.

- (7) Customer satisfaction will be assessed for all items available through the Labor Market Information web site. This includes all items produced under the U.S. Employment and Training Administration Workforce Information grant and many items produced as part of the U.S. Bureau of Labor Statistics Cooperative Agreement. The assessment tools include counters for the various products on the web site. Quarterly reports will be generated to allow us to track usage. A customer satisfaction survey is maintained on the web site and available from multiple access points. We encourage people to complete the survey to tell us if they have been successful in finding what they need. The electronic survey and web counters will be most effective with employers and organizations with Internet access.

Counts will be maintained for paper publications and contacts with customers by telephone and email. We follow-up with these customers by sending a brief questionnaire, by email or fax, to determine if they are satisfied:

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## **Vermont Department of Employment & Training Labor Market Information Survey**

Please answer Yes or No to each question.

1. Did you receive the information you requested in a timely manner?

2. Was your request handled in a professional manner?
3. Was the data/information you received satisfactory for your needs?
4. Comments or suggestions:

Please return to Vicki Ewen via email at: [vewen@det.state.vt.us](mailto:vewen@det.state.vt.us)  
or fax to: 802-828-4050

Questions call me at: 802-828-4330

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(8) The Customer Satisfaction Survey is based on a relatively small sample of customers and indicates both positive and negative results. There are instances where it was difficult to find the desired information but there are also many positive comments. It is difficult to know if such a small group is representative of all users. Our usage statistics indicate there were over 38,000 "visitors," i.e. users, but only 24 completed the online satisfaction survey. We have promoted the online survey and made it as simple as possible to provide feedback; however, many people do not take the time to complete the satisfaction survey. The fact that we continue to have a very high volume of users, however, indicates that the information is in demand. We are continuing to work on usability and respond to user comments for improvements. The latest survey results are shown below:

# Customer Satisfaction Survey

July 2004 - May 2005

[www.vtLmi.info](http://www.vtLmi.info)

total responses - 24

The information was:	1	2	3	4	5	0	Overall
Indicate your level of agreement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A 1/	Rating 2/
Number of Responses							
Easy to find	4	3	2	2	3	10	2.8
Timely	3	1	3	1	3	13	3.0
Detailed Enough	4	0	3	2	2	13	2.8
Easy to Understand	3	3	1	1	4	12	3.0
Helpful	4	1	3	1	3	12	2.8
In a useful format	4	1	1	2	4	12	3.1
Overall, I am satisfied with the website	4	2	3	1	3	11	2.8

1/ - Checked by default, includes both those who checked it and those who skipped the question.

2/ - Based on those respondents who checked one of the five rating levels.

## What could we do to improve VtLmi?

11 responses

date	email	comment
07/16/04	yes	The web site is outstanding...
08/06/04		Why are there so many "No VT wage data" entries in the very part of the website designed to present wage data? This is very aggravating, and makes the website not at all helpful.
12/05/04	yes	make this site speak the language we all speak, not that of the statistician. TRANSLATE it!
12/08/04	yes	It's not easy to find the page to create an account. And when I find it, I never get through to set one up. Frustrating. The site also seems a bit cluttered. But that could just be my frustration talking again.
12/09/04	yes	i like it
12/20/04		put in the recommended occupation
01/28/05	yes	Add a search engine tool that lets me choose companies by number of employees and region. I am looking for larger and more targeted reports than I appear able to make with the current inquiry structure
02/07/05		you can improve things buy getting more jobs in VT and stop worrying about if were destroying the land that's what the EPA is for.
02/26/05	yes	Leave old county information online while you are revising the information. Old data is better than none at all.
03/22/05		It would be nice to have the US unemployment figures alongside the Vermont data whenever possible.
04/24/05		List the information about monetary qualification for unemployment insurance so an individual can determine whether it is worth his/her time to file a claim for unemployment insurance.

**I use information from VtLmi for: (Check all that apply)**

18 responses

7	Finding a Job	1	Hiring Workers
2	Finding a Business or its Location	2	Setting or Negotiating Wages
3	Career Planning	1	Starting or Expanding a Business
-	Assisting Others Finding Employment	2	Budgeting / Planning / Policy Making
2	Developing Training / Curriculum	2	Economic Research / Development
2	Training	-	Product Marketing
3	Customized Report of Analysis	2	Other (specify)
			input to USDA grant application grant writing

**Usually when using VtLmi, I am a:**

14 responses

3	Jobseeker	2	Employer / Business Representative
4	Employee / Individual	-	Career Counselor / Caseworker
-	Student / Learner	-	News Media Representative
-	Teacher	3	Researcher / Planner / Economic Developer
-	Parent	-	Government Representative / Elected Official / WIA employee
-	Education & Training Provider	2	Other (specify)

## Vermont Web Usage

In order to assess which sections of the LMI web page are being used the most, LMI staff developed a FoxPro program to count the 'Visitor Sessions' from the web log for our site. Based on the activity from July 2004 through May 2005, the following sections of our site were used the most:

Web Activity Report				
Vermont Labor Market Information - www.vtlmi.info				
7/1/04 - 5/31/05				
Web product / page	Visitors	Visitor Sessions	Page Views	Hits
TOTAL	38,298	117,124	211,568	990,286
LMI home	13,946	28,200	33,500	160,422
occupations home	9,933	17,615	22,801	111,067
occupational info center	7,656	14,983	39,066	248,384
wages & income home	6,664	9,411	10,588	46,555
qcew (BLS Program)	5,378	11,980	17,728	40,208
career exploration	4,930	10,908	13,758	58,449
income	4,474	6,968	7,815	9,205
occupational video images	4,229	6,684	15,460	65,410
Ces (BLS Program)	3,769	8,222	10,147	17,260
downloads	2,938	8,638	11,814	14,001
faq	2,458	3,606	4,210	16,443
unemployment home	2,419	3,799	4,317	13,980
Laus (BLS Program)	2,287	4,819	7,153	10,957
press release	2,220	4,055	4,331	6,879
county profiles	2,042	4,736	6,174	23,255

The table shows the strong demand for occupational information and that is where we continue to concentrate our development efforts. As indicated in the core products, updating the Occupational Information Center is a major activity. We plan to expand the number of occupational videos and work to improve the availability of occupational skill information. We will also work to integrate the data into a profile for sub-state areas and make that available through the 'Regions' tab.

We have received feedback through meetings and discussions with users about labor market information products. Our follow-up survey of people requesting information shows a very high satisfaction rating.

(9) LMI projects are leveraged by coordinating staff efforts with other section of the



Department of Employment and Training. Examples include joint training efforts by the LMI Director and the Director for America's Career Resource Network. There is a common interest in helping users of labor market information and Career Information understand how to find and use available information. So, we work together to help train customers for both programs. We also work with the ACRN staff on projects such as the Career Tabloid for students and identify occupations for special research.

A similar sharing of staff resources helps promote the availability of services under WIA when we work on the Vermont Job Link system. We have expanded the limited LMI in VJL by providing direct links to the key elements on the LMI web page, e.g. projections and occupational wages.

We work closely with the Economic Development Department by providing information on the available pool of workers to encourage firms to relocate to Vermont. The 'Labor Exchange' tool on the LMI web site shows the latest number of active applicants and the wages for positions posted at DET. We respond to ad hoc requests for information from both the state agency and the firms who contact us directly looking for information to help them evaluate locations in Vermont. The Economic Development Department provides a link to the LMI web site for unemployment, employment, wage and licensing information.

We have worked closely with the Vermont Health Care Administration in the development of an expanded fringe benefit survey and discussed sharing the data collection activities for our next survey.

There is no direct transfer of funds but we coordinate efforts in areas of common interest to "enhance delivery of products and services."

## **II. Products and Services**

### **(1) POPULATE ALMIS DATABASE**

In order to satisfy this core product requirement we will update files for the ALMIS database quarterly with the latest Vermont data and populate all core tables and any new tables as required. We will use version 2.2 as the standard for the Database. We will participate in national training and access national web site to maintain knowledge of database requirements. We will use the information obtained from the recent licensing survey to update the licensing publication and revise files on LMI web site.

The products developed for web-use, which rely on the ALMIS Database, show heavy demand by business and job seekers. Contact with students through the Vermont Career Resource Network indicates that web systems are popular and helpful to students.

This activity is consistent with both the "Strategic Vision" and the "Workforce Development Strategy" for Vermont's updated 5-year plan.

This activity will satisfy a range of customers, including job seekers, businesses and program planners, and software developers.

The outcome will be to stimulate increased usage of electronic and web based systems by all users. Students who increasingly rely on the Internet will expand use of LMI systems. Out-of-school job seekers will benefit from new skill information to help them determine the appropriate choice for retraining.

Milestones: Update standard data quarterly during the program year. Create new publication with the results of the latest licensing survey for distribution by November 2005.

Estimated Cost: \$55,000.

## (2) PRODUCE AND DISSEMINATE INDUSTRIAL AND OCCUPATIONAL PROJECTIONS

In order to satisfy this core product we will produce long run, statewide industrial and occupational projections to 2014 with base year 2004. We will also update the short run statewide industrial and occupational projections to 2007 with base year 2005. Results will be transmitted to ETA and incorporated in the Vermont ALMIS Database.

Products developed for web-use show heavy demand. Contact with clients trained by LMI show a strong interest in projections and the need to provide easy to use products.

This activity is consistent with both the “Strategic Vision” and the “Workforce Development Strategy” for Vermont’s updated 5-year plan.

Students, dislocated workers, and general public looking for career information are the major customers.

The outcome will be to stimulate increased usage of electronic and web based systems. Dislocated workers and older workers in need of a new career will benefit from updated occupational projections. By promoting the availability of the projections information, we expect to see an increase in the use of the LMI products.

Milestones: Complete long run, statewide industrial projections by December 31, 2005; complete long run, statewide occupational projections by March 31, 2006. Complete activities for short run projections to 2007 by June 30, 2006.

Estimated Cost: \$85,000.

## (3) PROVIDE OCCUPATIONAL AND CAREER INFORMATION PRODUCTS

In order to satisfy this core product we will update LMI web page with information requested by the Executive Director of the state WIB. The most significant addition will be the inclusion of

staffing pattern details to show the relationship between industries and selected occupations. In addition, LMI staff will update skill information as it becomes available from O'Net. Alternative skill information systems will be evaluated as they become available; however, we don't plan to replace the Vermont system that was developed in-house. We will continue to produce occupational wage estimates for substate regions based on OES wage survey. Estimates will cover 4 regions not included in the BLS sample design. The North Carolina EDS software will allow us to reconfigure the data to meet local needs and publish data on the Internet. We will work with customers and other state agencies to expand fringe benefit survey in 2005 based on consortium questionnaire. We will respond to telephone and email requests from the public for various publications and guidance in searching for new jobs.

Products developed for web-use show heavy demand; frequent telephone and email requests show need for providing personal assistance for some customers. Contact with the Vermont Department of Health Care Administration indicated need for expanded fringe benefit survey.

This activity is consistent with both the "Strategic Vision" and the "Workforce Development Strategy" for Vermont's updated 5-year plan.

Students, dislocated workers, and general public looking for career information, employers, Vermont Department of Health Care Administration (DHCA) are the customers for these activities.

The outcome will be to stimulate usage of electronic and web based systems and expand the distribution of printed publications, particularly for business users as a result of an expanded fringe benefit survey. By working closely with DHCA on the fringe benefit survey we expect to see greater demand for the printed copies of the fringe benefit survey results. It is likely that there will be a significant increase in the number of new business users of LMI data. Fringe benefit information is one of the most frequently requested items by business users and the expansion of this activity will likely increase their use of LMI.

Milestones: Staffing pattern information in Vermont web site by March 31, 2006. Work on expanded fringe benefit survey and produce preliminary report by December 31, 2005. Final report will be available on the web by March 31, 2006. Substate wage estimates will be done twice during the program year. Requests for information are handled on a flow basis throughout the year.

Estimated Cost: \$60,000

#### (4) SUPPORT STATE AND LOCAL WORKFORCE INVESTMENT BOARDS

In order to satisfy this core product we will continue to review output from the U.S. Census Bureau's Local Employment Dynamics (LED) program. We will evaluate data and determine the most useful information for the state WIB. We will create supplemental tables for publication on the state web page. As indicated in item 3 above, the Executive Director of the state WIB requested more information on staffing patterns as part of the LMI web page. LMI will include the information as specified in item 3 above under Occupational and Career Information Products.

LMI staff meets informally with the state WIB Director at least twice a year to give a progress report on WIB related projects. The LMI Director meets with the WIB Director formally once a year before the annual plan and informally as needed by either person.

Discussion with state WIB Executive Director indicated a desire to continue the activities associated with the LED program. Periodic meetings have been held to get feedback on the new products added during the previous year. The Department's Commissioner, Deputy Commissioner and WIB Director have voiced support for the enhanced LMI web page and the continued expansion of the LED program.

This activity is consistent with both the "Strategic Vision" and the "Workforce Development Strategy" for Vermont's updated 5-year plan.

WIBs, employers, program planners are the major customers.

The outcome will be to stimulate usage of all types of Labor Market Information by WIB planners and private business establishments. The U.S. Census Bureau will provide detailed reports on employment, wages, and turnover for local WIBs to complement the array of products currently produced by LMI. In addition, the LMI staff will make expanded use of the wage record files returned by the Census Bureau. The more detailed information will be valuable to business planners and increase their use of electronic and paper products.

Milestones: Transmit files to the Census Bureau quarterly from QCEW program and the state wage record files. Expand the "Regions" tab on the LMI web page with additional reports from the Census Bureau's files by June 30, 2006. Continue to evaluate data from the LED program and clarify data quality issues with the Census Bureau on a continuing basis. Meetings to assess progress of WIB related projects occur throughout the year with Directors and staff participating as needed.

Estimated Cost: \$60,000.

#### (5) MAINTAIN AND ENHANCE ELECTRONIC WORKFORCE INFORMATION DELIVERY SYSTEM

In order to satisfy this core product we will maintain recent enhancements to the LMI web site. Examples include the following Cold Fusion systems: ALMIS Employer Database application, Labor Exchange Summary Tables, Occupational Information Center. We will continue to coordinate with Vermont Job Link for efficient distribution of LMI and to reflect the new Vermont Department of Labor. We will expand the recent developments for the "Regions" tab by adding ranking reports and column sort features, as discussed with the WIB Director. We will expand Glossary of Terms to improve explanation of technical terms.

Responses to web survey indicate a need for easy access to an integrated system that summarizes information for geographic areas. Discussion with WIB executives indicated the desire to continue to enhance the web and to add options that would allow users to view comprehensive area information. Discussions with the Commissioner and Deputy Commissioner indicated the need to have a uniform look for the Department's web site.

This activity is consistent with both the “Strategic Vision” and the “Workforce Development Strategy” for Vermont’s updated 5-year plan.

WIBs, employers, workers, planners, general public are the major customers.

The outcome will be to stimulate usage of electronic and web based systems, particularly by WIB planners and economic development specialists. The availability of a quick summary of economic and demographic information for towns, WIBs and counties will make it easier for government and private planners to see the most important factors affecting growth and development for a region.

Milestones: Maintenance is ongoing throughout the program year. Expansion of 'Regions' tab update will be completed by May 2006. Expansion of Glossary will be done by June 2006. Integrate the web pages for the new Vermont Department of Labor by June 2006. Regular updates of existing applications will be done on a flow basis throughout the year.

Estimated Cost: \$55,000

## (6) SUPPORT INFORMATION TRAINING ACTIVITIES

In order to satisfy this core product, LMI training sessions are scheduled in July and September. Each is expected to accommodate approximately 20 staff. Additional training sessions will be scheduled as requested for small groups or on an individual basis. LMI staff will participate in the LED national meeting and analyst training. Projections staff will attend training for long run industrial and occupational projections activities.

Evaluations from prior training sessions indicate a strong interest in hands-on training for accessing various types of LMI. In addition, discussion with LMI staff indicates the need to maintain staff skills in order to be able to produce the wide variety of new products and services requested by customers.

This activity is consistent with both the “Strategic Vision” and the “Workforce Development Strategy” for Vermont’s updated 5-year plan.

WIBs, planners, counselors are the major customers.

The outcome will be to improve the capability of all customers to locate, understand, and apply labor market and career information. This will be evident from increased use of electronic and paper products. Mailing lists will grow, web usage statistics will increase, and we expect to see an increase in favorable comments about the LMI web site from our customers.

Milestones: LMI training scheduled for July 2005 and September 2005. The LED conference is expected in January 2006. LED analyst training date is determined by the Census Bureau. Projections training will be completed when provided.

Estimated Cost: \$17,339.

#### A Description of How Each of the sub-Items Is Accomplished

As indicated already above for each of the core items, Vermont has established an extensive system to analyze the needs of its customers and to deliver the products and services authorized by grants from the Employment and Training Administration.

The recently updated Five-Year Strategic Plan sets the direction for the activities of the Department. The planning process established by the Commissioner integrates the views of the division Directors, including Labor Market Information. The plan describes the general process for serving job seekers, employers, researchers, and all other legal residents and transients anywhere in the state. The Career Resource Centers deliver services from 12 locations around the state. The availability of multiple sites with direct customer contact dictates how their services are delivered. In contrast, Labor Market Information has only one central location for its staff. In developing a plan to deliver LMI, it is necessary to use the strongest aspect of the LMI system, which is the computer system. The development of the Internet has made it possible for LMI to reach out to customers throughout Vermont and the country by making products accessible through a single point of access. ETA encouraged this approach with One-Stop implementation grants. In recent years, we have expanded upon the initial developments under One-Stop by increasing the number of products and making them more user friendly. The specific products to be produced in PY 2005 are clearly indicated above under core products. The scope and sophistication of the services have changed in response to changes in technology, but the goals have not. We provide information to help all types of customers. We give them quantitative information such as the unemployment rate, wage information, occupational projections, and industrial growth patterns. We give them qualitative information such as occupational descriptions and skills information. We summarize recent labor exchange information and direct people to occupation and regions where they are most likely to find employment. This is all consistent with the Five-year plan. We coordinate with the Career Resource Centers (in 12 locations) so that they can direct their clients to labor market information; either in the form of hard-copy publications or web access. However, the key for LMI activities is the maintenance and development of application for the Internet. This is outlined in Departmental planning documents and was very clearly described to ETA in Vermont's One-Stop implementation grant application. These objectives for LMI are also outlined in the Workforce Investment Act.

Customer support is accomplished through the customer satisfaction survey on the Internet, the use of counters for the web pages, and a formal follow-up survey. The feedback we receive from customers guides the development of future products within the constraint of the core products authorized by the TEG. The information we receive from customers is reviewed by the LMI Director and discussed with LMI staff to determine the products that are needed. At the same time an assessment of staff capabilities influences what activities are possible. If we need to train staff, we include that as part of the annual plan.

Since we are using the customer satisfaction survey, web counters and follow-up survey to guide our decision making process, we use the same information as a measure of the outcome success or failure. We check usage of the web by looking at the counters. We look at the use of new products on the web, and we ask people who request support if they are receiving the products and services they need.

The milestones and cost of each activity are based on the resources needed to produce the products. The cost of staff, computers and all support activities are included.

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

Customer satisfaction will be assessed for all items available through the Labor Market Information web site. This includes all items produced under the U.S. Employment and Training Administration Workforce Information grant and many items produced as part of the U.S. Bureau of Labor Statistics Cooperative Agreement.

The assessment tools include counters for the various products on the web site. Quarterly reports will be generated to allow us to track usage. In addition, our customer survey will be used to collect feedback from customers on the web.

A follow-up questionnaire will be sent by email or fax to customers dealing directly with LMI staff. This will allow us to monitor our effectiveness in meeting their needs and to obtain suggestions for improvement.

Our customers frequently volunteer comments about the information provided in response to telephone and email inquiries. This direct contact provides a clear indication of the effectiveness of our products and services. All comments reflect satisfaction with the timeliness of our response and the professional attitude of the LMI staff. On occasion, customers have expressed dissatisfaction with the format or the some technical details. For example, the data is not available for a specific geographic area or a particular industry. During PY 2005, we will continue to follow-up by email or fax on data requests to determine satisfaction. We will summarize responses for basic quality standards: timeliness, professional service, and data satisfaction.

Training sessions will be used as an opportunity to discuss strengths and weaknesses of existing products. A typical training session is attended by individuals from economic development, social welfare agency, Vermont Student Assistance Corporation, and other LMI users. It is convenient to discuss the needs of the information users face-to-face while showing them how to access our latest information distribution system.